



## WORLD-CLASS CANCER CARE

**OUR VISION:** At the Northern Centre for Cancer Care we are committed to giving you the best possible opportunity to beat cancer and lead a normal life again. Offering a wide range of services to meet your every need, our world class specialists are here for you every step of the way, combining compassion and leading edge technology in a modern, welcoming environment with research into new treatments so that you receive the very best care today and in the future.

NORTHERN CENTRE  
FOR CANCER CARE



## WORLD CLASS CANCER CARE – LOOKING AFTER THE PERSON IN EVERY PATIENT

Welcome to our award-winning Northern Centre for Cancer Care (NCCC) – the largest centre of its kind in the North of England. Since we opened our doors at the Freeman Hospital in 2009, our ambition has been to give all our patients the best possible opportunity to beat cancer.

With state of the art buildings and access to the very latest technology, we believe our cancer services provide a level of care unparalleled anywhere else in the UK today. Our brand new Cancer Centre won the Building Better Healthcare Award for “Best Hospital Design”, and our unique suite of treatment facilities includes the UK’s first ever Primatom™ and one of the very first TomoTherapy® machines available in the NHS – the most advanced and accurate radiotherapy equipment available.

As one of the largest NHS trusts in the UK we offer a wider range of specialist services than any other and have the expertise to treat any type of cancer.

And it’s not just beating the cancer we focus on. We know that the powerful treatments needed can affect other aspects of your health, such as your appearance or ability to have children. Whatever your need, you can be referred to a specialist right here in Newcastle, to discuss all the treatment options available to you, so you remain in control of your care.

We know that caring for you is so much more than having the latest hi-tech equipment and internationally renowned medical experts – we focus on your well-being, helping you, and your family, to lead as normal a life as possible whilst giving you the very best treatment available. Making sure we meet your every need is our priority and we know it’s the little but important things that can make all the difference. That’s why we provide car parking just opposite the centre so you don’t have far to walk.

Our wide range of services includes one of the largest ‘Macmillan Information and Support Centres’ in the North, with all the information and practical support you could wish for, as well as our ‘Look Good Feel Better’, hair and scalp care services offering practical advice including specially designed headwear – all to help you look and feel as well as possible.

Research into new cancer therapies is a real priority for us as we continue our quest to find the cures for tomorrow, and to offer you the very latest advances in cancer prevention, detection and treatment. An integral part of our new centre is the Sir Bobby Robson Cancer Trials Research Centre – a purpose-built facility which provides the ideal environment for the ground-breaking research carried out by our world-leading cancer specialists.

By now you will have realised just how proud we are of our world-class services here at NCCC. But don’t just take our word for it – see what our patients have to say throughout this booklet.

“Our daughter M finishes today and we would just like to place on record our sincere thanks to yourself and your team for the care that M received. The standard of care and professionalism of all of the staff has been overwhelming. M came to enjoy going to hospital for treatment and on days when she was not going and at weekends, was upset when she was told she was not going.”

Mr and Mrs P A, Northumberland

“Thank you for looking after me when I was sick,  
Thank you for picking me up when I was down,  
Thank you for that extra push when I needed it,  
Thank you for helping me win when I thought I was beat,  
Thank you for always bringing a smile,  
Thank you for always being there,  
I will never forget what you have done for me.”

Mr S J, Bedlington





## EXPERT CARE IN FACILITIES FIT FOR THE 21ST CENTURY

The first thing you will notice at the NCCC is the striking architecture of our state of the art buildings located at the Freeman Hospital. Although purpose built to provide the highest quality services you expect from the Newcastle Hospitals NHS Foundation Trust, the NCCC does not feel like you are in hospital. We'd like to think you will feel more like you are in a hotel, with clean lines and pleasing views all around you. In fact, the team of architects who designed our new centre won the prestigious national **Building Better Healthcare Award** for "Best Hospital Design", in recognition of the great care and attention they took to ensure that the needs of everyone who comes here, as well as the environment as a whole, remained at the heart of the centre - something we are all really proud of.

