

Designing a better way

Radiotherapy

Chemotherapy

Molecular Imaging

Wellbeing

Theranostics



We are changing how people experience cancer treatment and care

What does GenesisCare mean for you and your patients?

2,500
patients treated
every year
in the UK

99.6% of our
patients rate our
care as very good
or excellent

14
outpatient
centres
nationwide

£50m
investment in new
technology in the
UK in 2019

In the top 1%
of healthcare
providers
worldwide*

Same day
access to cancer
diagnostics

*With a Net Promoter Score of 95%

GenesisCare is one of the UK's leading independent providers of advanced and innovative radiotherapy and cancer therapies. We operate 14 **specialist oncology outpatient centres** and work with over 750 oncologists and surgeons in the UK to design and deliver cancer pathways that improve life outcomes for our patients.

As part of a global organisation, we use our experience and resources to evaluate and invest early in **new evidence-based cancer diagnostics, chemotherapy, radiotherapy and Theranostics**. Our multi-modality and multi-disciplinary approach allows us to collaborate with healthcare professionals who share our vision to ensure fast access to world-class cancer care.

We provide **advanced radiotherapy techniques as standard**. We use Stereotactic Ablative Radiotherapy (SABR) to design hypofractionated treatment plans and are among the first companies in the UK to introduce innovative modalities including MR linac and Theranostics — combining imaging technology and targeting radiopharmaceuticals to diagnose and treat cancer at a cellular level.

We work closely with leading oncologists and surgeons at partner hospitals to provide complete **rapid access pathways** for all cancer types.

Our **UK oncology outpatient centres** are equipped with radiotherapy techniques such as Intensity Modulated Radiotherapy (IMRT), Volumetric Modulated Arc Therapy (VMAT) and Surface Guided Radiotherapy (SGRT),

together with cancer diagnostics, genomic profiling, chemotherapy and nursing care.

Finally, and always with patient quality of life in mind, through our unique partnership with the Penny Brohn UK charity, we embed wellbeing services throughout our pathways as an essential component of **exceptional patient care**.

Partner with us

As an oncologist, surgeon or related cancer specialist, we invite you to partner with us.

We welcome requests from individuals and academic institutions to access our state-of-the-art equipment and clinical support for **treatment and research**.

You can also build your knowledge and network with peers at our many **CPD events**.

James McArthur
UK General Manager

Specialist outpatient oncology centres

Diagnostics

Molecular imaging

We use the latest-generation scanners and expert nuclear medicine physicians, radiographers and radiologists.

PET/CT, CT and MRI are available at our flagship sites and partner hospitals to provide full diagnostic pathways.

Genetic and genomic screening

We're pioneering the use of genomic profiling in the diagnostic pathway for all solid tumours, leukaemias, lymphomas or sarcomas.

BRCA-1 and BRCA-2 genetic testing for breast and ovarian screening.

One Stop diagnostics

Including digital mammography, tomosynthesis, ultrasound, MRI breast and stereotactic and vacuum biopsies available at our flagship sites.



Our goal is to design new, evidence-based treatment pathways to reduce the impact of treatment and improve life outcomes

Advanced and innovative oncology

The latest-generation linear accelerators as standard.

Volumetric Modulated Arc Therapy (VMAT)

Delivers a highly precise and personalised dose to the target area while minimising dose to adjacent organs. Significantly improves treatment outcomes for many tumour types, including breast, prostate, head and neck, and palliative treatments.

Stereotactic Ablative Radiotherapy (SABR)

Delivers targeted beams of high-dose radiation and is revolutionising the treatment of lung, liver, bone, nodal, prostate, brain, head and neck cancers.

We're using these technologies to design new accelerated treatment plans that significantly reduce overall acute and long-term toxicity of treatment.

Surface-guided radiotherapy (SGRT)

The latest 3D and 4D set-up techniques monitor movement to ensure accurate targeting, reduced time on the bed and tattoo-free treatment.

Organ-sparing techniques

We have introduced **Deep Inspiration Breath Hold (DIBH)** to reduce radiation to the lungs and heart in breast cancer patients.

