



MOONDANCE
CANCER AWARDS

2026 WINNERS

**Celebrating brilliant
people & brave ideas
across Wales**



The **Moondance Cancer Awards** celebrate and spotlight brilliant people across NHS Wales and partners who deliver, lead and innovate cancer services.

In 2026, nominations were invited across 10 awards within three categories: Achievement, Innovation and Improvement, and Excellence. More than 110 nominations were submitted, with a **shortlist** of 62 considered by our **panel of judges**.

The winners were announced at the **Celebration and Awards Night** on 11 June at DEPOT, Cardiff, where colleagues from across Wales came together to celebrate the shortlisted work and share in an evening of recognition.

The following pages spotlight the 2026 winners and the outstanding work they are leading to improve cancer services and patient experience across Wales.



Moondance Cancer Awards 2026 Winners



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CATEGORY: ACHIEVEMENT





Better Patient Experience WINNER

Radiographer-Led Late Radiotherapy Effects Service

Swansea Bay University Health Board





6 Better Patient Experience Winner

Radiographer-Led Late Radiotherapy Effects Service

The Radiographer-Led Late Radiotherapy Effects Service at Swansea Bay University Health Board is changing the experience of care for prostate cancer patients living with the long-term side effects of radiotherapy.

Developed with support from the Bevan Commission, the service was created in response to a significant gap in post-treatment cancer care. Late radiotherapy effects can emerge months or years after treatment and can have a major impact on quality of life, yet patients previously had no dedicated pathway for specialist assessment and support. Many presented repeatedly to different parts of the health system, with some waiting months or years for effective treatment.

Led by Consultant Urology Radiographer Rebecca Lloyd, the service provides holistic assessment, tailored treatment, self-management advice and coordinated referrals into the wider multidisciplinary team. A self-referral pathway has also helped identify patients who had been discharged, overlooked or were unsure where to turn.

In its first six months, the service saw 24 patients. Early results show that 70% reported improved quality of life, 62% reported symptom improvement and 87.5% found the service beneficial. By reducing delays, improving symptom control and giving patients timely specialist support, the service offers a more compassionate and responsive model for cancer survivorship care in Wales.



Working Together WINNER

Building a Multi-Professional Radiotherapy Workforce

Velindre University NHS Trust, Health Education and Improvement Wales, Betsi Cadwaladr University Health Board, Swansea Bay University Health Board





Working Together Winner

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Building a Multi-Professional Radiotherapy Workforce

Radiotherapy services across Wales are working together to build a stronger, more resilient multi-professional workforce for radiotherapy target delineation, a crucial early step in treatment planning.

The Multi-Professional Radiotherapy Target Delineation Group brought together partners from Advancing Radiotherapy Cymru, the Clinical Oncology Sub-Committee, the National Cancer Team, Health Education and Improvement Wales, Velindre Oncology Academy and radiotherapy centres across Wales to address a shared workforce challenge. As demand for radiotherapy grows and treatment becomes more complex, delays in target delineation can affect the whole pathway, from planning through to treatment start.

The collaboration has created a national approach to training, supervision and competency, enabling therapeutic radiographers, clinical scientists, clinical technologists and resident doctors to develop defined skills under robust clinical governance. Early work mapped workforce challenges and training needs across Wales and has now moved into a national delivery phase focused on shared competency portfolios, standardised training resources and a library of validated learning materials.

By creating one consistent framework for Wales, the collaboration is reducing variation between centres, supporting advanced practice opportunities and helping services make better use of the skills already within their teams. For patients, the ambition is clear: a more resilient radiotherapy pathway, with fewer bottlenecks and faster progression from diagnosis to treatment.



Collaborating With Partners

WINNER

Delivering Myeloma Treatment at Home

Cardiff and Vale University Health Board, Pharmaxo Healthcare





Collaborating With Partners Winner

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Delivering Myeloma Treatment at Home

Myeloma patients in Cardiff and Vale can now receive anti-cancer treatment in the comfort of their own homes, thanks to a new partnership between Cardiff and Vale University Health Board and Pharmaxo Healthcare.

Led by Specialist Pharmacist in Myeloma Grant Mehrjou, the work began with a simple but important question: could treatment be delivered in a way that was easier, kinder and more convenient for patients? Many people living with myeloma are older or frail, and regular hospital appointments can mean relying on others for transport, spending long periods away from home and navigating the demands of a busy hospital setting.