The next thing you will appreciate on arrival at the NCCC is that we have provided dedicated car parking spaces just a few metres away from the front door, making it easier and quicker for you to get where you want to be. Of course spaces are limited, but there is also a multi-storey car park less than 100m from the centre.

Inside the main entrance you will be greeted by a member of our staff, in a bright and airy atrium, where panels of glass as tall as the building allow natural light to flood in. The whole building is designed to be as appealing as possible and includes peaceful landscaped garden areas and small havens where you can relax. You are welcome to bring someone along with you to make your visit as pleasant as possible.

You have told us how impersonal hospitals can feel and how important it is for you to have space of your own when you come to the NCCC. So we have specially designed it to allow you to retreat when you want to and yet never feel on your own. Our wards and day unit have a spacious, hotel quality feel about them

and over half of the bedrooms are single occupancy with en suite facilities.

We also have en suite changing facilities in our radiotherapy treatment rooms and our outpatient department is split up into smaller waiting areas where you can sit with a companion in peace and quiet. Or if you prefer, you can sit in one of our open areas to enjoy the interior views of the building while you wait to be seen – the choice is entirely yours.

### A SERVICE DESIGNED AROUND YOU – NOT THE OTHER WAY ROUND

The centre is laid out to make it easy for you to get around, with everything you need all under one roof. But it's not just the way the building is designed that is important. We understand that what you really want is to get better quickly and to lead as normal a life as possible. So we've redesigned the way we work to make sure that your journey from diagnosis to treatment is as seamless and streamlined as possible. That's why many of our patients have their chemotherapy or radiotherapy as 'day cases', rather than having to come in and stay overnight. It's also why we are now open from 8am to 8pm - so you can have your treatment at a time convenient to you and your lifestyle.

We can also offer many patients pre-assessment to speed things up a bit. Now, if you prefer, you can come in one day, have your blood taken and go home. When you arrive the next day, we will know exactly what treatment you require and will be ready to start.

## LATEST USA STYLE CANCER CARE HERE IN THE NORTH OF ENGLAND

We believe we are the first in the UK to offer USA standards of cancer care and treatment techniques. This means we have invested in 50% more of the most advanced planning and treatment equipment, so you can be treated more quickly than ever before and receive the best possible opportunity to beat cancer.

The wide spectrum of technology we offer includes:

