



Live well
with cancer



Penny Brohn UK
Living Well with Cancer



GenesisCare

**"Care for the
mind, spirit,
emotions,
heart and soul"**

Penny Brohn,
Founder of Penny Brohn UK

Introduction

At GenesisCare, we understand that cancer affects much more than just your body and can be an overwhelming and life-changing experience. That's why we've partnered with Penny Brohn UK to provide a ground-breaking approach to complementary and wellbeing therapies alongside conventional medicine. Through a programme carefully tailored to your needs, we can help you to deal with the side effects of treatment, reduce stress, improve energy levels and let you take back control.

This proven supportive approach is given at no extra cost to you and your family. It has helped many of our patients to cope with their cancer journey and find new emotional and spiritual strength that they can continue to draw on in the future.

As a patient at GenesisCare, you will be offered a Penny Brohn UK care plan. It is up to you if you choose to use it, but more than 95% of our patients do and find it a valuable experience. This booklet is designed to tell you more about it — or please ask to talk to one of our Penny Brohn Wellbeing Consultants.



Penny Brohn UK and GenesisCare launched a partnership in 2013 with a shared vision to help people with cancer live the best life possible, by providing more than medicine. Together with other supportive care, such as exercise medicine, we want to help you feel healthier, more in control, and more resilient.

Who are GenesisCare?

GenesisCare is a leading independent provider of advanced diagnostics and leading-edge cancer treatments at centres across the UK. Our vision is to improve life outcomes and to support our patients in every step of their cancer journey.

Providing Penny Brohn UK wellbeing services within GenesisCare is a natural extension of this approach.

Who are Penny Brohn UK?

Penny Brohn UK is a national cancer charity that helps people live well with the impact of cancer, by showing them how to pay attention to their mind, body, spirit and emotions. The charity is a pioneer in integrated health - combining complementary, wellbeing therapies and lifestyle medicine that work alongside medical treatment to help each individual find the support they need to live well with cancer.

How it works at GenesisCare

GenesisCare and Penny Brohn UK work together to provide personalised complementary and wellbeing therapies tailored to your needs. When you are referred to GenesisCare, you'll be assigned a Penny Brohn Wellbeing Consultant. You'll have a holistic needs assessment with your Wellbeing Consultant to reflect on what your strengths are and where you might need help. This enables you to identify what concerns you most about your diagnosis, treatment and general wellbeing. From this, together

with your care team, we'll design a series of therapies that aim to alleviate your concerns and improve your quality of life.

This might include a range of complementary and wellbeing therapies including acupuncture, counselling, mindfulness meditation, reflexology, relaxation and group-based wellbeing and experience sharing. You'll be offered a series of wellbeing sessions fitted in around your treatments, all on-site at your chosen GenesisCare centre.

“To live as well as possible in every area of our lives we need more than medicine”

Dr. Catherine Zollman,
Medical Director of Penny Brohn UK



The Bristol Whole Life Approach

Penny Brohn UK has developed the evidence-based Bristol Whole Life Approach that addresses each part of a person — the mind, body, spirit and emotions — recognising that they are all interconnected and work together to support the immune system.

Research shows that emotions like fear, anger and shock may increase stress and result in the immune system not working at its best. We can't eliminate these natural emotions from our lives, but Penny Brohn UK can help you find ways to manage them.





Evaluation

At the end of your initial wellbeing sessions, we'll ask you to complete another questionnaire to check that your concerns have been successfully addressed. Our experience is that most people will see a big improvement in how they feel after their initial sessions.

Patient Concerns and Wellbeing ratings improved after a course of Penny Brohn UK therapies

If you don't feel like using the Penny Brohn UK services, there is no obligation. It's entirely up to you and if you change your mind, we're here for you when you need us. Our Wellbeing Consultants also have excellent knowledge of local support services and Penny Brohn UK has a national centre offering wellbeing retreats for a deeper dive into the Bristol Whole

Life Approach to cancer care. This is available free of charge for anyone living with cancer and a close supporter.



