



Impact Report 2024

Educate | Innovate | Collaborate

2024 was filled with achievements.

We had the honour of welcoming the former Mayor of Cheshire East to our Education Hub at Spring Farm to celebrate our 10th anniversary. Our founder, Salli Jeynes, was recognised on BBC's The One Show with a One Big Thank You for her incredible contributions.

We reached the final of the Health Service Journal awards in the category of Data Driven Transformation. It was a real achievement to have our work to improve clinical practice through the lenses of data and education recognised at these prestigious awards.

Our profile continued to grow as we contributed to national events, including a webinar for Community Nursing and the Neurology Academy's annual Palliative Care Master Class. We also hosted two of our own webinars showcasing our work within Care Homes and our expertise in implementing Electronic Palliative and End of Life Care Co-ordination Systems (EPaCCS).

The year was one of change and challenge. We have all been impacted by increases in the cost of living, high energy prices and a change of government. EOLP was directly affected by financial pressures within health and social care, which significantly impacted our funding. Like many others in the charitable sector, we had to take difficult decisions regarding the size of our organisation.

Through it all, our dedicated team has remained committed and resilient, working tirelessly despite the uncertainty—something reflected in our case studies which showcase the diverse skills within our organisation.

Looking ahead, we are re-focusing our efforts where we can make the greatest impact on the experiences of people at end of life and those providing their care. We remain optimistic about the future and are pleased to share our latest impact report with you.



Lynn

Lynn McGill
Chair of Trustees



Alison

Alison Clifford
Chief Executive Officer

What makes EOLP unique?



System Intelligence: We have a deep understanding of the health and social care system, informed by our collective lived professional and personal experiences.



Combined Expertise: Our team benefits from multiple skill sets and perspectives: nurses, allied health professionals, medics, commissioners, analysts, public health experts, and dementia specialists.



Challenge & Objectivity: We offer an independent voice, unbiased by care provision or contract, which enables us to cut through red tape and rapidly get to the crux of an issue.



Collaborative Leadership: We are renowned for bringing people together and leading through collaboration to deliver win-win situations for all partners.



Geographical Reach: Our services are accessible nationally, and we have led numerous national and regional service improvement projects.



Data Expertise: We excel at data analysis and interpretation, bringing fresh insights that support effective solutions.



Innovation & Agility: We think creatively and respond quickly to changing priorities and demanding situations, remaining focussed on delivering outcomes and impact.

EOLP's year in numbers



6400 people
accessed our
training ...



... from
420 different
organisations



We worked with 67
organisations outside
of Cheshire and
Merseyside

EOLP has helped to improve the end of life care and experience of over

8,200 people



of our delegates
improved their
knowledge



of our delegates
improved their skills



of our delegates
improved their
confidence



of our delegates said they'd
had a positive experience!

Namaste Care Training to Springcare Group

The challenge

Approximately 80% of care home residents experience dementia or severe memory issues. Namaste Care is a well-researched, holistic approach designed to support individuals in the later stages of dementia.

Implementing this approach in care homes not only enhances the quality of life for residents but also benefits their families and the staff providing care. Namaste Care incorporates physical, sensory, and emotional techniques to promote overall wellbeing, addressing anxiety, pain management, and hydration.

For several years, EOLP has provided training in this approach for professionals. More recently, we have expanded our training to include volunteers and family caregivers, enabling them to apply Namaste Care principles in diverse settings such as Dementia Cafés and home environments.

The solution

Springcare wanted to empower their team with the skills to implement Namaste Care across their care homes in Shropshire, Cheshire, and the Wirral. Having previously attended EOLP's training, they recognised our expertise in this area and approached us for support.

We began with an initial training session attended by 23 Springcare staff. The enthusiasm from the team was great to see and we soon heard back about the impact of the training on the staff team and residents.

The training event was followed up with a dedicated forum, which provided a platform for staff to share feedback on how they had integrated Namaste Care into their homes, discuss challenges, seek peer support, and exchange ideas for further improvement.

Our impact

We heard from a colleague at Springcare that they had been able to apply their learning about Namaste to reduce distress for a resident who wanted to leave the care home. By using a range of techniques learned during the training, staff were able to provide a reassuring and restful environment which helped to calm the resident and reduce her anxiety.



It's rare to see training be embraced in this way. Not only well attended, but people being eager and proactive in its implementation - within days I was getting feedback about how its making a difference to people's lives in practice.



Alan Southall, Regional Activity Co-ordinator
Springcare Limited

Urgent Care Pressures: Reducing Unnecessary Admissions

The challenge

Almost two-thirds of us will be admitted to hospital as an emergency admission in our last three months of life, and around 7% of us will be admitted to hospital three or more times.