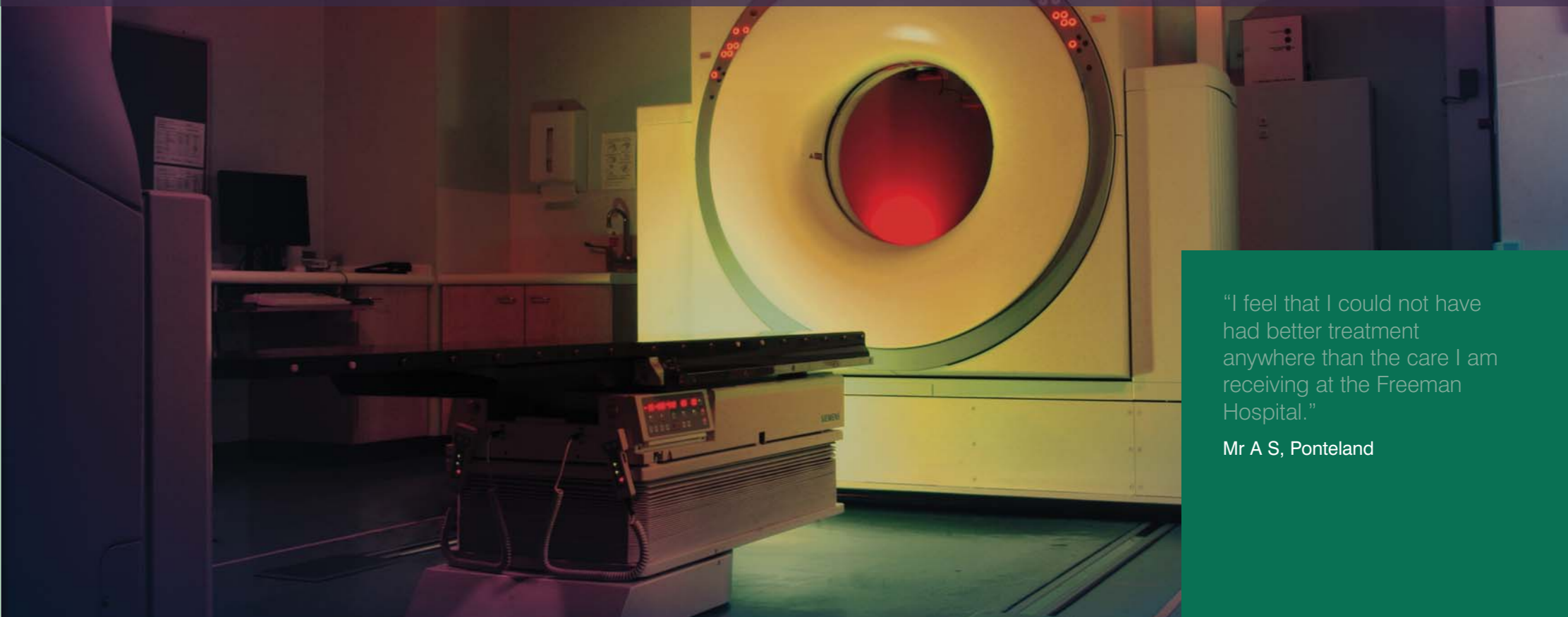
CT (Computerised Tomotherapy); MRI (Magnetic Resonance Imaging); PET (Positron Emission Tomography) – all providing high-precision treatment planning.

IMRT (Intensity Modulated Radiotherapy) – a very advanced type of radiotherapy treatment, individually tailored for patients with complex cancers affecting areas such as the brain, liver, thyroid and bones.

We are the only cancer centre in the UK with a full range of the latest radiotherapy equipment, including the first ever Primatom™ machines in the country and one of the very first TomoTherapy® machines available in the NHS. Using sophisticated scanning techniques these revolutionary machines design highly complex radiotherapy treatment plans allowing us to treat previously untreatable cancers and, for the first time, more than one tumour at once.

This high precision treatment also means the healthy tissue around the tumour is kept that way as far as possible, and there are fewer unpleasant side effects.

Our investment in treatment techniques and equipment isn't just about the latest in radiotherapy. Our electronic prescribing system, Chemocare, helps us provide chemotherapy more quickly and safely than ever before. And all this new technology will be joined up by a fully integrated IT system across all our hospitals, developed with our partners from the University of Pittsburgh Medical Center in the USA.



"I feel that I could not have had better treatment anywhere than the care I am receiving at the Freeman Hospital."

Mr A S, Ponteland

"The team never ceased to be kind, courteous, caring, considerate and helpful. I was concerned as to how I would manage to undress etc. My worries were groundless. There was always someone to help me should I require it."

Miss A M, Newcastle

## TAKING THE VERY BEST CARE OF YOU AS AN INDIVIDUAL

Being diagnosed with cancer is a stressful experience and we know that getting information which is up to date and easy to understand is of enormous benefit – helping you to adjust to living with cancer. We are committed to ensuring you have easy access to as much information as you require.

At the NCCC we have one of the largest Macmillan Cancer Information and Support Centres in the North-East of England – a purpose built library specialising in all aspects of cancer where you will find exactly what you need from a wide range of written and

audio-visual material on treatments, services, support groups and complementary therapies. Alternatively, you can go to our website [www.newcastle-hospitals.nhs.uk](http://www.newcastle-hospitals.nhs.uk) where you will find a wealth of information on the services we offer and links to other useful websites.

We also arrange courses and drop-in sessions where you can share your experiences and get all the support and encouragement you need. Open evenings are held monthly at the centre so you, and anyone you would like to bring along, can familiarise yourselves

with the building, its facilities and where to find everyday necessities such as the toilets and places to get something to eat.

