



## Case Study - Tenovus



### The challenge

In 2009 the Tenovus Cancer Support Team were looking for a solution that would allow people in local communities to complete a health check questionnaire using the Mobile Cancer Support Unit. The health check would ask visitors questions about their lifestyle habits and allow a health assessor to view the lifestyle data on a separate screen.

Tenovus needed a solution that could work out on

*Tenovus is a Welsh cancer charity which carries out ground breaking research into the causes and treatment of cancer.*

*In 2009 the charity launched the Mobile Cancer Support Unit which provides a range of services direct to patients in their community including chemotherapy, counselling and other support as well as promoting healthy behaviour and lifestyle using education programmes and health checks.*

the road without an internet connection. The system also needed to be user-friendly and appeal to a wide demographic as the Mobile Cancer Support Unit attracted visitors as young as 16 years old right through to people in their nineties.

The capture of visitor data was a high priority for the charity as this information could be used to engage with all ages about the signs and

symptoms of cancer, wellbeing issues and as an effective mechanism to highlight to people if they were at risk of developing cancer. The way data was processed needed to support the current business processes which assessed risk factors using a green, amber and red light system.

### The datacpr solution

Initially **datacpr** developed a solution using a fixed screen. Requiring no internet connection health checks could be completed quickly using the simple touchscreen design. The format was a huge success and quickly the Mobile Cancer Support Unit moved over to four tablet screens. This provided the team with greater flexibility and enhanced the visitor experience by shortening waiting times dramatically.

The engaging touchscreens made capturing lifestyle data a quick and accurate process. Visitors of all ages found it easy to navigate round the screens picking it up with ease. Depending on the way a visitor responded to the questions the health assessor could quickly gauge their level of risk with 'red' indicating the risk of cancer was high. Within minutes nurses could see the results of a visitor's health-check questionnaire and give them invaluable advice on limiting their risk. At the end of the health check the visitor was provided with a print-out of the survey results to take home.

Based on the success of the solution in local communities the Mobile Cancer Support Unit began to take their service into local businesses. The health check questionnaire allowed Tenovus to give something back to businesses that support the charity and raise awareness amongst a sector that can be difficult to reach.

The captured data also began to make the visits to communities more targeted. Lifestyle data began to reveal health issue trends prevalent in a community. These key issues could then be targeted. This was also relevant in the workplace. If smoking was identified as a key issue for a workforce then the Health Advisors could tailor their advice in this area.

For further information contact us:

Tel: 01925 714314 Email: [info@datacpr.com](mailto:info@datacpr.com) Visit: [www.datacpr.com](http://www.datacpr.com)

## Core benefits

- The health check is the only one operated by a charity for the signs and symptoms of cancer and the **datacpr** solution has enabled the Mobile Cancer Support Unit to increase the volume of health checks dramatically
- The health check complements the charity's fund raising efforts by giving something back to the people that support them opening new channels of fundraising
- The **datacpr** solution is highly portable with no internet connection required. As a result the charity has been able to take their Mobile Cancer Support Unit to heart of communities and direct to businesses encouraging people to share information about their lifestyles using the user-friendly format of the screens. The solution has proved a success at a range of events such as festivals and conferences
- The fast processing of data ensures that there is a seamless transfer of lifestyle information to the health assessors who can instantly view and sort the responses according to the charity's own traffic light system and respond with appropriate advice and guidance for each individual
- In local communities the simple survey has allowed Tenovus to support the family members of cancer sufferers identifying any risk factors and directing them quickly to support services or their local GP
- The adaptability of the solution has meant the health check can be brought direct to the workplace - a huge breakthrough for the organisation. People tend to use work to avoid engaging with health professionals. Using the tablets the Mobile Cancer Support Unit can arrive onsite with a team of health advisors and discuss individual issues with the support of the employer



## Success factors

- Over the last two years the Mobile Cancer Support Unit has carried out over 6000 health checks on a once a week basis
- Initially Tenovus set themselves a target of 20 health checks per day – this target has been exceeded by 600 per cent and their highest number of health checks in one day stands at 120
- Bringing health checks to businesses has opened up new lines of fund raising with one company providing the charity with donations totalling £25,000 as a direct result of the work the Mobile Cancer Support Unit has carried out for their employees
- The health checks have won awards for their success in promoting the benefits of no smoking

*'datacpr is a core piece of kit and without it we wouldn't be able to succeed. The Mobile Cancer Support Unit now employs staff as a result of our successes and without it we would not be able to expand into other sectors.'*

**Richard Pugh, Head of Mobile Cancer Support Unit**

## Moving forward

The success of the health checks continues to grow and moving forward Tenovus are looking at how the service could positively impact other sectors and continue to raise awareness of the signs and symptoms of cancer.

For further information contact us:

Tel: 01925 714314 Email: [info@datacpr.com](mailto:info@datacpr.com) Visit: [www.datacpr.com](http://www.datacpr.com)