Hospital admissions happen for many different reasons, including a lack of clear information about the plan of care, and whilst some hospital admissions are necessary, others could be avoided.

Being admitted to hospital at the end of life can be distressing for the patient and their loved ones, and may mean that the patient is unable to die in the place they would have preferred.

The solution

Working closely with our NHS partners, EOLP is using a range of approaches to understand what causes hospital admissions in the last 90 days of life.



Sourcing, cross analysis and interpretation of multiple data sources



Deep dive into complex cases

We have worked with Acute Hospitals, Primary Care, Hospices, Ambulance Services, Social Care and Commissioners to gain a whole system perspective on this complex issue.






Clinical audit



Co-produce recommendations

The work contributes to three strategic outcomes:

-  60% of people who die have discussed their wishes with a professional, making it more likely that their wishes are achieved
-  60% of people who die have been identified as being at the end of life to improve the co-ordination of their care
-  Reduce the number of unnecessary hospital admissions

Our impact






EOLP has used its clinical and data analysis capabilities to lead a piece of work that brings new insights into admissions in the last 90 days of life on behalf of partners from across local healthcare systems.

Local GPs have used the audit process to highlight how patient journeys can be improved in the future. The learning from this project is being used to make evidence based recommendations that will ensure that patients consistently receive the best, most dignified care in their final days:

Better Care and Support

-  Use data to make better decisions and bring new insights
-  Identify patients earlier for better support
-  Help more people plan their care in advance
-  Make care fairer and more accessible
-  Care is personalised

Stronger Partnerships

-  Recognise the benefits of end-of-life care programmes that deliver measurable results
-  Encourage collaboration between partners and reduce silo working to make limited resources go further
-  Quantify the financial value of investing in these services and demonstrate return on investment
-  Expand support beyond Cheshire East
-  Encourage research and learning



This project is a great example of turning data into meaningful insights.

We used a risk tool to find patients with complex needs who may be in their last year of life but don't have care plans or aren't flagged for palliative support. EOLP then developed a way of using health data to track patients and help reduce the risk of hospital admissions in the last 90 days of life.

Collaboration between the Integrated Care Board and EOLP has been key to the success of this approach.



Anita Mottershead
Project Manager for Transformation and Population Health
Cheshire East Place



We have made significant inroads into reducing avoidable hospital admissions in the last 90 days of life.

This has only been possible thanks to partnership working, and EOLP are instrumental within this.

The exceptional data intelligence provided by EOLP and the Integrated Care Board will ensure we provide optimal care for patients and families and make efficient use of the resources available.



Dr Vicky Buckley, GP and Clinical Lead
Cheshire East Place

Cancer and Dementia Scoping Project

The challenge

The Cheshire and Merseyside Cancer Alliance (CMCA) partnered with EOLP to conduct a project assessing the existing support available for individuals with a dual diagnosis of cancer and dementia in Cheshire and Merseyside, as well as exploring ways to enhance it.

Age is a significant risk factor for both cancer and dementia, and as the population continues to age, the number of individuals living with one or both conditions is expected to increase. Research* shows that approximately 7.5% of people aged 75 and older are affected by both diseases. Based on these figures, this would mean that more than 18,300 people in Cheshire and Merseyside are living with a dual diagnosis.





The solution

EOLP assembled a small project team, including clinicians from Liverpool University Hospitals NHS Foundation Trust (LUHFT) and an "Expert by Experience." The team conducted extensive research, including literature reviews, face-to-face meetings with professionals and individuals with lived experience, and online surveys.

Throughout the project, a wealth of information, ideas, and feedback was gathered and consolidated into key findings. These findings were then shared with stakeholders during a workshop, leading to the co-production of a set of recommendations based on the project team's insights.

Our impact

The recommendations from the project have now been agreed by CMCA:

-  Cancer multi-disciplinary teams should have access to advice from dementia specialists
-  Advanced training for cancer professionals on dementia to enhance knowledge of mental capacity, best interests legislation and communication in the context of dementia
-  Improve access to information and educational opportunities about both conditions for family carers
-  Cancer Services to provide more dementia friendly environments



EOLP has a proven track record for collaboration. Using their capacity, expertise, knowledge and existing networks ensured that work could commence quickly.

EOLP's engagement with our "Experts by Experience" and their continued dedication to supporting them was fantastic. The care and attention given to the experts by experience was second to none and of real benefit to the outcomes of the project!

I have personally learned a lot about collaboration and co-production that I will take forwards into other piece of work, especially around models of stakeholder engagement and report frameworks.



