

2WW Video Launch

Vicky Radcliffe -
Cancer Transformational
Manager



Introduction

- The introduction of the 2WW video came about following the results of the Patient Feedback Survey we carried out in September 2021
- This survey was commissioned as part of the continued RDC project work and the focus was on improving early and faster diagnosis for cancer patients, this was to gather information and further insight into the 2 week wait referral process. The work carried out links in to the Care Coordinator “safety netting” work recently rolled out following a successful pilot to help create a smooth transition from primary to secondary care. The aim of the survey was to understand the patient’s experiences from the start of their journey from their initial appointment with the GP continuing their journey on a 2 week wait pathway in secondary care.
- The results of the patient experience survey have provided us with valuable data in the support given to patients on their 2 week wait referral journey. It clearly showed there were areas that require further work to improve early and faster diagnosis for cancer patients referred on a 2 week wait pathway ensuring a smoother transition and better outcomes for patients, providing them with better support tools and reassurance for patients.

- Our aim is to equip patients with a better understanding and knowledge of what to expect and the next steps in the Pathway from the point of referral. One of the steps that required improvement that we have highlighted was to:

Ensure all practices are using a generic leaflet to signpost patients.

Proposed Actions

- We are working with Cthesigns to ensure the 2WW referral supporting leaflet can be sent directly to the patient via SMS text or email using a tick box. By exploring options how we could deliver this information to the patient we came across a video used by Dr Ben Allen (GP in Sheffield)
- The feedback from Dr Allens video is that 80% of patients watch the recording until the end.
- Discussions have taken place with Clinical Directors about the benefits of using a short video to send to patients referred on a 2WW pathway and the outcome is that all the CD's are in agreement to continue developing a video specific for Barnsley.

Progress so far

- Preferred option to use Dr Allens video rather than create and produce our own individual video exclusive to BHF - possibility at a later date,
- Dr Ben Allen has given his approval for BHF to use his STH 2WW video that he has produced for his practice,
- The video is now available to send out to patients once they have been put on a 2WW referral pathway,
- We have displayed the video link on the Cthesigns referral tool under the resources section and also on the BEST Portal under the news section and under the patient info leaflet section for cancer.
- The proposal is to include sending the video to the patients incorporating this into the Care Coordinators daily tasks for cancer work continuing safety netting the referrals.
- We will be supporting the Care Coordinators in all the practices within our team, Paige Charity (Project Support) will be contacting everyone and supporting to show how the video can be sent to the patient.





Vision of what needs to be achieved by sending 2WW Video to patients

- To reduce anxiety and reassure patients.
- The patient to understand the process and what to expect/ next steps.
- To reduce DNA appointments.
- To improve the patients journey from day 0 working towards achieving 28 day faster diagnosis standard.



NHS
Barnsley
Clinical Commissioning Group

**New 2WW referral
patient video
available to share
via CtheSigns
dashboard now**



Open to the
group for ideas
and thoughts
Thank you