

# Somerset, Wiltshire, Avon and Gloucestershire (SWAG) Cancer Alliance Prehabilitation Patient Information Platform

October 2023 – January 2024

This project has been developed as part of a collaborative working agreement between MSD and SWAG Cancer Alliance.



## Summary of Project

This project aided the development of a digital cancer prehabilitation information platform and ensured its accessibility to patients, caregivers, and healthcare professionals in the SWAG region.

“ We achieved our goal of improving the accessibility of prehabilitation health information across the region to ensure patients can be best prepared mentally and physically for their treatment journey. ”

– Jeff Hutchinson, MSD

## Objectives

Minimise disparities in access to prehabilitation information to enhance patients' ability to build physical and mental resilience in navigating their cancer treatment journey.

- Tackle health inequalities
- Boost patient involvement and education
- Enhance patient's mental and physical resilience
- Promote health literacy

## Impacts

**Increase in monthly views of the prehab platform (Aug - Dec 23)<sup>1</sup>**

**140 to 222**

**Increase in monthly users of the prehab platform (Aug - Dec 23)<sup>1</sup>**

**77 to 138**

## Challenges

- Absence of standardised and coordinated delivery of prehabilitation services across the region → disparities in service quality
- Discrepancies in patient health literacy across the region and capacity to make informed healthcare decisions
- Varied cancer waiting times as patients become ineligible for treatment due to declining fitness

Prehabilitation hub resource shared with wide range of NHS stakeholder organisations, institutes, networks and charities, examples including:

Case study created for the National Living with and beyond Cancer team, presently available on the NHS Futures website

Case study blog developed for the Cancer Care Map team, currently featured on their website

Poster containing details of the prehabilitation digital platform circulated among relevant HCPs in the region

## Solutions

The development of the digital prehabilitation platform was guided by a collaborative effort between MSD and a diverse team of healthcare professionals across various trusts in the Cancer Alliance.

The platform is accessible to all healthcare professionals across the Cancer Alliance and aims to assist patients in optimising their physical health prior to commencing cancer treatment.

### The platform provides this by:

Offering accessible information and suggestions to enable patients to make informed decisions

Featuring a library of prehab content and materials, providing easy access to resources

Empowering patients to actively oversee their healthcare journey, thereby optimising their recovery

Prepares patients physically, mentally and emotionally for their cancer journey

The prehabilitation platform has the potential to positively impact to **14,688 patients annually<sup>2</sup>**

### References:

1. Data from Google Analytics for the SWAG Cancer Alliance Webpage. Access granted by SWAG Cancer Alliance
2. UK cancer incidence figures - <https://www.cancerresearchuk.org/health-professional/cancer-statistics/incidence/all-cancers-combined#heading=Two>. SWAG Cancer Alliance regional population estimate - <https://www.swagcanceralliance.nhs.uk/about-us/>, Accessed 11 Dec 2024