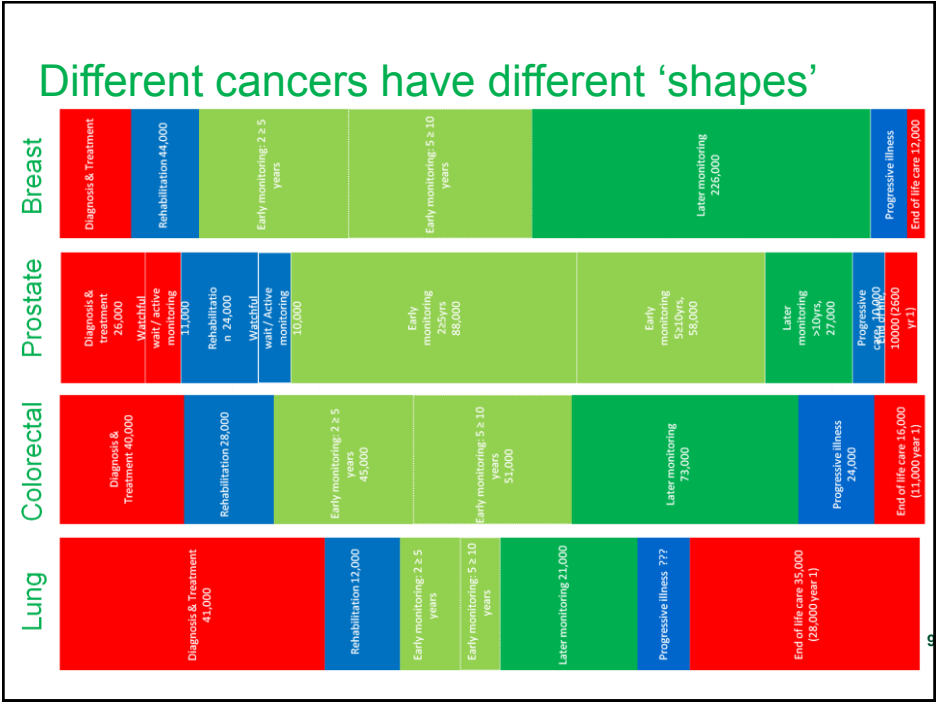
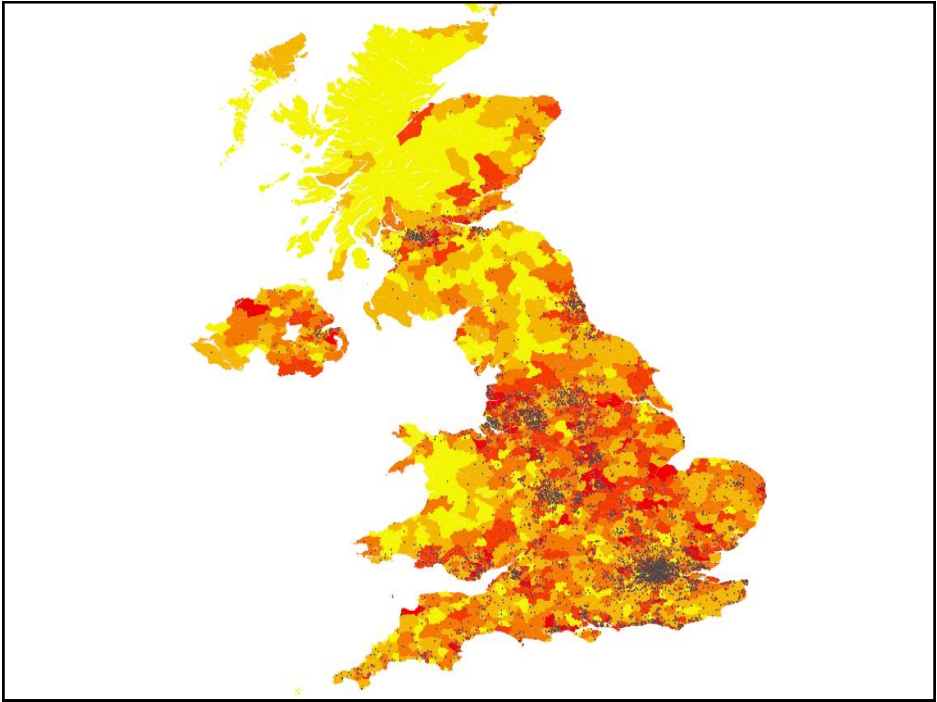


