

**Somerset, Wiltshire, Avon and Gloucestershire Cancer Alliance Clinical Lead for Personalised Care & Support (Living with and Beyond Cancer) Programme**

**JOB DESCRIPTION**

<b>Job Title:</b>	<b>Clinical Lead for Personalised Care &amp; Support Cancer Programme</b>
<b>Accountable to:</b>	<b>Cancer Alliance Clinical Director</b>
<b>Responsible to:</b>	<b>Cancer Alliance Managing Director</b>
<b>Hours:</b>	0.2 WTE or 2 PAs per week.
<b>Location:</b>	Based at substantive posts base but the post holder will be required to travel across the SWAG geography and flexible working is expected.
<b>Duration:</b>	The post will be for a two-year term by mutual agreement.

## **Background**

NHS England published its ambitious Long-Term Plan ([NHS Long Term Plan](#)) in January 2019 setting out a new approach to improve the quality of care and health outcomes. As part of its implementation framework local systems working with their Cancer Alliances set out practically how they will deliver 'better care for major health conditions' to include the 'roll-out of personalised care interventions, including personalised stratified follow-up pathways (PSFU), and improve quality of life. <https://www.longtermplan.nhs.uk/wp-content/uploads/2019/06/long-term-plan-implementation-framework-v1.pdf>

Personalised care interventions and PSFU are key building blocks to achieving a beneficial impact on the experiences of people living with and beyond cancer.

The Somerset, Wiltshire, Avon and Gloucestershire (SWAG) Cancer Alliance and its partners are committed to working towards the NHS Long Term Plan ambitions that all cancer patients have access to personalised care & support (PCS) and after treatment patients will move to a follow-up pathway that suits their needs.

To support the SWAG Cancer Alliance commitment as an operational priority the Personalised Care Clinical Lead supported by the Personalised Care Steering Group will ensure equity across all cancer service providers and hold systems to account for the delivery of high-quality personalised care to improve the health, wellbeing and experience of people living with and affected by cancer.

## **Job Purpose/Summary**

To provide leadership to the SWAG Cancer Alliance for the Personalised Care Programme, championing the importance of and lead on developing and delivering a work programme that achieves the aspirations of the Cancer Strategy and Long Term plan relevant to Personalised Care and Support.

Work collaboratively with the secondary care Cancer Alliance Clinical Director and Out of Hospitals Clinical Lead to enable a system wide way of working.

Promote cohesion and collaboration between community, primary care, and secondary care.

Cancer Alliances will provide a forum to bring providers and commissioners together with patients, so that they can co-design services to optimise pathways, ensure effective integration and address variation, and are the vehicle that leads the activity required at a local level to meet the 2023/24 ambitions set out by the Cancer Taskforce. The Cancer Alliances puts clinical leaders across primary, secondary, and tertiary care in the driving seat for improving quality and outcomes across cancer pathways, based on shared data and metrics. Continuing to deliver the strategy and its programmes will require committed leadership, smart choices around investing to save, and a firm intent to try new approaches and test new models of care.

## **Principle duties and responsibilities**

### **Improving quality and outcomes**

- To provide overarching professional and clinical leadership for the Personalised Care (PCS) work programme.
- To foster a culture of multi-professional engagement and collaborative working across all health and care settings to deliver improvement in Personalised Care across the SWAG Cancer Alliance.
- To ensure quality improvement programmes benefit from the best clinical expertise and evidence available.

- To initiate and promote programmes of quality assurance (such as clinical audit) which support individual professional development, inform commissioner and provider organisations.
- To maintain credibility across the Alliance community, fostering a culture of collaboration: at times this will include acting as an 'honest broker' reconciling conflicting views and interests.
- To understand, communicate and support the implementation of clinical policy relating to the Cancer Alliance
- To promote a culture of innovation, developing strong partnerships with Academic Health Science Networks and other academic and education structures.
- To establish and maintain highly effective communication routes in line with the needs of the diverse range of Cancer Alliance stakeholders' interests.

