



MOONDANCE  
CANCER AWARDS

# Moondance Cancer Awards

## 2024 WINNERS

Celebrating brilliant people &  
brave ideas across Wales



## MOONDANCE CANCER AWARDS

The Moondance Cancer Awards celebrate and spotlight individuals and teams across NHS Wales and its partners who deliver, lead and innovate cancer services.

Nominations and entries were being invited for 10 awards under 3 categories: Achievement, Innovation & Improvement and Excellence. Over 100 nominations were submitted and a shortlist of 55 went on to be considered by our esteemed panel of judges.

The 2024 awards took place on 13 June at Depot, Cardiff, where colleagues from across Wales came together to celebrate the phenomenal work taking place across cancer services that is benefitting patients and improving outcomes.





MOONDANCE  
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CATEGORY

**ACHIEVEMENT**

# WORKING TOGETHER WINNER

## 3D-printed Eye Shields for Radiotherapy

Swansea Bay UHB



Designed for radiotherapy patients receiving cancer treatment to areas in close proximity to the eye, the 3D-printed Eye Shields for Radiotherapy were developed after the radiotherapy department was faced with a high-risk situation in which it was forced pause any radiotherapy treatment for patients who had lesions close to the eye.

Led by Imaging Specialist Radiographer Anna Iles, Radiotherapy Physics technologist Rhys Jenkins, Medical Physics Expert Mark Edward and Maxillofacial Laboratory Services Manager Peter Llewellyn Evans, the team manufactured bespoke eye shields for patients in-house at Swansea Bay and resulted in Singleton's radiotherapy department rapidly resuming treatments.

A truly multi-disciplined approach ensured that the Radiotherapy Department in Singleton is able to continue offering radiotherapy treatment for patients with malignancies in close proximity to the eye.



# BETTER PATIENT EXPERIENCE

# JOINT WINNERS

## Prostate Active Care Together P.A.C.T

Hywel Dda UHB



More people are diagnosed and surviving prostate cancer each year and advanced cancer treatment modalities has increased the number of people living with prostate cancer. Despite improvements in survival, not all people affected by prostate cancer are living well. Treatment-related side effects are significant in this population and have important implications which affects quality of life (QOL) and experience.

The Hywel Dda University Health Board (HDdUHB) Prostate Active Care Together (P.A.C.T) programme, led by a multidisciplinary team of Allied Health Professionals (AHPs), encompasses tailored advice on exercise, nutrition, wellbeing and supports self-management of symptoms for people with prostate cancer, to reduce the consequences of cancer / treatment side effects and improve longer term health outcomes and patient experience.

Prior to the introduction of the service, no dedicated rehabilitation service existed and people with prostate cancer had no structured support to manage the consequences of the cancer or side effects of cancer treatment(s).

The delivery model is a paradigm shift away from a medical to a patient centre model of care and supports the development of value-based rehabilitation services to provide the right level of support or intervention, at the right time and by the right person.

# BETTER PATIENT EXPERIENCE

# JOINT WINNERS

## Expansion of Teenage & Young Adult Cancer Service

**Teenage Cancer Trust /  
Cardiff & Vale UHB**



In 2019, a Teenage & Young Adult (TYA) Cancer Service Peer Review in Wales revealed that only 40% of young people with cancer were treated at the Principle Treatment Centre and only around 50% of young people were referred to the specialist TYA cancer Multi-Disciplinary Team Meeting (MDT).

At such a pertinent age, with influence that lasts a lifetime, the TYA cancer service agreed that service delivery had to look different to meet the needs of young people, wherever they choose to have treatment. The vision was to create an outreach model of Clinical Nurse Specialist and Youth Support Co-ordinator support, to complement the existing youth support co-ordinator role and social worker.

The Teenage Cancer Trust TYA CNS' was implemented 2022. Initially a pilot for South East Wales, in 2024 the service expanded across West Wales. A team of 3, working as 2 whole time equivalents, ensure young people and their families have specialist support at all stages of their treatment journey – from diagnosis to survivorship or palliation. As a cross-cutting team, they work with all tumour groups and site-specific teams along the treatment pathway. Two youth support co-ordinators (YSCs) work alongside the TYA CNS team and established Young Lives vs Cancer Team to provide a holistic model of care. This team cross Health Board boundaries ensuring a continuity at this critical age.