Perhaps the most important member of the team is your Clinical Nurse Specialist, or ‘key worker’. They are a constant point of contact at any time on your treatment journey, making sure everything runs as smoothly as possible. They can offer expert advice and support – and they are not just there for you! They are there for the people closest to you too.

“It must be tempting sometimes to treat people simply as a job of work to be done – I have never felt this whenever I have come in for my treatment and I am very grateful to you all for dealing with me as an individual rather than just another patient.”

Mr R M M, Newcastle



We recognise you want to take control of your recovery and we know this is not just dependent on medical treatment. That's where a holistic approach to your well being is so important – making sure all aspects of your emotional and spiritual welfare are considered. We can also provide practical information such as benefits advice and how to make sure you get the best nutrition into your diet.

Our unique and therapeutic “Room for You” art programme offers you the opportunity to work with art and craft professionals in many different types of materials including proggy mat making, collage and watercolours.

Hair loss is a common side effect with some chemotherapy medication and can be one of the most upsetting parts of having cancer treatment. That's why we can offer some patients our scalp cooling system which may be able to reduce hair loss. It's also why we offer a range of services to advise, care and support patients with hair loss. This includes “Headstrong”, a personal service providing advice on scalp care and the use of hair pieces. In addition, “Headlines” includes the expert advice of a bespoke headwear designer who will design headwear to reflect your personality, and “Hair to Wear” is a personal service advising on your choice of wig together with the option to have your wig styled by a local, professional hairdresser.

Our appearance affects how we feel about ourselves and our “Look Good Feel Better” beauticians will take you through a free, 12 step skincare and make up regime with the beauty products you like best to help improve your

“Both Helen and Karen gave a really professional foot and shoulder massage, which left me feeling much more relaxed and soothed (after hours in a medical unit this is particularly restful). An excellent service for the patients.”

Miss M A, Newcastle

confidence. Our Complementary Therapists also visit you, offering gentle massage and aromatherapy to help you relax.

Anyone affected by cancer will know how emotionally overwhelming it can be when the diagnosis is made. We are working with the charity “Maggie's Cancer Caring Centres” to open the first Maggie's centre in the north of England in 2010. Maggie's North East at the Freeman Hospital will provide a “home from home” where anyone affected by cancer, including families and friends, can get the emotional help and encouragement they need to cope with such a major upheaval in their lives.

We believe that, together with our world-class cancer treatment, all these services give you the best possible support in your fight with cancer.



## CARING HANDS LINKED ACROSS THE NORTH

Our commitment is to make sure you get the best possible treatment whilst in our care at the NCCC. However, we realise that you would much rather be spending your time getting on with normal daily life than being in hospital, no matter how special a place we've made it.

We are part of a much wider team of healthcare experts than you might think. Our partners offering care in the community include your local hospital, GPs, district nurses and other healthcare specialists – all of us aiming to give you the care and support you need without having to come into hospital, if you really don't need to. People with bladder cancer, for example, require frequent visits to hospital for tests and treatment. Our Urology Community Nurse Specialist runs a pioneering service, working closely with her colleagues in our hospitals and in the community to

provide you with specialist treatment and support in the comfort and privacy of your own home, helping you to lead as normal a life as possible.

Recent advances in technology and treatment mean you can be given the best opportunity to beat cancer, but not all cancers respond as we would wish. Palliative care is about making sure that people with advanced cancers maintain a good quality of life, staying as active as they can for as long as possible, and is an important part of cancer care. The physical, social and psychological impact of cancer can all take their toll – our staff are specially trained to support and help you proactively manage symptoms like pain, overwhelming tiredness and weight loss, as well as understandable feelings of depression, anger and anxiety.