Grant explored several routes to bring subcutaneous treatments, particularly daratumumab, closer to home. After benchmarking practice elsewhere and working through a number of practical barriers, he established a new pathway with Pharmaxo, drawing on their experience of delivering homecare services with the NHS in South West England.

Patients can now receive treatment at home, either through supported self-administration or nurse-delivered care. The model gives patients greater autonomy, comfort and flexibility, while also freeing up capacity in the haematology day unit for more complex treatments. Even when nurse-delivered care is needed, the model remains cost-neutral compared with hospital delivery, with additional VAT savings on medication costs.

This collaboration shows what can be achieved when patient experience, clinical insight and determined partnership working come together.



Patient & Public Participation & Involvement

WINNER

Claire's Campaign

Tenovus Cancer Care, Cavendish Cymru



Patient & Public Participation & Involvement Winner

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Claire's Campaign

Claire's Campaign is a patient-led movement established in Wales to address failures in the diagnosis, treatment and experience of gynaecological cancers.

The campaign was shaped by the lived experience of Claire O'Shea, whose delayed diagnosis of uterine leiomyosarcoma exposed serious gaps in awareness, clinical pathways and the way women's symptoms are listened to within healthcare. Claire first raised concerns in 2021 but was initially diagnosed with IBS. Over two years, she experienced repeated dismissal before being diagnosed with advanced cancer that had spread to her lungs, liver and hip.

In response, Claire's Campaign has placed lived experience at the centre of national scrutiny. Developed with women affected by gynaecological cancer, in partnership with **Tenovus Cancer Care** and Cavendish Cymru, the campaign has given women a platform to share their experiences of delayed diagnosis, dismissal and misdiagnosis.

Since 2023, these voices have helped inform Senedd scrutiny, shaped clear policy calls around awareness, earlier diagnosis, data transparency and accountability, and generated significant public and political attention. The campaign has secured cross-party engagement, national media coverage and growing recognition of the need for change.

Claire's Campaign shows the power of patients and the public not simply to share their stories, but to shape policy, challenge systems and demand better care. Claire's legacy continues through every woman whose voice is now being heard.

CATEGORY: INNOVATION & IMPROVEMENT





Detection & Diagnosis WINNER

One-Stop Clinic for Post-Menopausal Bleeding

Hywel Dda University Health Board





Detection & Diagnosis Winner

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One-Stop Clinic for Post-Menopausal Bleeding

Hywel Dda University Health Board has transformed the diagnostic pathway for women referred with post-menopausal bleeding, reducing average waiting times from 178 days to just 29 days.

The work began in response to significant delays in the Urgent Suspected Cancer pathway. Patients were experiencing long waits for diagnosis and treatment, driven by fragmented processes, limited ultrasound availability and inconsistent pathways across the Health Board's three acute hospital sites.

A multidisciplinary improvement group redesigned the pathway and introduced a One-Stop Clinic model, first piloted at Bronglais General Hospital in May 2024 before being expanded to Glangwili and Withybush hospitals in 2025. The key change was relocating ultrasound from Radiology into the Gynaecology Department, allowing patients to receive ultrasound, clinical assessment and, where needed, hysteroscopy in a single visit.

The impact has been significant. More women are receiving faster reassurance when cancer is ruled out, or quicker escalation when further investigation is needed. Thirty-six per cent of women are now discharged after their first appointment, and 48% receive hysteroscopy the same day or next day.

The model has also improved equity across Hywel Dda, giving women access to the same streamlined pathway regardless of geography. By reducing waits, avoiding unnecessary appointments and improving diagnostic clarity, the One-Stop Clinic offers a faster, safer and more patient-centred approach to cancer detection.



Cancer Treatment WINNER

South East Wales Cancer of Unknown Primary Team

Velindre University NHS Trust, Cardiff and Vale University Health Board, Cwm Taf Morgannwg University Health Board, Aneurin Bevan University Health Board, NHS Wales Performance and Improvement, All Wales Medical Genomics Service, Centre for Trials Research – Cardiff University, NHS Wales Joint Commissioning Committee, Wales Cancer Research Centre





Cancer Treatment Winner

South East Wales Cancer of Unknown Primary Team

The South East Wales Cancer of Unknown Primary Team has transformed care for patients with one of the most complex and often overlooked cancer diagnoses.

