



Hwb Gwyddorau Bywyd Cymru
Life Sciences Hub Wales

Tackling Cancer Initiative

Accelerating Innovation
to the Frontline of
Health and Social Care

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A woman with long, straight brown hair is smiling at the camera. She is wearing a dark-colored top. The background is a blurred office environment with a pink cubicle visible on the right.

Our tailored approach,

Objectives

- Determination to transform cancer outcomes and improve performance from current challenging position
- Clear ambition for Wales to have cancer care outcomes comparable with the best in Europe
- Commitment to transform approach with greater focus on cross sector and across government collaboration
- Build genuine trust between the NHS and industry about what can be achieved



Vision: To transform cancer outcomes in Wales to a leading position in Europe, building trusted partnerships between health and care providers, industry and academia to accelerate delivery of evidence based, proven, disruptive solutions.

Mission: To enhance the quality of life and survival rates for cancer patients by providing access to better care, advanced research, and impactful collaboration among healthcare professionals, patients, industry and other communities.

Strategic Themes:

- 1: Enhance Early Detection and Faster Diagnosis (for Breast, Lung, GI, Gynae, Urology & Skin)
- 2: Intelligent use of data and digital platforms to improve patient outcomes
- 3: Improve access to Commercial (and Research) Clinical Trials

**Workstream 1:
Innovation Adoption
Pathway**

Meet the need for a clear, understandable evidence-based pathway for cancer innovation adoption, emphasising the need for a transparent and efficient process built upon existing system capacity.

**Workstream 2:
Commercial Research
Clinical Trials**

To deliver with commercial partners a focused effort on the acceleration of the development of and increased participation in high quality clinical trials.

**Workstream 3: Working
Together**

To co-develop a set of principles to be adopted by Wales that enable better collaborative working between the diverse stakeholders in cancer and define ways of working to ensure sustainable long-term success in this and future programmes.

**Workstream 4: Clinical
Engagement**

Addresses the need for national clinical cancer leads to have allocated time and space for innovation and business improvement. Includes consideration of how these roles can be better supported to work with industry and other collaborators.

**Developmental Strand:
Innovation Investment
and Innovative Funding
Models**

To establish policy options and practical steps for progressing prioritised (funded) innovations for national adoption. This includes consideration of the appetite for embracing new innovative partnership funding models.

Workstream 'Commercial Clinical Trials'

Objective

To increase cancer patient recruitment to commercial clinical studies by four-fold (400%) to over 1000 patients, by Q4 2027.
Increase diversity and phase III studies

Deliverables

- Appoint National Clinical Research Lead for Cancer to provide strong clinical leadership, represent Wales in strategic partnership discussions with commercial companies, NHS Wales clinical service leads, and the Welsh research community. (JUNE 2025)
- Embed cancer research metrics in NHS planning and delivery frameworks (update with R&D leads -DECEMBER 2025)
- Investment in NHS cancer research infrastructure (update with spend challenges JULY 2025)
- Development of National, Cancer Site, Service and organisational systems to enable clinical leadership and ownership of clinical trial activity by service Multidisciplinary Teams and have appropriate discussions at service and business meetings (ONGOING)
- Develop and execute a behavioural science-informed patient communication/engagement plan (SEPTEMBER 2025)
- Develop and execute an engagement plan to target industry, develop more strategic partnerships and forge closer relationships with industry partners (SEPTEMBER 2025)

Next Steps

1. New appointments: CSGs to have research nominated lead, National lead for clinical research across CSGs/MDTs, Commercial research delivery lead
2. Six-month SMART KPIs
3. Build on relations with pharma in non-cancer setting where relevant
4. Comms internal and external: You said we did- feedback to cancer community
5. USP evolution

Workstream ‘Clinical Engagement’

Objective

To embed a system-wide approach that champions clinical leadership and empowers the cancer clinical networks to identify, prioritise and shape innovation opportunities that align with national pathway pressures—ensuring industry engagement is guided by informed, demand-led insights from frontline services and supported through structured collaboration with Life Sciences Hub Wales.