As life comes to an end it is hard to be truly prepared. Working closely with our partners in the community, the Marie Curie Hospice in the west end of Newcastle and St Oswald's Hospice in Gosforth, as well as other local hospices, our aim is to ensure that when life comes to an end, it is with dignity and in a location chosen by our patients. There, highly experienced staff provide a friendly and welcoming atmosphere and are experts in making sure physical, emotional and spiritual needs are met at what we all know is a very difficult time.

## WORLD-RENOWNED CANCER SPECIALISTS RIGHT HERE ON YOUR DOORSTEP

"Before I started my treatment I was petrified. I must say the staff made it possible for me to complete my treatment and feel it was easy! They were always cheerful, never rushing me if I felt bad, showing total empathy with how I felt and remembering to ask after my grandchildren. They are certainly a credit to the NHS."

**Mrs A S, Sunderland**

We believe we have developed a world-class centre for cancer care – but for all the modern facilities and advanced technology, NCCC would not be such a great success without the endless dedication, commitment and remarkable achievements of the people who deliver the service day to day.

At NCCC we have a total of 16 highly experienced multi-disciplinary teams with doctors, surgeons, radiologists, pathologists, radiographers, clinical nurse specialists, nursing staff, admin and clerical staff, all working closely together to make sure you get the best possible treatment available. Between them they have the expertise to treat virtually any kind of cancer you can think of, right here in Newcastle. This includes some of the rarest and most complex cancers which many other hospitals cannot treat, from sarcomas (bone and soft tissue cancers), to liver, pancreatic and thyroid cancers.

We are proud that our patients can benefit from the first class skill and clinical expertise of our specialist doctors, many of whom are well

known and highly respected around the world. To name but a few these include:

**Dr Ujjal Mallick:** who leads the thyroid cancer team that won the national Hospital Doctor Award in 2007 for "Oncology Team of the Year" and was instrumental in supporting the foundation of the Butterfly Thyroid Cancer Trust, the UK's first ever thyroid cancer patient support group.

**Professors Hilary Calvert and Ruth Plummer:** who lead the early clinical trials team, ensuring North-East patients are offered an opportunity to participate in all stages of the development of new cancer treatments, such as Alimta, the only effective drug currently available for the treatment of mesothelioma, an asbestos related form of lung cancer.

The Newcastle Hospitals NHS Foundation Trust has a wider range of specialist services than any other NHS hospital trust in the UK. For our cancer patients this means being able to explore the full range of treatment options with an expert right here in

Newcastle. Cancer care is about more than just treating the tumour. For example, some treatments can affect your ability to have children. Our fertility specialists at the Newcastle Fertility Centre can advise you on all the options, including possibly harvesting sperm and eggs before your treatment, to give you the best possible chance of having a baby when you are well again. Similarly, following breast surgery for cancer, our plastic surgeons can offer you immediate reconstructive surgery, if appropriate, to help you to get back to normal as quickly as possible.





## LEADERS IN CLINICAL RESEARCH – BUILDING A BETTER FUTURE FOR ALL OF US

Our ambition is not only to provide the best possible care today, but to ensure that our patients of tomorrow have access to increasingly improved diagnosis and treatment.

Newcastle upon Tyne is internationally renowned for its contribution and innovation in successful cancer research during the last 40 years. NCCC is the national lead in a hereditary breast and ovarian cancer trial using a new class of anti-cancer drugs developed in collaboration with Newcastle University.

Clinical trials play a key role in the development of new cancer treatments and we are proud that the Clinical Trials Unit at the Newcastle Hospitals NHS Foundation Trust has developed two major new cancer drugs in recent years and is leading the way in stem cell harvesting.

“To all the staff at the Clinical Trials Unit – the hope and care you gave to us made our experience so much easier. Your work can never be overestimated.”

Mr & Mrs W W, Ashington

This tradition of excellence is continuing in the NCCC with the establishment of the Sir Bobby Robson Cancer Trials Research Centre, set up by the Sir Bobby Robson Foundation and supported by the generosity of people from all walks of life in the North-East.