### **Enabling clinical leadership**

- To chair the SWAG Personalised Care Steering Group providing clinical leadership and defining strategy for Personalised Care.
- To ensure that clinical leadership is central to the delivery of all Personalised Care, Alliances and NHS England activities.
- To foster and promote a culture of clinical engagement and influence ensuring local networks are truly engaged.
- To ensure widespread multidisciplinary involvement including doctors, nurses, allied health professionals and clinical scientists.
- To model a collaborative and influencing style of working, negotiating with others to achieve the best outcomes and embedding this approach across the Alliance.
- To provide strategic advice to the Alliance to enable planning and decision making specifically in relation to personalise care and support.
- To be a highly motivated individual, demonstrating a transformational leadership style and a flexible approach to meet the competing demands of the role.

### **Enabling patient and public involvement**

- To act as a champion for patients and their interests and ensure meaningful patient engagement and involvement is central to strategy development and decision-making relating to personalised care.
- To ensure all public and patient contact with the Alliance office is of the highest professional standard.
- To embed patient and public involvement within the Alliance governance structures at all levels of decision making.

### **Promoting equality and reducing inequalities**

- To uphold organisational policies and principles on the promotion of equality.
- To create an inclusive working environment where diversity is valued, everyone can contribute, and everyday action ensure we meet our duty to uphold and promote equality.
- Ensure that the needs of patients are understood and can be interpreted by commissioners and promote patient and carer services that enhance their experience of care.

### **Partnership and cross boundary working**

- To effectively engage with other clinical networks/Alliances across boundaries where synergies exist around the achievement of outcome ambitions and integrated care pathways.
- To engage and develop collaborations for quality improvement across whole health communities including the voluntary and independent sector, for the realisation of equitable access to quality care and the achievement of outcome ambitions for patients.
- To work with other structures, including Academic Health Science Networks aligning innovation, education, informatics, and quality improvement.
- To work with national level bodies ensuring alignment of policy and service transformation for patients.
- To represent the Alliance at national meeting and events/clinical forums as appropriate.

### **Using insight and evidence for improvement**

- To use insight and evidence to inform quality improvement.
- To promote the systematic application of the quality framework tools.

- Horizon scan for personalised care, supporting the Alliance in identifying emerging practice and policy and in formulating and sharing appropriate local interpretations and responses where appropriate.

### Developing an excellent organisation

- To support the Alliances ways of working, model it's values and champion the NHS Constitution.
- To ensure the health, safety, and wellbeing of all staff within the Alliance.
- To ensure compliance with all confidentiality and governance requirements within the Alliance.
- To adhere to relevant professional codes of conduct.

### Key Accountabilities

No specific staff or financial accountabilities.

*This job description and person specification are an outline of the tasks, responsibility and outcomes required of the role.*

### Values and behaviours

Demonstrable commitment to and focus on quality, promotes high standards to consistently improve patient outcomes.

Demonstrably involves patients and the public in their work.

Consistently puts clinicians at the heart of decision making.

Values diversity and difference, operates with integrity and openness.

Works across boundaries, looks for collective success, listens, involves, respects and learns from the contribution of others.

Uses evidence to make improvements, seeks out innovation.

Actively develops themselves and others.

Demonstrable commitment to partnership working with a range of external organisations.

### Skills and capabilities

The ability to build excellent collaborative networks.

The ability to deal with ambiguity and complexity.

Able to navigate and negotiate the NHS and the wider health, social care and political landscape.

Excellent leadership skills and the ability to build and motivate high performing teams.

Highly developed interpersonal skills, negotiation, conflict management, feedback, partnership working, and coaching skills.

Able to assimilate complex and lengthy information and make decisions in an ambiguous and fast moving environment.

Ability to communicate with stakeholders and the media and convey complex messages to different recipient groups.

Able to develop effective and mutually supportive relationships with key partners within and without organisations.

Strong intellectual, strategic, and systemic thinking skills, with the ability to think creatively and laterally to achieve outcomes.

### Knowledge

Knowledge and experience of working in formal clinical networks within the NHS.

Good understanding of health system dynamics and the reform programme.

Knowledge of evidence-based policy making and NHS governance.

A good understanding of how to use data and financial incentives to improve quality and productivity.

### Experience

Track record of delivering major change programme to transform clinical services.

Have a good understanding of integrated models of care across primary, secondary, tertiary and community care and appreciation of NHS contracting processes.

Leadership experience in the NHS.

Experience of operating in complex, highly political environments.

Experienced professional with credibility and the ability to command the respect of all clinical and non-clinical professionals.

Experience of developing, applying and reviewing an evidence-based approach to decision making.