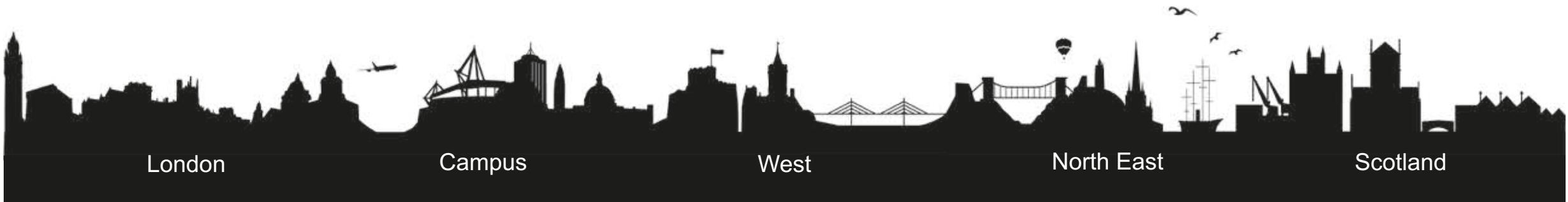


# Future of Cancer care, supported by an interactive digital platform: a perspective from Maggie's

Simon Butler



# Agenda

1. Background to the Research - Objectives
2. Understanding Maggie's
3. Digital Transformation
4. Workshop discussions
5. Day in the Life of - Findings
6. Conclusion



London

Campus

West

North East

Scotland

# Research Objectives

1. Define a future Maggie's
2. Understand the digital enablers to enhanced service
3. Explore design criteria that reflects Maggie's values
4. Other areas affecting Maggie's future development



# Understanding Maggie's



*maggie's*

“Above all what matters is not to lose  
the joy of living in the fear of dying”

Maggie Keswick Jencks



# Maggie's Centres

Key

- Operational Maggie's



Greater London



# Growing with the need

Key

- Operational Maggie's
- Planned Maggie's
- Maggie's in development
- NHS sites in approach
- Existing support Centres on NHS sites



Greater London



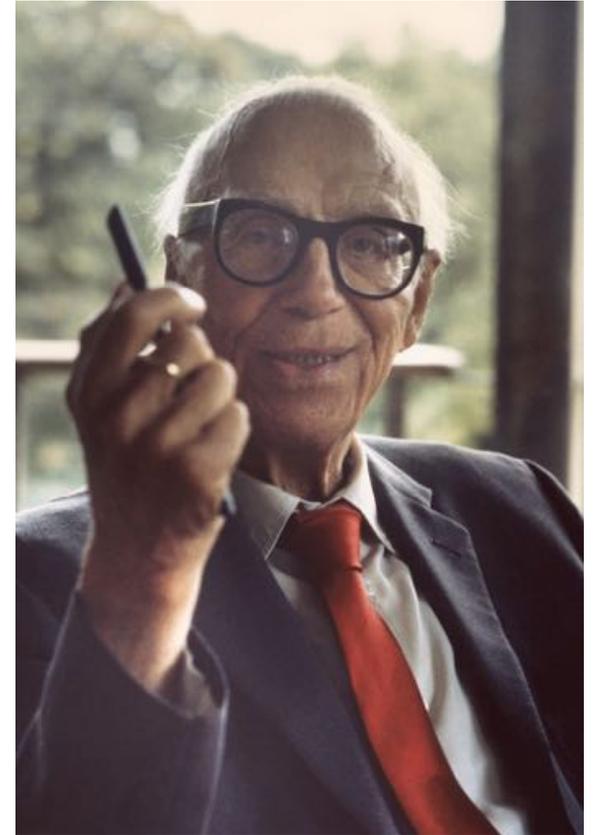
# Maggie's Blueprint

- Maggie's recognise that personal relationships matter
- No Clocks: unlike diagnosis and treatment, no time limits are placed on a conversation
- Being greeted by talented and experienced staff
- Develop Centre's close to Primary Cancer Care facilities
- Maggie's focus on the space within and outside the building



# Arup Working with Maggie's

- Charing Cross Hospital
- Steven Holl at Barts Hospital
- Southampton
- Dundee
- Swansea
- Tuen Mun Hospital, Hong Kong