All money raised goes towards funding this dedicated research facility including a 12 bedded unit with treatment rooms and a state of the art laboratory. This means that you may be the first to benefit from ground-breaking new treatments,

by helping our Clinical Trials Unit with trials for potential new therapies developed by the Northern Institute of Cancer Research, Cancer Research UK and the international pharmaceutical industry.

“I’m extremely proud that this Cancer Trials Research Centre is based here in my native North-East. I’ve no doubt that it is one of the best facilities of its kind, not just in this country, but in Europe.”



Sir Bobby Robson

## HELP US IMPROVE THE QUALITY OF CARE WE PROVIDE

By now you will already know how proud we are of the services we provide at NCCC. But they can always be improved and this is made possible by the many generous contributions from the people of the North-East and local charities. Donations help us go that little bit further by providing additional patient comforts, new sophisticated equipment, specialist staff training and funding for local cancer research projects.

We have a dedicated charitable fund at NCCC – Charlie Bear for Cancer Care. The charity was first launched in 1978 by Daisy Clark from Morpeth, who raised £1 million to purchase the region’s first whole body scanner. Daisy and her team made and sold thousands of teddy bears called Charlie after Daisy’s husband Charles, to raise the necessary funds, and together with support from local media organisations and the amazing generosity of the people of the North East this target was reached in 1982.

Charlie Bear celebrated his 30th birthday in 2008 and continues to ensure Daisy’s incredible contribution to support cancer care across the region will never be forgotten, helping us to further improve comfort and care for patients.

For further details on how you can help please contact:

Charlie Bear Co-ordinator  
Charlie Bear for Cancer Care  
Telephone: 0191 223 8610  
Contact: [Charlie.Bear@nuth.nhs.uk](mailto:Charlie.Bear@nuth.nhs.uk)  
Website: [www.charliebearforcancercare.org.uk](http://www.charliebearforcancercare.org.uk)



Registered Charity No. 1057213

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We are grateful for the magnificent support of the following organisations:

- Asda
- Barbour Trust
- Caron Keating Foundation
- Community Foundation
- Fenwick Ltd
- Martin Ballinger Trust
- Newcastle City Council
- Newcastle Healthcare Charity
- Newcastle and North Tyneside PCTs & Northumberland Care Trust
- Newcastle upon Tyne Hospitals NHS Charity
- Northern Rock Foundation
- Regional Arts Lottery Programme (via the Arts Council)
- Sir Bobby Robson Foundation
- Tyne and Wear Community Foundation
- Tyne and Wear Health Action Zone
- William Leech Charity
- Women’s Royal Voluntary Service

And sincere thanks to all the individuals and organisations that have also supported us.

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## Northern Centre for Cancer Care

The Newcastle upon Tyne Hospitals NHS Foundation Trust  
Freeman Hospital  
High Heaton  
Newcastle upon Tyne  
NE7 7DN

Main reception: tel 0191 213 8610  
Outpatients reception: tel 0191 213 8600  
Macmillan Centre: tel 0191 213 8611  
Or visit our website: [www.newcastle-hospitals.nhs.uk](http://www.newcastle-hospitals.nhs.uk)



### Partners in health care

We are proud to work closely with our partners in the community so that together we can make sure you get the best possible care.

#### Maggie's Cancer Caring Centres

In partnership with the Newcastle upon Tyne NHS Foundation Trust, Maggie's North-East at the Freeman Hospital will provide an additional "drop in" centre for information and psychological and emotional support to anyone affected by cancer.



#### Marie Curie Cancer Care

One of our key partners in the community, the Marie Curie Hospice offers specialist care and support for people reaching the end of their life, as well as practical and emotional support for their family and friends.



#### Macmillan Cancer Information and Support Centre

Macmillan Cancer Support at the NCCC provides practical, emotional and financial advice and support for people living with cancer and is part of a network of cancer support groups across the UK.



#### St Oswald's Hospice, Gosforth

Another of our key partners in the community, St Oswald's Hospice has a dedicated team of highly experienced staff providing physical, emotional and spiritual support and end of life care for patients and their families.

