Case Studies

NHS England & 2020 Delivery work with iWantGreatCare to reduce inequalities in cancer care

Background

Socioeconomic factors drive healthcare inequalities across the UK. The inverse care law highlights that it is the neediest and most vulnerable populations – who find it hardest to access timely, good quality healthcare services - that have the greatest healthcare requirements.

These variations in access and quality are amplified by the complexities of cancer care pathways, where the most vulnerable communities continue to experience the poorest outcomes. The modern NHS is innovating to meet these needs and reduce inequalities in care.

The project

An ongoing project, launched in 2019, sees IWGC partner with NHS England and 2020 Delivery to better understand patients in the most hard to reach populations - those with learning disabilities, ethnic minorities, people with mental health problems and the elderly in particular - to inform a service design shaped around them, to understand the factors influencing low adherence and poor engagement and to and reduce inequalities in outcomes.

iWGC’s expertise in patient experience and real world outcomes places it central to the 2020 project in identifying specific needs according to insights from all patients at every stage of their journey through the NHS, as well as evaluating the efficacy of primary, secondary and tertiary interventions in cancer care across the UK.

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