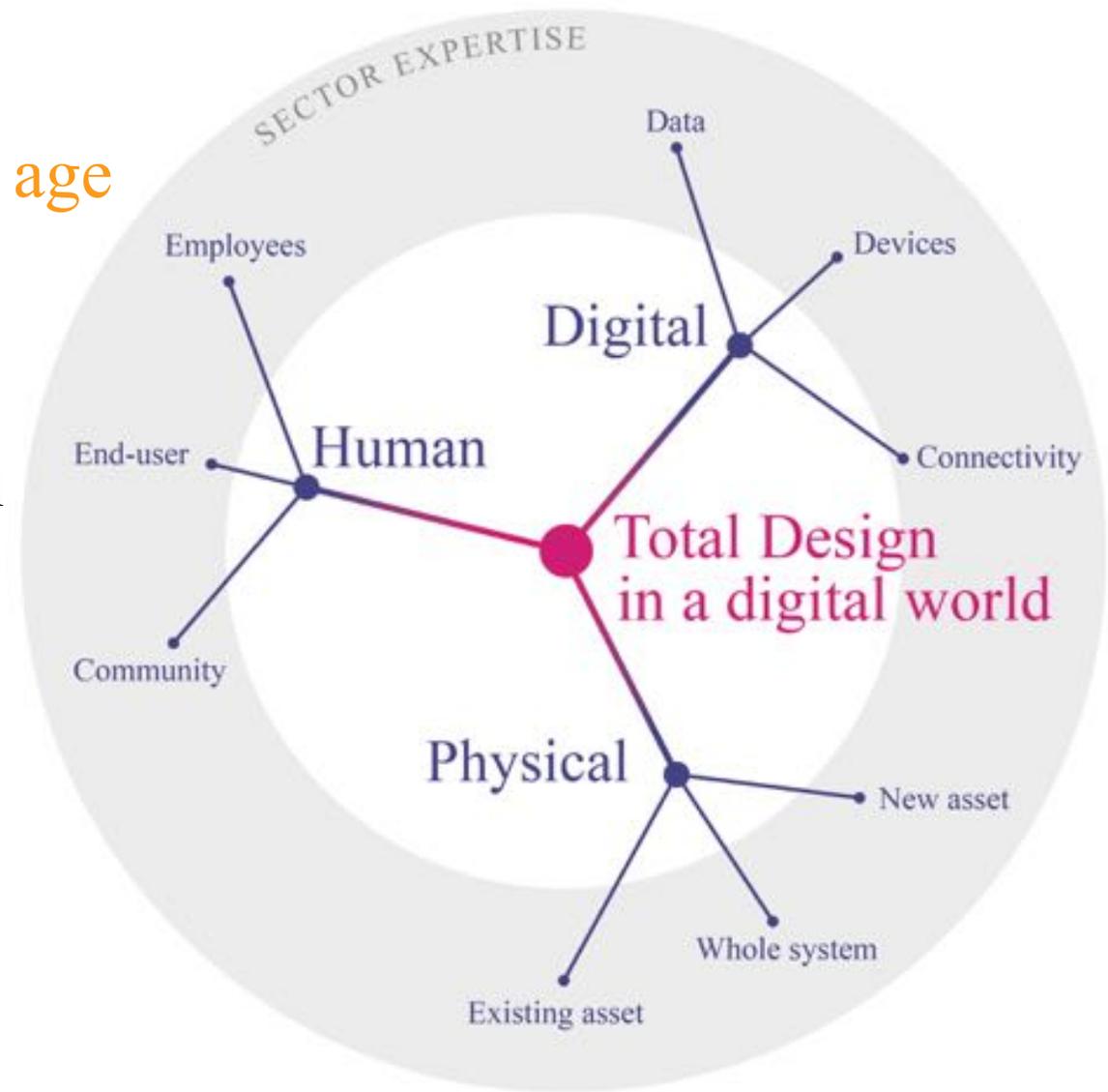
# Digital Transformation



# What is our aim?

.....to develop businesses fit for the digital age

- Helping organisations better deliver their outcomes
- Provide offer that integrates digital / human / physical
- Working from strategy through to delivery
- Community of digital leaders in Arup