Jen Kelly, Senior Transformation Manager
Cheshire and Merseyside Cancer Alliance

Communicate With Care

EOLP offers a range of communication skills training, delivered by our team of experienced facilitators, all of whom are clinicians with backgrounds in hospice, community, or acute care settings.

Communication skills are among the most valuable and transferable skills your workforce need to enhance both patient and staff experience.



Introduction to Communication Skills

- Build a strong foundation in healthcare communication.
- Learn to connect with patients, demonstrate empathy, and foster trust from the very start of your career.

This course helps early-career healthcare staff to develop practical foundational skills that will boost their confidence in patient interactions from day one.



Intermediate Communication Skills

- Learn strategies for managing difficult conversations and improving team collaboration.
- Develop the confidence to navigate real-world clinical situations with clarity and ease.
- Gain practical tools to de-escalate tense situations with patients, families, and colleagues, fostering a more positive and supportive work environment.
- Training for professionals looking to take their skills to the next level.



Advanced Communication Skills

- Lead with confidence, navigate complex conversations, and enhance patient care through expert-level communication strategies.
- Develop the skills to handle conflicts, deliver difficult news with empathy, and lead effectively in high-pressure situations.
- Gain cultural competence to communicate respectfully and effectively with patients from diverse backgrounds.

This immersive learning experience takes place in our dedicated education facilities with professional medical actors for realistic, hands-on practice.



I just wanted to share my thanks with you following completion of the Advanced Communications Skills Course last year .

I can only describe the course as life changing, and I feel that my relationships and deeper understanding have not only developed at work but at home too! It has been extremely meaningful to me and my role.

I am astounded that this is not mandatory training for all working within patient facing roles.



Bronwyn Toplass, Palliative Care Clinical Nurse Specialist
Royal Stoke University Hospital

EOLP Leadership Programmes

**Are you worried about succession planning within your organisation?
Are you committed to developing the next generation of leaders ? Can
you confidently tick all of the requirements of the CQC Framework's
'well led' elements?**

We know that many leaders are too busy focusing on the day to day demands of running their organisation to give their full attention to these areas of staff development, which is why we developed our award winning leadership programme, allowing us to develop your future leaders so you can be confident in your succession planning.

How EOLP Can Help

The most important thing that you can commit to for your team is investing in an EOLP Leadership Programme. We have recently reviewed and updated our Leadership Programmes to ensure that they are fit for purpose and the current healthcare landscape.

Our updated programme:

- Is mapped to CQC Key Questions and Quality Statements
- Was co-designed and endorsed by colleagues working in palliative and end of life care
- Is delivered in collaboration with an award winning business psychologist

The positive impact on your organisation

- Increased leadership capacity to help you deliver against your strategy
- A reputation for career progression and commitment to staff development
- Improved staff wellbeing and retention
- Positive impact on staff recruitment
- Enhanced organisational development and quality improvement outcomes
- Focused networking and relationship building



The programme has been really beneficial not only to myself and work colleagues but also the hospice. It has helped me to be the leader I've dreamed of and the confidence to deal with many difficult and challenging situations.

I've been so supported by the facilitators, as well as my cohort and have always felt at ease throughout. Thank you so much!



Hospice Leadership Delegate, 2025s

EPaCCS: A Strategic Solution for End of Life Care

As life expectancy rises, the demand for palliative and end of life care is increasing. By 2041, an additional 160,000 people annually will require this care.

Meeting this demand presents a significant challenge for partners in the NHS and Social Care, and at EOLP, we believe Electronic Palliative Care Coordination Systems (EPaCCS) are a key part of the solution.

When used effectively, EPaCCS has been shown to:

- Ensure 24/7 access to end-of-life care plans
- Improve care coordination through shared end-of-life planning
- Reduce the need for families to repeatedly share the same information
- Enhance decision-making for urgent care providers
- Enable more people to die in their preferred place of care

We know that there can be barriers to implementing EPaCCS, including:

- Fragmented IT systems that hinder the sharing of information
- Inconsistent data coding
- Multiple local care records without standard integration
- Lack of time and established processes for implementation

With over a decade of experience, EOLP can provide expert consultancy to support the implementation of EPaCCS in your area, using approaches that are:

- Clinically Led: Grounded in real-world healthcare expertise
- Education-driven: Empowering teams for sustainable adoption
- Practical Working with existing systems instead of waiting for full IT integration

Our Support Includes:

- Strategic insights and tailored implementation plans
- Dashboard development to track and measure EPaCCS usage
- Data-driven recommendations for early identification and care planning

By working together, we can ensure that more people spend their final days in a familiar, comfortable environment, cared for by those they trust. Let's make end of life care the best it can be.





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