Sharon's story

Sharon was diagnosed with breast cancer in 2018 after finding a lump in her breast. She received chemotherapy and radiotherapy at our GenesisCare Centre in Milton Keynes.

"My breast cancer diagnosis came as a huge shock to me. I didn't really know how to feel about it all. I just wanted to keep everything as normal as possible for my husband and our two teenage sons.

"The Penny Brohn centre at GenesisCare offered me a safe haven when I was being faced with a massive schedule of treatment"

After I started my treatment at GenesisCare, I was told about the support I could receive from Penny Brohn UK. The centre at GenesisCare was a very calm environment and I immediately gravitated to my Penny Brohn Wellbeing Consultant, Bev. She was warm and open and the first person I was able to really talk to about how I was feeling in a meaningful way.

Sharon with her husband, Navin, and their sons, Nathan and Gabriel.

I found a session on mindfulness with Bev really helpful — it allowed me to process the feelings that I couldn't make sense of before.

Between my sixth and seventh rounds of chemotherapy, my willpower started to dwindle. The steroids were affecting my sleep and making me feel anxious. Bev suggested that I try reflexology and it helped immediately! I had my first good night's sleep in a long time.

After my chemotherapy, I started 23 sessions of radiotherapy. Through Penny Brohn, I tried acupuncture which helped relieve the side effects I experienced.



Now that my treatment has ended, I regularly keep in touch with Bev. The Penny Brohn service at GenesisCare offered me a safe haven when I was being faced with a massive schedule of treatment. The therapies and support I received not only helped me deal with the side effects, but also gave me emotional resilience and allowed me to be more in touch with myself."



Does the GenesisCare integrative approach work?

The simple answer is 'yes'. The vast majority of our patients come away from their Penny Brohn UK experience feeling a lot more positive about their life with cancer and what the future holds for them. Results from our assessments continuously show that Penny Brohn UK services lead to significant improvements in peoples' cancer-related concerns and wellbeing and this type of complementary approach is now widely seen by cancer experts as an important part of recovery. We're using our knowledge to help educate doctors about the important role spiritual and emotional healing has alongside conventional medicine.

More than
80%
of patients had a
clinically significant
**reduction in cancer-
related concerns**

98%
said the Penny
Brohn UK services
**had made
a difference to them**

Wellbeing Consultant
appointments rated

4.9/5.0

for **satisfaction**

Data collected from 715 GenesisCare/Penny Brohn UK patients
2016 to 2018



**"We believe the
Penny Brohn UK approach
is shining a light on how
cancer care will be delivered
to everyone in the future.
We are proud to be the first
private provider to offer this
to patients"**

James McArthur,
UK General Manager, GenesisCare

We're raising funds for Penny Brohn UK

GenesisCare staff have an active programme of fundraising for Penny Brohn UK. We are committed to raising funds to celebrate 40 years of Penny Brohn UK. This is to support activities at their national centre in Bristol and help them to bring health and enrichment to everyone affected by cancer.

We fully fund the Penny Brohn UK services within our centres. If you would like to make a donation to the charity and help others affected by cancer, you can do so in lots of ways. No matter how big or small, your contribution will help to make sure that life with cancer is still life. You can find more details at www.pennybrohn.org.uk



"I felt very well looked after, which increased my confidence and improved my quality of life — particularly in coping with worries over my family. I wish this service could be available to all cancer patients"

GenesisCare patient




Penny Brohn UK
Living Well with Cancer

Call us today to find out how GenesisCare and Penny Brohn UK can make a difference to you

0808 301 9774
genesiscare.com

 **GenesisCare**



[genescare.com](https://www.genescare.com)

© GenesisCare 2019

GenesisCare is a trading name of Genesis Cancer Care UK Limited. Registered Office: Wilson House, Waterberry Drive, Waterlooville, PO7 7XX. Company registration number: 05796994. Registered in England & Wales. © Penny Brohn UK is the working name of Penny Brohn Cancer Care, a registered charity (no. 284881) and a company registered in England (no.1635916)