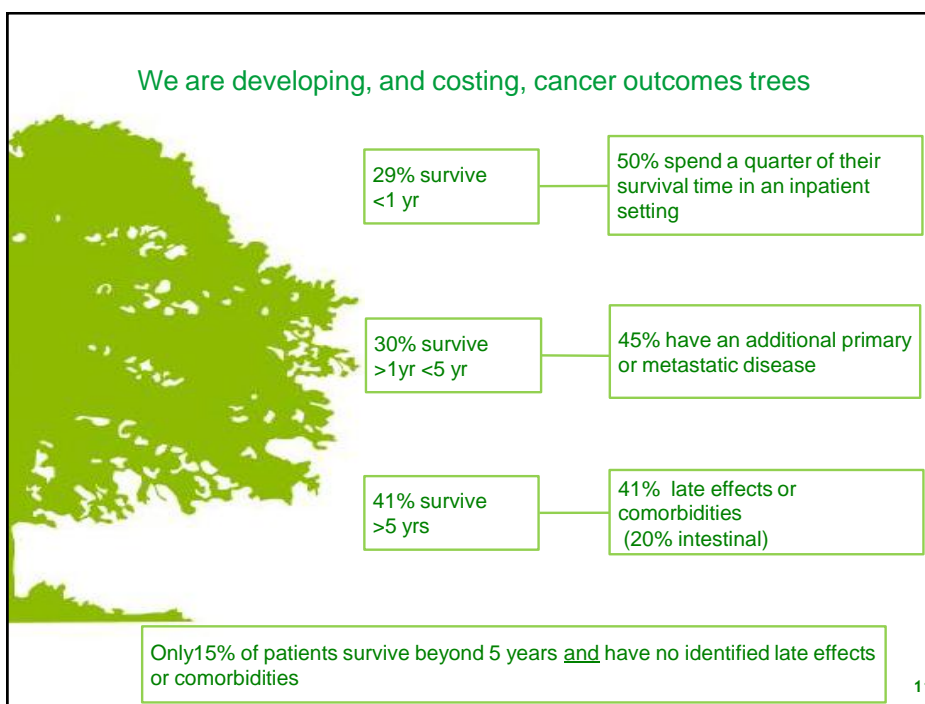
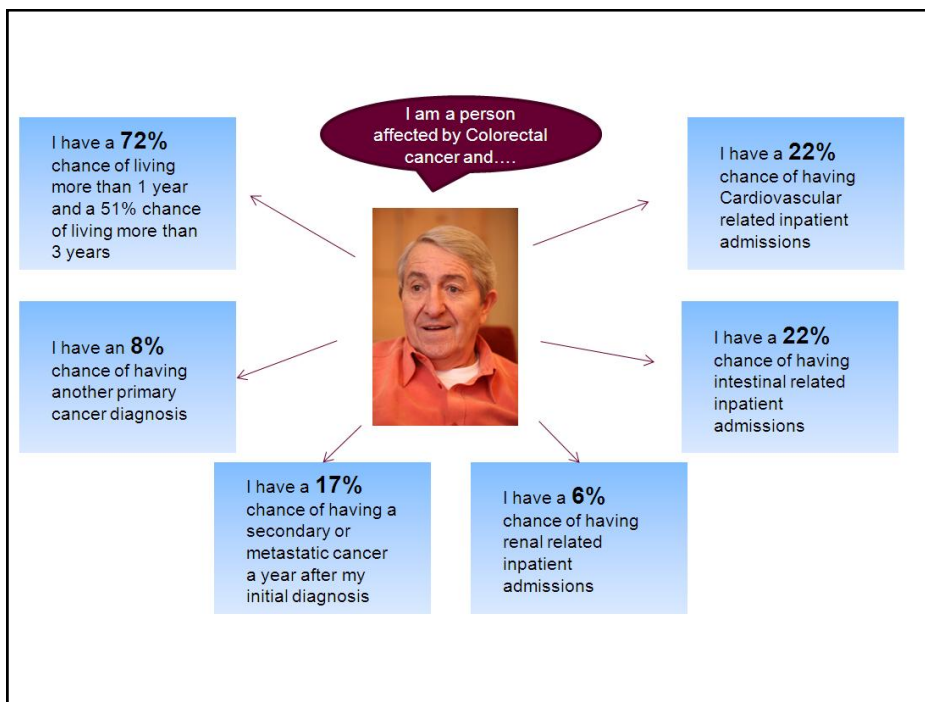
**Are data really  
benefiting patients?**