Deliverables

- Work with the national cancer networks to champion the clinical voice, prioritising time and space for leadership, development, and innovation activity.
- Produce Sector Intelligence Reports and Innovation Pathway Maps to align innovations to the National Optimal Pathways and assess their readiness for adoption, piloting, or further development.
- Facilitate structured clinical engagement across key priority areas—including lung, breast, skin, gastrointestinal, liver, upper GI, lower GI cancers, and early diagnostics in primary care—to identify innovation priorities and collaborative opportunities.
- Identify a potential national mechanism for demand signalling and industry engagement, to be integrated with network planning and Life Sciences Hub Wales programming.
- Embed capacity for innovation activity into clinical job planning, supported by national and local clinical leadership and aligned with the Chief Nursing Officer’s statement on multi-professional contribution—including nursing, AHPs, and healthcare scientists.
- Build capability by developing relevant skills and competencies among clinical leaders to move beyond advisory roles and drive real system change

Next Steps

1. Continue clinical engagement with Cancer Site Groups to build a pipeline of clinically prioritised industry–NHS innovation projects, aligned to system needs.
2. Hold national clinical leadership meetings to agree a consistent approach to innovation, reducing variation across pathways and ensuring capacity for this activity is included within job planning.

Workstream ‘Working Together’

Objective

To co-develop a set of principles to be adopted by Wales that enable better collaborative working between the diverse stakeholders in cancer and define ways of working to ensure sustainable long-term success in this and future programmes.

Deliverables

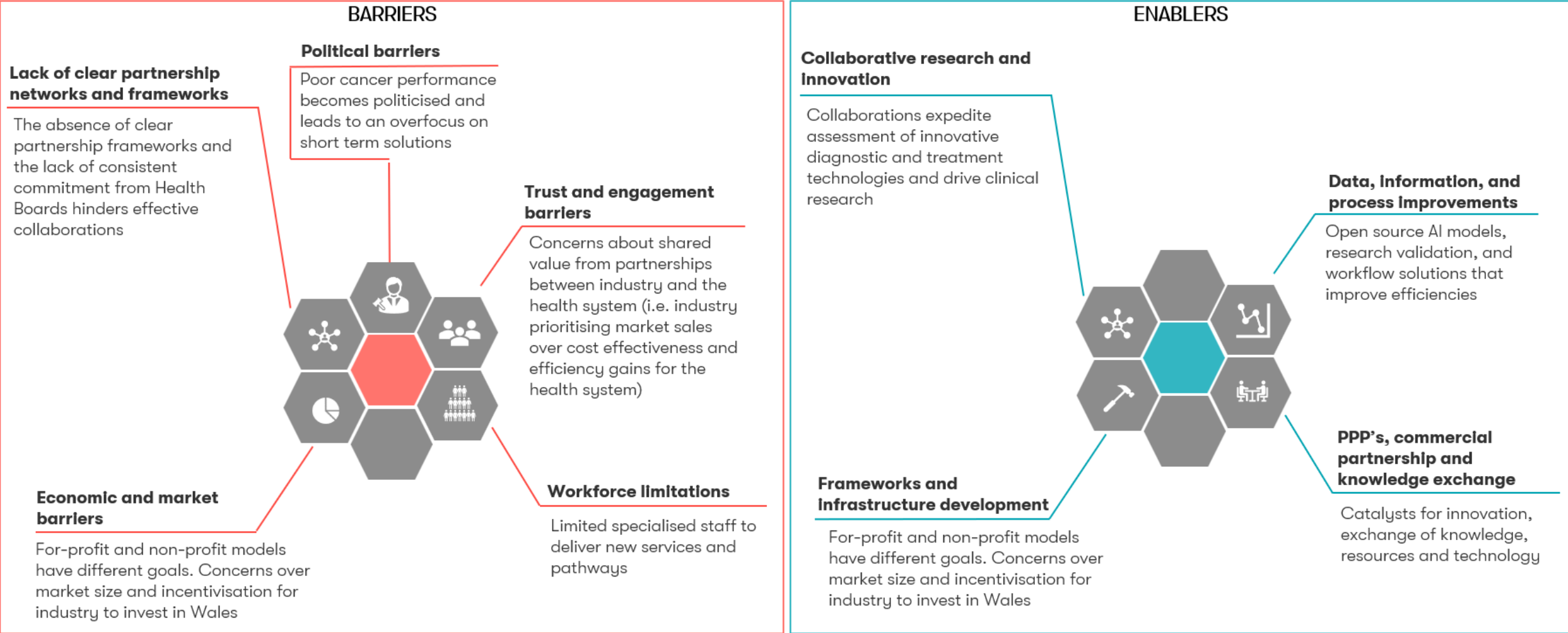
- A clear visualisation of “what does good looks like” with key enablers, based on an evaluation other mature national markets.
- A framework that delivers a structural way of collaborative working, taking clear clinical demand signalling through a flexible procurement processes to the establish long term collaborative relationships.
- A recommendation for the structural inclusion of the medtech and pharma industrial sectors in the national cancer strategy.
- Governance proposals to help drive clear decision making and accountability across functions and geographies in Wales.
- A gap analysis of commercial skills across the public sector in Wales, and an action plan to address.
- Final report with recommendations endorsed by the Making it Happen’ group (Sep)

Next Steps

1. Implementation plan for key recommendations

Summary of barriers and enablers

The barriers and enablers have been informed based on the findings from our research and the outputs from the first workshop. These two sources of information have been triangulated to compile a list of barriers to adoption identified in the Welsh context and enablers identified through the country case studies



Workstream ‘Innovation Adoption Pathway’

Objective

Describe a clear and robust pathway for cancer innovation adoption for health and social care that is aligned to and consistent with the aims of the Cancer Quality Statement in creating equitable, safe, effective, efficient, person centred and timely services in Wales.