These services have revolutionised the impact of cancer care in Wales for young people with cancer. The final piece of the jigsaw will be to roll out this model for North Wales, ensuring young people have access to this specialist support.

# PATIENT & PUBLIC PARTICIPATION & INVOLVEMENT WINNER

## Improving Equity of Care for Metastatic Breast Cancer Patients

**Tassia Haines (in memoriam)  
& Campaigning Colleagues**



The outstanding contribution made by the late Tassia Haines and her campaigning colleagues was recognised for the Patient & Public Participation & Involvement award.

Diagnosed with secondary metastatic breast cancer at 28, Tassia and colleagues worked to shine a light on the huge inequity of care that metastatic breast patients are receiving and successfully campaigned to change and improve services for patients with metastatic breast cancer across Wales.

This included:

- A petition with over 14000 signatures calling for: change, nurses, a pathway, red flags symptoms awareness and data.
- Metastatic/Secondary breast nurses – Macmillan has recruited two in partnership with Velindre and CTM and discussions with other health boards are underway.
- A new Metastatic Breast Cancer patient pathway
- Data collection/audit to gather metastatic patient data – Welsh Government approved plan
- Establishing the first METUPUK conference in Wales.
- Raising huge awareness around secondary breast cancer in Wales, UK and worldwide on social media and media outlets throughout Wales and the UK



MOONDANCE  
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CATEGORY

# **INNOVATION & IMPROVEMENT**



# CANCER TREATMENT WINNER

## All-Wales Colorectal Peritoneal Metastasis Service

**Cardiff & Vale UHB,  
Basingstoke Peritoneal  
Malignancy Institute**



Survival rates for colorectal cancer in Wales are some of the lowest across Europe. Colorectal cancer can spread to the peritoneum which is the lining of the abdomen. Peritoneal metastases have a dismal prognosis with an expected survival of less than a year. Palliative treatment is often the only option, but some patients are suitable for potentially curative surgery. This involves a major operation to remove the disease (cytoreductive surgery, CRS) combined with a hot chemotherapy wash called HIPEC (hyperthermic intra-abdominal chemotherapy). This treatment is available at specialist centres throughout the UK and Europe but until recently, there has been no Welsh provision. Funding requests for treatment outside of Wales were rarely granted resulting in a huge healthcare inequality. Patients had the option of palliative treatment or paying for their own surgery. Given a cost of around £70,000, this was unachievable for most.

The team at Cardiff & Vale have worked with experts at the internationally recognised centre of excellence – the Basingstoke Peritoneal Malignancy Institute – to bring this treatment to Wales. The team holds monthly multi-disciplinary meetings to discuss referrals from across Wales. For the first time, Welsh patients can access timely expert advice without the need for funding applications. The All-Wales Colorectal Peritoneal Metastasis Team have treated 19 patients with CRS and HIPEC. The operations have been a great success and removed the disease in all patients. These individuals now have a predicted prognosis of up to 49 months instead of survival of less than a year without surgery.

The All-Wales Colorectal Peritoneal Metastasis Service team have demonstrated remarkable dedication, good will, self-improvement and innovation to establish the quality expertise our Welsh patients need. All have acted beyond their expected duties to drive forward this change and actively sort opportunities to continue their self-development through teaching, courses and collaboration.

# CANCER WORKFORCE WINNER

## Regional Hepatocellular Carcinoma Service for South Wales

**Cardiff & Vale UHB,  
Aneurin Bevan UHB,  
Cwm Taf Morgannwg UHB**



In Wales the incidence of hepatocellular carcinoma (HCC) has increased 3-fold over the last 20 years to 300 new diagnoses annually. HCC is frequently diagnosed at an advanced stage in older individuals with comorbidities or liver failure that may preclude active treatment. The majority of treatments for HCC are delivered by interventional radiologists or surgeons with a smaller proportion receiving systemic therapy. By 2021 patients were waiting for up to nine weeks for their treatment plan to be discussed, frequently without specialist assessment.