Cancer of Unknown Primary, known as CUP, is an aggressive form of cancer where patients present with advanced disease but no clear primary tumour. This can lead to delayed diagnosis, fragmented care, multiple multidisciplinary team discussions and a lack of clear ownership. In South East Wales, there had been no dedicated CUP team or multidisciplinary meeting, despite national guidance recommending that every cancer centre should have one.

Led by Consultant Medical Oncologist Dr Sonali Dasgupta, the team has built a comprehensive regional CUP service, bringing together oncology, radiology, pathology, acute oncology teams and the All Wales Medical Genomics Service. The service now includes a weekly CUP clinic, a weekly specialist multidisciplinary meeting, a dedicated regional CUP Clinical Nurse Specialist, a bespoke e-referral system and virtual access for Cardiff and Vale, Aneurin Bevan and Cwm Taf Morgannwg University Health Boards.

The impact demonstrated has been significant. Patients are now consistently discussed through a specialist CUP multidisciplinary meeting, with 93% discussed within two weeks of referral. Specialist oncology clinic review has increased from 23% to 82%, and the proportion of patients receiving anti-cancer treatment has more than doubled, from 32% to 73%.

The team has also introduced patient and clinician feedback, developed education and training, contributed to national and international research, and helped establish CUP genomics as standard care in NHS Wales. Actionable molecular targets have been found in 38% of patients tested, supporting more precise diagnosis and access to targeted treatments and immunotherapies.

Through clinical leadership, collaboration and a relentless focus on this underserved patient group, the South East Wales CUP Team has given CUP patients in Wales visibility, specialist ownership and a recognised place within cancer services.



Cancer Workforce WINNER

South East Wales Immuno-Oncology Side Effects Service

Velindre Cancer Centre





Cancer Workforce Winner

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South East Wales Immuno–Oncology Side Effects Service

The South East Wales Immuno–Oncology Side Effects Service at Velindre Cancer Centre has transformed how patients are supported when they experience complex and potentially serious side effects from immunotherapy.

As immunotherapy use has grown, so too has the need for specialist support to recognise and manage immune-related adverse events. These side effects can be unpredictable, life-threatening and difficult to identify early. Before the service was established, patients could experience fragmented care, delays in specialist advice and avoidable hospital admissions, with some facing lasting harm.

The team introduced a proactive, region-wide model of care, bringing together medical oncologists, clinical nurse specialists, administrative support and specialist input from areas including gastroenterology, endocrinology and cardiology. The service includes nurse-led admission-avoidance clinics, a specialist telephone advice line and twice-weekly multidisciplinary team meetings, creating a coordinated pathway for earlier recognition, intervention and follow-up.

The impact has been significant. The service has supported more than 550 patients to date and manages 40 to 60 complex cases at any one time. It has avoided an estimated 65% of immunotherapy-related emergency bed days, reduced the median length of stay for severe toxicities from 14 to 9 days, and delivered estimated savings of around £615,000.

The service has also strengthened workforce confidence and capability, with targeted training helping staff recognise and refer patients earlier. Staff confidence has improved, appropriate referrals have increased, and patients report feeling more informed, reassured and supported.

Now recognised as one of the most established immunotherapy toxicity services in the UK, the model is being adopted in other regions. It shows how specialist workforce development, proactive care and strong multidisciplinary working can make cutting-edge cancer treatment safer for patients.



CATEGORY: EXCELLENCE

Cancer Services Leadership & Delivery Winner

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Clare Small

Senior Programme Manager for Cancer Services

Clare Small has shown outstanding leadership in developing practical, community-based approaches to cancer prevention, earlier detection and reducing inequalities across Aneurin Bevan University Health Board.

As Senior Programme Manager for Cancer Services, Clare has helped take cancer awareness beyond traditional healthcare settings and into the places where people live, work and build trusted relationships. One example is the development of skin cancer prevention and early detection training for hair and beauty professionals across Gwent.

Working with Lead Skin Cancer Specialist Nurse Bernadette Tenorio and cancer psychology colleagues, Clare helped create an education session covering sun safety, signs of skin cancer and how to have sensitive conversations with clients when something of concern is noticed. What began with an evening event for 60 professionals in June 2024 has grown into a wider community education programme.