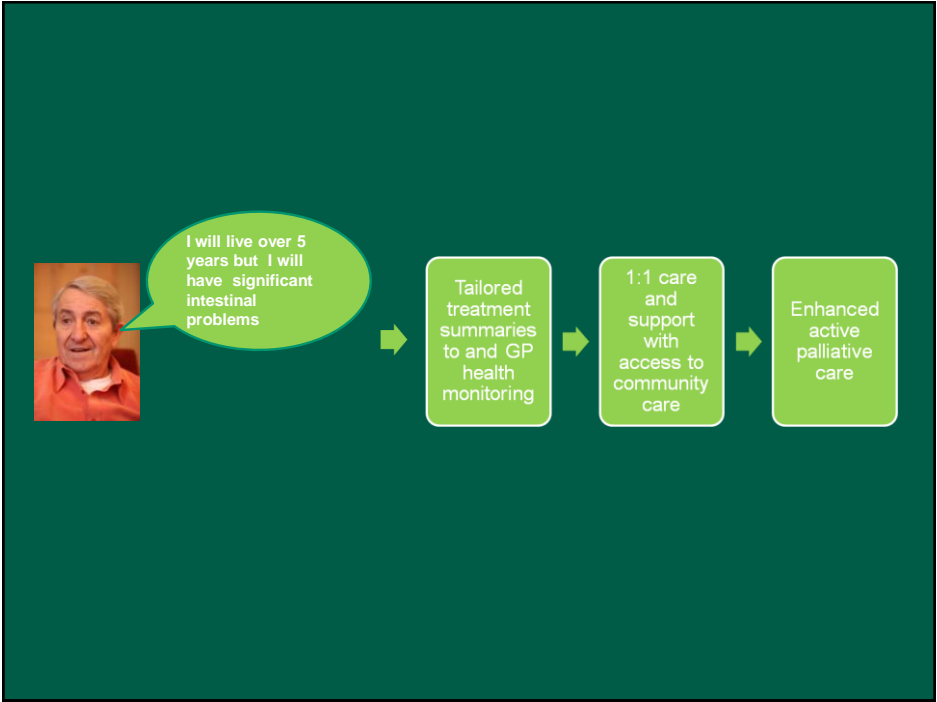
**Ciarán Devane**  
Chief Executive

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

**2 MILLION**



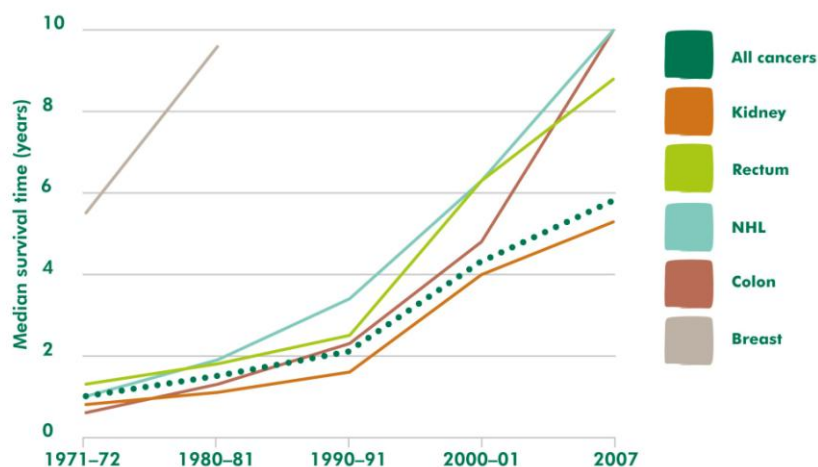




**4 MILLION**

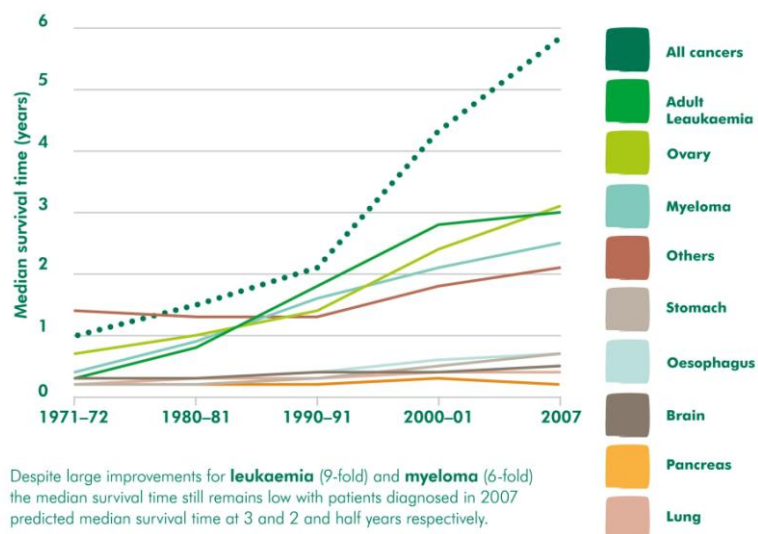
**42%**

Median survival time (years), by period of diagnosis and cancer<sup>1</sup>



Source: Macmillan Cancer Support identified median survival times based on research by the Cancer Research UK Cancer Survival Group at the London School of Hygiene and Tropical Medicine. Incidence and mortality data for the survival analysis are originally sourced from the Office for National Statistics.

Median survival time (years), by period of diagnosis and cancer<sup>1</sup>



Despite large improvements for **leukaemia** (9-fold) and **myeloma** (6-fold) the median survival time still remains low with patients diagnosed in 2007 predicted median survival time at 3 and 2 and half years respectively.

Source: Macmillan Cancer Support identified median survival times based on research by the Cancer Research UK Cancer Survival Group at the London School of Hygiene and Tropical Medicine. Incidence and mortality data for the survival analysis are originally sourced from the Office for National Statistics.

Median survival time (years) by period of diagnosis, all cancers<sup>1</sup>



Many of the patients diagnosed in 2007 will survive substantially longer than the predicted six years.

<sup>1</sup> Data are for adults aged 15-99 diagnosed in England and Wales. 2007 data are predicted survival estimates. Prostate and Bladder cancer are excluded. See Appendix 1& 2 for full details.

Source: Macmillan Cancer Support identified median survival times based on research by the Cancer Research UK Cancer Survival Group at the London School of Hygiene and Tropical Medicine. Incidence and mortality data for the survival analysis are originally sourced from the Office for National Statistics.