In response to this, the team developed a regional model for delivering multi-disciplinary HCC care focused upon a complete multidisciplinary team, specialised clinical assessment with CNS support to deliver holistic care and monitor the patient journey during assessment and treatment. This included funded specialised Interventional and diagnostic radiology, clinical and medical oncology clinical time. To develop a truly regional service hepatologists were recruited from 3 health boards and 2 full time HCC CNS were appointed in Hywel Dda and Cardiff and Vale. As a result, the maximum wait for patient treatment discussion fell from up to nine weeks in 2022 to a median of seven days reducing delays in timely treatment. In 2023 111 new patient and 291 follow up appointments were delivered. All patients were offered an appointment within two weeks of referral. From 2023 all people living with HCC are now offered a named CNS to provide clinical and holistic support (previously this service did not exist). In addition, all patients are offered a holistic needs assessments (HNA) proforma to help focus support.

# EARLY DETECTION & DIAGNOSIS WINNER

## Lung Health Checks: Operational Pilot for Wales

### Cwm Taf Morgannwg UHB & National Strategic Clinical Network for Cancer



Lung cancer is by far the leading cause of cancer deaths in Wales. Three-quarters of lung cancers in Wales are found at a late stage, when curative treatment is rarely possible.

Targeted low-dose CT (LDCT) screening for lung cancer finds three-quarters of lung cancers at an early stage, when key-hole surgery or radiotherapy can often provide a cure. LDCT screening for lung cancer has been recommended for implementation by the UK National Screening Committee, but there are uncertainties and challenges as to how this can be delivered.

Run in partnership between Cwm Taf Morgannwg UHB and the National Strategic Clinical Network for Cancer, the Lung Health Check Operational Pilot for Wales aims to:

1. Provide immediate health benefits to the pilot cohort,
2. Inform and de-risk a future roll-out of LDCT screening in Wales, and
3. Create a core team with knowledge and skills that can act as a nucleus for a future roll-out.

The operational pilot has undertaken over 500 screening LDCT scans at a mobile scanner, in people aged 60–74 years who have ever smoked, and are at high risk of lung cancer following a telephone-based risk assessment. Its success has led to further funding being secured to enable Public Health Wales to undertake planning work to introduce a permanent national lung cancer screening programme in Wales.



# WORKING WITH INDUSTRY & 3RD SECTOR WINNER

## QuicDNA

**All Wales Medical Genomics Service, Amgen, Illumina, Aneurin Bevan UHB, Velindre Cancer Centre, Cardiff & Vale UHB, Cardiff University, Life Sciences Hub Wales, Tenovus Cancer Care, Health and Care Research Wales, Maxwell Family Genomics Fund**



QuicDNA is a revolutionary project that will expedite the clinical implementation of liquid biopsy testing at cancer suspicion to accelerate access to targeted treatments which will prevent disease deterioration and improve patient's survival. The QuicDNA project, which launched in April 2023 in Aneurin Bevan UHB, collects blood samples from patients at the rapid access lung clinic where patients with high clinical cancer suspicion are evaluated and before referral for a biopsy. The genomic report from liquid biopsy is reported for MDT. The project has committed to deliver over 1200 tests over the next 18 months across Wales.

QuicDNA opened in Cardiff & Vale UHB in autumn 2023. Patients have already received targeted treatments based on the ctDNA result. ctDNA testing save costs for the NHS by avoiding repeat biopsies that are time-consuming and require the specialist skills of consultants, nurses and pathologists, overcoming workforce shortages, speeding up the diagnostic pathway and improving lung cancer MDT efficiency by including genomic reports at time of discussion.

The work demonstrates outstanding leadership through a truly collaborative approach between the NHS, third sector and industry. A fully funded partnership with illumina in summer 2020 allowed early access to the TruSight Oncology 500 ctDNA assay. An additional 1 million funding has been resourced from successful applications to Health and Care Research Wales, Moondance Cancer Initiative, and pharmaceutical companies (Amgen, Bayer, Lilly, AstraZeneca). In addition, a patient advocate for QuicDNA, a cancer patient with metastatic lung cancer, has raised £300k to contribute towards this work.





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CATEGORY  
**EXCELLENCE**

# SYSTEMS & PATHWAYS WINNER

**Kara Price**

**Transformation Programme  
Manager Powys Teaching HB**



I was inspired to nominate Kara for this award for her unwavering enthusiasm and passion for the Sponge capsule device implementation pilot and Transnasal Endoscopy (TNE) implementation pilot to succeed in Powys Teaching Health Board.