By March 2026, more than 300 hair and beauty trainees and professionals had been trained. The approach has already supported earlier presentation, with one patient entering the skin cancer pathway after advice from a hairdresser who had attended the training. The work has also expanded into Coleg Gwent, Welsh Water meter readers and wider community settings, with further development planned for agricultural workers.

Clare's leadership extends beyond this programme. Her role focuses on partnership building, cancer prevention, reducing inequalities and supporting regional cancer work across South East Wales. She has also drawn on national and international learning to inform ABUHB's cancer planning, including future strategy, screening improvement and person-centred care.

Through creativity, persistence and a clear focus on population need, Clare has shown how cancer services can work differently: reaching people earlier, building trust in communities and turning prevention and early detection into everyone's business.



Nursing, Clinical & Diagnostic Practice

WINNER

Sian Lewis
Macmillan AHP Cancer Lead

Aneurin Bevan University Health Board



Nursing, Clinical & Diagnostic Practice Winner

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Sian Lewis

Macmillan AHP Cancer Lead

Sian Lewis has shown exceptional leadership in strengthening allied health professional cancer services, improving how patients are supported before, during and after treatment.

A registered dietitian with nearly 20 years' clinical experience, Sian was appointed Macmillan AHP Cancer Lead at Aneurin Bevan University Health Board in 2022. Since then, she has led a wide range of work focused on prevention, treatment readiness, rehabilitation, wellbeing and patient empowerment.

Her work has included the development of a Digital Health Optimisation Self-Assessment Tool for urgent suspected cancer referrals, implemented across GP practices in ABUHB, giving patients tailored healthy lifestyle advice from the point of suspicion. She also led the creation of the Health Board's "Getting Ready for Cancer Treatment" webpage, helping patients access consistent, high-quality information as they prepare for treatment.

Sian has played a central role in developing prehabilitation within ABUHB, contributing to the Health Board's prehabilitation planning and supporting learning from other services to shape the local model. She has also led national collaboration, including the development of an All-Wales prehabilitation resource and the first National Prehabilitation Symposium in 2025.

Her contribution extends into community engagement and patient partnership. Sian co-chairs the patient partnership group, has helped establish four 5K Your Way locations across ABUHB, and continues to support wider cancer awareness and health improvement activity.

Through clinical expertise, collaboration and compassionate leadership, Sian is helping ensure that people affected by cancer receive more consistent, practical and empowering support. Her work is strengthening AHP cancer practice locally and nationally, while keeping patients' needs and voices at the centre of service development.



Medical WINNER

Dr Alex Murray
Consultant Geneticist

All Wales Medical Genomics Service





Medical Winner

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Dr Alex Murray

Consultant Geneticist

Dr Alex Murray has shown exceptional clinical leadership within the All Wales Medical Genomics Service, helping the service respond safely and effectively to rapidly growing demand for cancer genetics.

During her tenure as Clinical Director, cancer genetics referrals increased by 25% between 2022 and 2025. This created significant pressure on a specialist service where workforce growth did not match demand. Dr Murray led with clarity, compassion and collaboration, supporting consultants, genetic counsellors, family history coordinators and administrators to adapt pathways while maintaining safe and timely care for patients.

A key part of this work was the development of a more structured approach to clinical prioritisation. Dr Murray brought colleagues together to strengthen how referrals are assessed, ensuring that patients are directed to the right expertise and pathway according to their clinical need. This helped the service make best use of specialist capacity while maintaining a clear focus on safe, timely and appropriate care.

The approach has improved both service efficiency and patient experience. By introducing medically led triage and clearer referral pathways, the service has been able to focus clinical expertise where it can have greatest impact, support earlier intervention for those who need it most, and provide greater consistency for patients and teams. The model has also supported training and education for genetic counsellors, strengthening confidence and clinical decision-making across the wider team.

Dr Murray also provided clinical leadership in the development and implementation of a new clinical information management system, improving data capture and supporting the service's move away from a limited legacy system towards a more reliable electronic patient record.

Through her leadership, AWMGS has improved clinical pathways, strengthened workforce capability and maintained high-quality, compassionate care during a period of major growth. Patient feedback reflects this balance of clinical expertise and humanity, recognising Dr Murray's kindness, empathy and commitment to helping people understand complex information at difficult moments.



Moondance Cancer Initiative finds, funds and fuels brilliant people and brave ideas to improve cancer outcomes in Wales.



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2026 WINNERS

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