# Workshop Discussions



# Maggie's and Arup: Initial Insight

- Scalability - how do you scale 'boutique'?
- Foresight – into machine learning
- What's changing – the context of the NHS
- Digital experience



# Reflection on workshop discussions



Maggies is a unique place to go:

- Believe in the therapeutic nature of the built environment
- Geographical spread of facilities – cc 60 in UK
- Rate of build per year

Challenges and Opportunities:

- The business is developing outside the UK
- Care – people want to be treated at home

Digital and Technology – what does this mean to Maggie's

- Current service offering – patient / family – platforms
- Route to Digital Maggie's
- Providing an enhanced service without replacing what is there
- The 'Real to Digital' journey
- Digital Scalability



# Day in the Life of - Findings



# Digital experience – day in the life of

Two days of interviews at Maggie's Centres:

- Maggie's Cheltenham
- Maggie's West London

The core focus:

- Spend time in Maggie's Centers to uncover opportunities for Maggie's to join the growing trend of digitally supported health services
- While maintain their ethos towards care



# 7 Idea starters for digital

- The report jumps straight into seven different ‘idea starters’ for digital opportunities
- Each opportunity then has attached to it, a set of wider insight statements

## The opportunities and core ideas are:

Idea Starter	Experience Headline
Connected Mobile	Helping wi-fi and benefit advisors get outside the centers
Digital Doorbell	Helping staff to detect people in crisis busy drop-in times
Low-Look Forms	Gathering visitor info while maintain human connection
Digital Donation Wall	Making it easier and less intrusive to ask for donations
Maggie’s Digital Hand	Social messaging for remote support
Maggie’s Online Drop-In	Taking the drop-in experience to the online world
Maggie’s Pioneers & Pilots	Combing Maggie’s emotional intelligence data intelligence



# MAGGIE'S CONNECTED MOBILE

Bringing human and digital connection to out-of-reach places

## Experience:

- A Maggie's branded mobile unit that can travel to remote areas with boosted wi-fi

## Core Maggie's Features:

- Reflect Maggie's features - kitchen table for coffee and tea chats
- Suite of large screen laptops to help with digital processes

## Relevant Insight:

- Filling in online digital forms can be physically and emotionally exhausting
- Many patients help filling in digital forms
- Many homes in the UK still lack robust and speedy internet connections
- Administration for health care moving towards on-line
- Maggie's staff are already travelling to more remote areas



# MAGGIE'S DOORBELL

Helping staff to discreetly identify those in crisis and need help walking in the front door

## Experience:

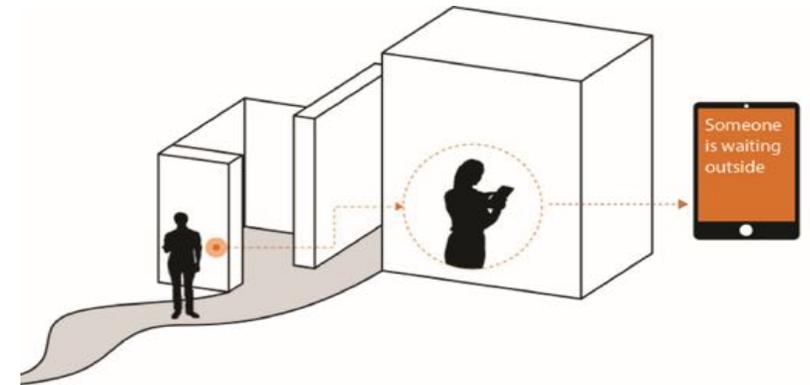
- The physical path leading up to the entrance of Maggie's Center plays a vital role in putting people at emotional ease

## Core Features:

- Digital Ring: Instead of a loud ring, a message can simply be sent digitally to volunteer's

## Relevant Insights:

- The drop-in experience can be overwhelming for those in crisis
- Sometimes a person in crisis can be hard for volunteers to identify



# Maggie's Digital Drop-In

Bringing Maggie's drop-In experience online

## **Experience:**

- Maggie's online could help replicate the center experience virtually and in a scalable way

## **Core Features:**

- Room-based menu navigation
- Thematic services and offerings that reflect the different spaces and services

## **Relevant Insights:**

- Maggie's Centres offer a variety of 'rooms' represent different types of care
- Digital can help scale support staff