Kara is the driving force for both projects currently. She implemented a fortnightly mobilisation meeting bringing the key clinical and operational colleagues together to maintain momentum with an action log to clarify responsibilities. Both projects have faced multiple challenges on their journey to implementation. Kara has liaised with the health board management chain to ensure Executive support to allow the projects to continue in the face of at times potentially insurmountable challenges. Kara has coordinated the team in finding solutions to successfully reach implementation of both projects.

The Capsule Sponge Device pilot has completed the clinics and Kara is coordinating colleagues for its evaluation. The TNE pilot has everything in place to commence clinics once the endoscopy nurse has completed her training and is confident to start clinics in PTHB with the support of Consultant Gastroenterologist, Hasan Haboubi. The first clinics are scheduled for June 2024.

I strongly believe that having management support for clinical teams with the desire to implement innovative diagnostics is crucial to maintaining momentum in the face of repeated challenges to enable successful outcomes. However, the operational teams work away in the background and often don't receive the recognition they deserve as projects succeed. I would really like Kara to receive the recognition she deserves as she is an outstanding member of our team, bringing clinical and operational colleagues together with a common goal.

# NON-MEDICAL & NURSING WINNER

## Rachel Lewis Allied Health Professional Lead Hywel Dda UHB



As a cancer therapy team, we would like to nominate Rachel Lewis for the Excellence – Non-Medical and Nursing Award. She is an excellent manager, a huge asset to the cancer Prehabilitation through to rehabilitation teams and is so deserving of this recognition and award.

Rachel has fought tirelessly for years for the establishment of prehabilitation and rehabilitation services for all patients within HDUHB. She is constantly working behind the scenes to push and drive the cancer prehabilitation to rehabilitation agenda to improve patient outcomes and to improve outcomes nationally. She believes in leadership at all levels, and actively encourages all staff to make recommendations, supporting change, valuing patient feedback, and striving to improve services. This determination and vision to improve services for all is truly inspiring and drives all staff to want to improve and constantly adapt the services to meet patient's needs.

Rachel has been a fundamental driver in understanding/ working with the teams in deploying new technologies, in improving service quality and delivering service changes for cancer patients post COVID pandemic within HDUHB. These changes have allowed more patients to access our service and have significant benefits for health care providers in the coming decades.

With Rachel's determination and leadership, the team have accomplished the following:

- Increase in patients accessing prehab and rehab services rather than accessing other services prior to, during or following cancer treatment – Nurses, Consultants, GP, core AHP services.
- Reduced follow-ups in GP surgeries, acute services due to lack of self-management of symptoms & health optimisation.
- Decreased demand on primary & secondary care [unplanned care] services through poor management of health & condition specific symptoms.
- Improved patient experience.

# EXCELLENCE WINNER

## **Ms Zoe Barber** **Consultant Oncoplastic Breast Surgeon Cwm Taf Morgannwg UHB**



Over the last three years as Clinical Lead and now Clinical Director for Breast services, Zoe has worked tirelessly to make systemic change to pathways and care for the patients of Cwm Taf Morgannwg University Health Board. I have been fortunate enough to work alongside Zoe to work on enhancing patient experiences. When we started together, we had a 14 week wait for a first appointment and following investment into our service, we managed to bring this back to within 14 days. The one thing that sticks out in my memory most of all was the passion Zoe had to fight for our patients and garner the attention and the much-needed investment to influence change.

Alongside all of this, Zoe was also working to create a new diagnostic breast centre for the patients of the Health Board. By working collaboratively with the third sector, patients, Health Board staff and Welsh Government, she brought everyone along on the journey to provide their key insights into the look and feel of the unit. The Snowdrop Breast Centre opened in the Spring of 2023 and has allowed for an enhanced area for patients to be seen and cared for while attending challenging appointments

Another area Zoe is very passionate about is the support and pathways for metastatic breast cancer. Zoe works closely with colleagues within Macmillan to advocate for metastatic breast cancer patients and arranged funding for the first Secondary Breast Cancer Macmillan Clinical Nurse Specialist (CNS). This groundbreaking post allows for key care and support from a CNS who is dedicated to supporting following diagnosis.

Zoe's unwavering dedication, empathy and determination have translated this into reality, promising benefits for patients well into the future which makes her the perfect nomination for the Excellence – Medical category.





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