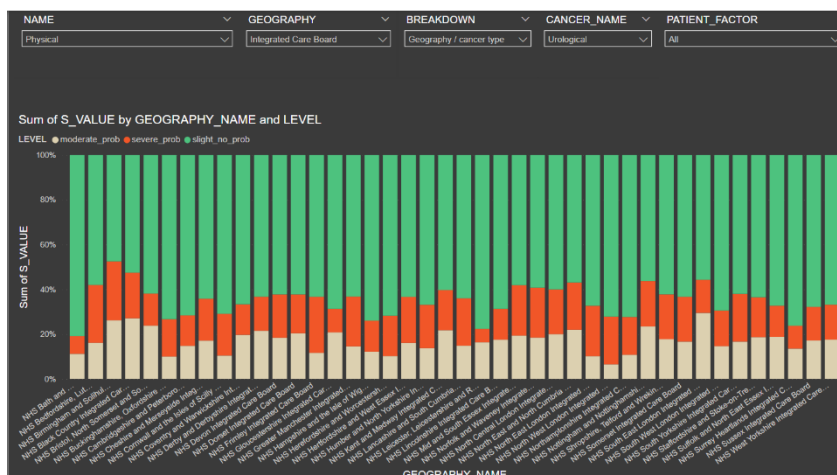




# How Quality of Life measures can improve patient care and outcomes

The SIA is delighted to share our collaboration with Suffolk and N.E Essex (SNEE) Integrated Care Board on their analytics of patient care in cancer. This is not just a survey, but a holistic assessment of the quality of life of patients who are undergoing or have completed treatment for cancer.

Unlike other ratings that focus on service quality, this assessment goes to the heart of medical care. It evaluates key factors such as pain, mobility, self-care, daily activities, sleep, appetite, anxiety, and depression. These are the essential aspects that affect a patient's well-being. They are also the reasons why many medical professionals chose their career. In the past, doctors would rely on their intuition, observation, and discussion to understand a patient's condition and concerns. This was known as "narrative medicine." Many healthcare professionals believe it to be the gold standard for patient care. It prioritizes patients' narratives, promoting a more comprehensive understanding of their experiences, needs, and preferences and can lead to more patient-centred care. It fosters better communication between healthcare professionals and patients. Understanding the patient's narrative helps build trust and rapport, leading to more effective care delivery. By valuing patient narratives, healthcare providers gain a more comprehensive understanding of the patient's illness experience, including the social, cultural, and emotional context surrounding their condition. It can aid in better diagnosis and treatment by considering the patient's full story, which may provide insights that aren't immediately apparent in standard clinical assessments. It encourages a more holistic approach to healthcare, acknowledging the importance of patients' emotional and social contexts in their health, which is crucial for overall well-being. It fosters a stronger doctor-patient relationship, leading to better patient satisfaction, adherence to treatment, and potentially better health outcomes. And, finally, it allows patients to feel heard and empowered in their healthcare decisions, promoting a sense of agency and control over their treatment. However, in a busy healthcare system like the NHS, incorporating narrative medicine is challenging due to time constraints. Healthcare professionals find it difficult to delve deeply into each patient's story within the limited time available.

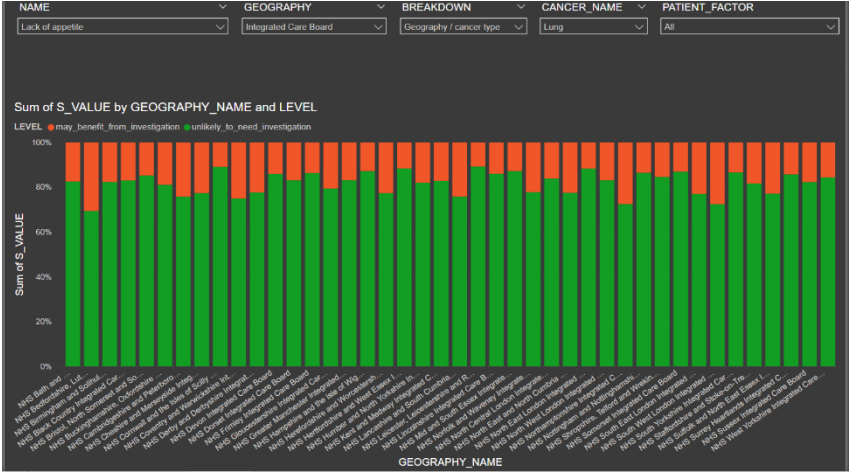


Today, we have advanced technology to assist medical staff, but the core elements of care remain the same. Suffolk and N.E Essex Integrated Care Board's comprehensive computer modelling of quality of life provides a technological alternative or complement to the essential elements of Narrative Medicine

allowing for a more detailed understanding of a patients' healthcare environment. It is obvious that patients who suffer from any of the above factors need proper attention and follow-up.



Therefore, this assessment is more than a questionnaire, but a comprehensive view of a patient that informs the best course of action. How this information is collected is also important. It is not enough to give it to the patient as part of a pile of paperwork. It is vital to emphasize that the



answers are a key component of ongoing care and that accurate answers can significantly affect patient outcomes. A caring and positive message can greatly enhance the perception and reality of care, making this assessment a core part of patient care.

The SIA team has been working closely with SNEE

to design and implement this assessment using our expertise in data science, health intelligence modelling and natural language generation. We have jointly created a series of dashboards that display the results in an easy-to-understand format, along with narratives that explain the main insights and recommendations. These dashboards can, if desired be accessed by patients and clinicians, enabling them to monitor the progress and outcomes of care.

The benefits of this assessment are manifold. It can help patients to express their needs and preferences, and to receive personalized care that meets their expectations. It can also help clinicians to identify areas of improvement and to provide timely interventions that can prevent complications and reduce costs. Moreover, it can help health systems to evaluate the effectiveness and efficiency of their services, and to benchmark their performance against local, national, and international standards.

The SIA is proud to be part of this innovative project that aims to improve the quality of life of patients with cancer. We believe that this assessment is a powerful tool that can transform patient care and outcomes. We look forward to sharing more details and results in the near future.