# Paper Intelligent Intake Forms

Helping staff to maintain human and emotional connection

## Experience:

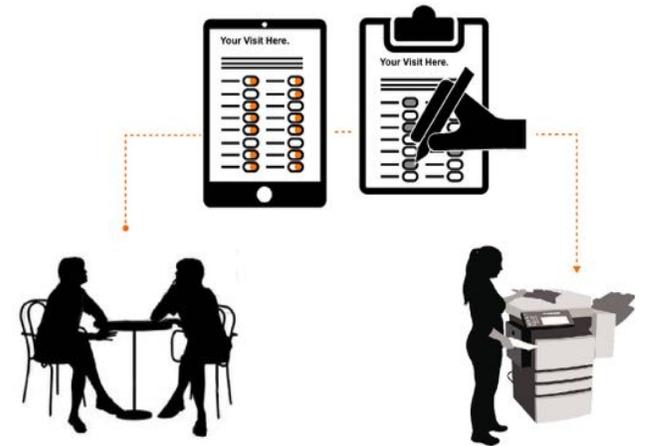
- Forms that can be filled in easily by hand and then intelligently scanned to reduce data input
- A digital triage where Dr's information can be absorbed in own time

## Core Features:

- Maintain the integrity of the greeting process and the importance of prioritising eye contact and humanising activities

## Relevant Insights:

- Maggie's staff prioritise human connection and eye contact when greeting visitors
- Typical 'triage' like in-take experiences are detrimental to emotional support



# Maggie's Digital Hand

Extending care and companionship into tough moments in the cancer journey

## Experience:

- 'Digital Hand Squeeze': many people undergoing their treatment want to express their nervousness at critical moments that are often right before a major milestone on the cancer journey.

## Core Features:

- Facilitates management and connect to support groups or individuals
- Doesn't feel like an app, but more like an easier and more intelligent phone call services

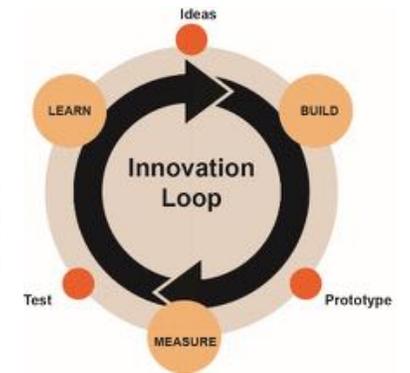
## Relevant Insight:

- Often people feel the most comfortable communicating doing this via text
- Digital conversation can sometimes facilitate more honest, timely and intimate support than face-to-face interaction
- Remote/digital support feels good when it is directed to a specific person



# Maggie's Pioneers & Pilots Program

Maggie's leading digital intelligence by teaching emotional intelligence



## Experience:

- Maggie's combines their pioneering expertise in emotional intelligence with experts in machine learning and digital intelligence

## Insights & Provocations:

- Maggie's is an innovator in human care. When it comes to digital, they can actually maintain this position through pioneering new solutions, rather than believe they must play 'catch-up' with other digital trends



# Maggie's Digital Donation Box

Making it easier and less intrusive to ask for donations

## Experience:

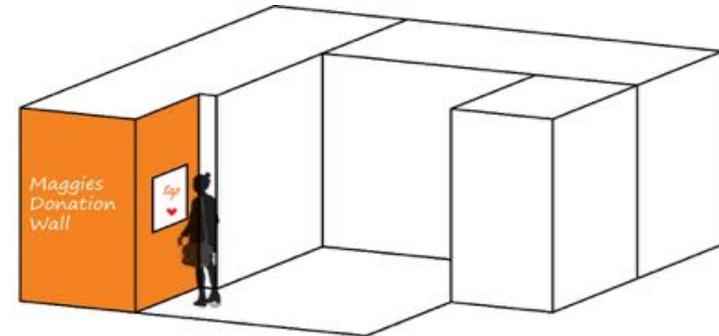
- Physical and discrete touch point where people can make direct donations through contactless or pin-and-chip

## Core Features:

- **Reliable Presence:** The touch point is constantly present, meaning that it doesn't have to be talked about or promoted all the time.

## Relevant Insight:

- Gifting is a natural part of community formation and behaviour



# Summary

Final Thoughts and Close