Total Prevalence - now



Total Prevalence - 2030



# Quantifying the problem allows us to develop solutions.

**DAILY EXPRESS**  
Killer patch that destroys skin cancer

**THE INDEPENDENT**  
Breast cancer returns in one in five cases

**Daily Mail**  
Breast cancer 'will return in one in five sufferers'

**The Daily Telegraph**  
Breast cancer returns for one in five sufferers

**BBC NEWS**  
Breast cancer: Leeds study highlights need to focus on recurrence

**i**  
Study reveals number of secondary breast cancers

**the guardian**  
Breast cancer recurs in almost one in four patients, study says

**DAILY MIRROR**  
20% OF WOMEN HAUNTED BY BREAST CANCER RETURN

## Patient experience is best for breast cancer

Rank	Tumour
1	Breast
2	Skin
3	Prostate
4	Lung
5	Colorectal / Lower Gastro
6	Head & Neck
7	Upper Gastro
8	Gynaecological
9	Haematological
10	Urological*
11	Brain / CNS
12	Other
13	Sarcoma

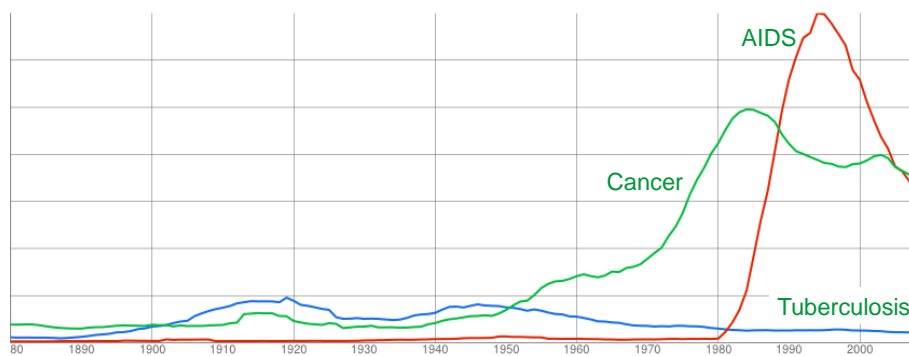




Transparency will allow informed patients to make informed choices.

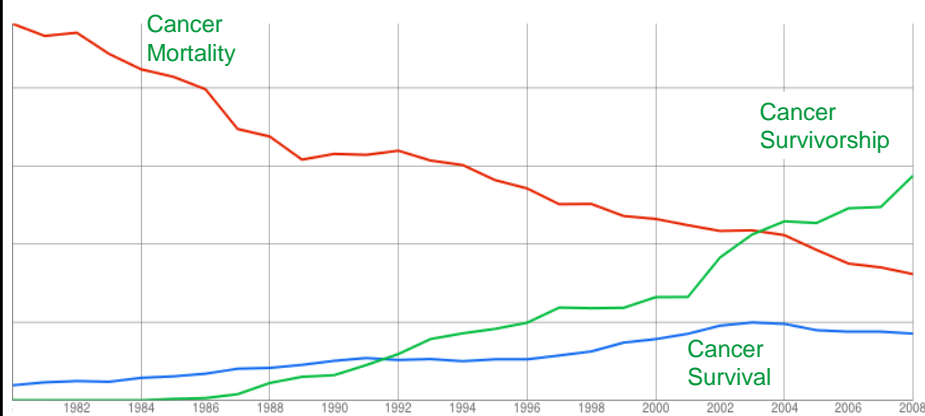
The screenshot displays the Macmillan Cancer Support website. The main header reads "LIVING WITH CANCER? WE'RE HERE TO HELP". Below this, there's a navigation bar with links like Home, About Us, Cancer Information, How we can help, Online community, Get involved, Fundraising, and Donate. The main content area is titled "Choosing your treatment and care - colon and rectal cancer". It includes a section "When it comes to how cancer will be treated and where you will receive that treatment, you have the right to choose." and a "Search for hospitals" section with filters for location and name. A sidebar on the right titled "Hospital comparison" shows a table comparing Kettering General Hospital and Lincoln County Hospital. The table lists details like location, contact information, and peer review measures. A "WE NEED YOUR FEEDBACK" section is also visible, encouraging users to provide input on their hospital experience.

People write about cancer, a lot . . .



Google books Ngram viewer

... but the cancer story is changing, literally



Google books Ngram viewer

## Are data really benefiting patients?

*Sizing services*

*Planning ahead*

*Quantifying & prioritising*

*Enabling decisions*

*Measuring change*

**THANK YOU**