Deliverables

- Develop a clear, understandable, transparent pathway for NHS Wales and partners to foster innovation and navigate quick adoption across health boards, minimising lost opportunities in Wales.
- The pathway meets and supports NHS planning requirements and helps create quality cancer services with sustainable improvements that meet national improvement objectives. The pathway could also provide a mechanism for decommissioning or not funding low value cancer activity in an evidence-based manner.
- The pathway uses capacity and capability already available in Wales, seeks to form a collaborative instrument with strong clinical engagement.
- The above to support proven cancer innovations (or improvements) that align with Wales’ healthcare and social care priorities are more readily accessible leading to improved value for the public and patients, system efficiency, greater equity, whilst maintaining ethical integrity.

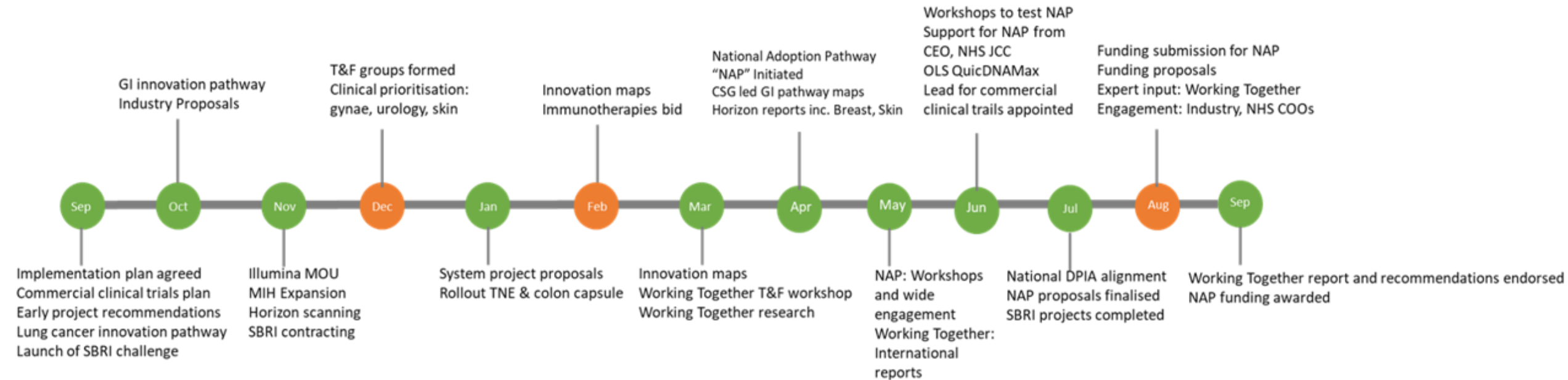
Next Steps

1. JCC six-month programme to implement.
2. Panels to prioritise and make recommendations for key innovative solutions

Proposed Evidence Prioritisation Framework

Domain	Description
1. Clinical impact on early detection or survival, improved patient outcomes and/or experience (20%)	Improves staging at diagnosis, reduces time to treatment, improves survival or QoL, improves outcomes or patient experience.
2. Strength and maturity of evidence (15%)	Evidence from RCTs, NICE guidance, VBHC or real-world implementation data.
3. Health inequalities impact (15%)	Addresses underserved populations (e.g., deprived, rural, ethnic minorities).
4. Operational and workforce fit (10%)	Requires minimal workflow disruption or is easily integrated with current systems.
5. Cost-effectiveness / ROI/ Value Based Healthcare (15%)	Short or long-term cost savings, improved QALYs, or return on investment.
6. Alignment with national cancer priorities (10%)	Supports NHS Long Term Plan, Faster Diagnosis Standard, screening goals, etc.
7. Patient and public acceptability (10%)	Rated highly by patients, caregivers, or advocacy groups.
8. System capacity or diagnostic backlog relief (5%)	Reduces demand on constrained diagnostics or clinical teams.

Summary: Timelines and Progress





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Diolch. Thank you.

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