Where appropriate, all prostate cancer patients are offered **spacing gels** such as SpaceOAR® Hydrogel. This organ-sparing gel helps limit toxicity to surrounding tissue, reducing bowel and urinary incontinence and sexual dysfunction. This is at no extra cost to patients or insurers.

Image-guided (IGRT)

Used in all centres using 3D Cone Beam verification to provide a precise internal picture of the treatment site.

MR linac

One of the first healthcare providers in the UK to introduce this revolutionary new modality that allows real-time adaptive planning and on-treatment organ motion monitoring and gating of tumours, such as prostate, lung, liver and pancreas.

Theranostics

We're pioneering the use of Theranostics, an innovative step towards personalised medicine. This combines PET/CT imaging and radiopharmaceuticals to diagnose and treat metastatic disease, including advanced prostate cancer and neuroendocrine tumours.

Chemotherapy and chemoradiation

We provide a full range of systemic anti-cancer therapies in our private, individual chemotherapy suites. This includes:

- iQemo management platform
- Nurses on call 24/7
- Acute pathways
- Dedicated resident medical officer on site to ensure patient safety

Fast referral

Patients ready for radical treatment within **five days** of scanning and within **two days** for palliative patients.

Same-day scanning, planning and treatment on request.

Patient care

We believe care should be focused on an individual, not just their cancer. That means:

- Convenient locations, with transport and accommodation provided for radiotherapy patients
- One-to-one cancer nurse specialists
- Highly skilled treatment radiographers
- Triage and acute admissions
- Personalised exercise medicine



Our unique partnership with the Penny Brohn UK charity supports patients to achieve clinically significant improvements in wellbeing. Trained and qualified therapists within our centres offer this service to all of our patients.

Clinical governance

Patient safety is at the heart of what we do. We are CQC inspected and have a comprehensive governance framework that ensures safe treatment protocols, evaluates consultant practising privileges and reviews cases outside standard treatment protocols.

eMDTs

Consultant-led collaboration is delivered through multidisciplinary teams and will soon be available via our eMDT platform.

Research and knowledge

Pathways are designed around evidence-based protocols, using clinical trials research and data insights.

We run clinical trials and welcome approaches to our Trials Committee.

We have an ongoing medical education programme, development workshops, leadership courses and consultant programmes.



Image: Elekta



Advanced radiotherapy as standard

Radiotherapy is rapidly evolving, with new modalities offering reduced acute and long-term impacts along with significantly improved life outcomes for curative and palliative patients. GenesisCare is at the forefront of the introduction of innovative and advanced techniques. Our centres are equipped with the latest-generation linear accelerators and new modalities as standard.

Volumetric Modulated Arc Therapy (VMAT)

VMAT is the next generation of intensity-modulated (IMRT), delivering a highly conformal radiotherapy dose by changing intensity as it moves around the tumour site. This reduces treatment time as well as the overall toxicity of treatment. VMAT is used to treat many cancer types, including breast where we are pioneering the use of Partial Breast Irradiation. It is also used for palliative treatment

as it preserves the opportunity for subsequent radiotherapy.

We provide VMAT to all suitable patients and use simple automation and Physics QA automation (Mobius) to create highly conformal plans for dosimetry.

Stereotactic Ablative Radiotherapy (SABR)

SABR has revolutionised the treatment of small tumour sites. It uses high-quality CT imaging to deliver multiple beams of

radiation in an accurate and conformal dose. This enables sufficient dose intensity to ensure ablation of tumour cells over a small number of fractions, with minimal toxicity to healthy tissue. SABR, and SRS for brain, are now the gold standard for many cancers, such as lung and liver, replacing surgery in many instances.

We are a SABR specialist and this modality is a core offering at many of our centres.

We use the latest surface-guided radiotherapy (SGRT) techniques in combination with VMAT or SABR to enable 3D and 4D set-up and superior motion management during radiotherapy. Examples are:

- Gating and beam hold facilitating 4D (IMRT) for moving lesions
- SABR and SRS couch and patient monitoring for accurate set-ups
- Intrafraction variation minimisation by capturing surface data in real time
- Surface data captured at each attendance to manage interfraction variation and dosimetric changes

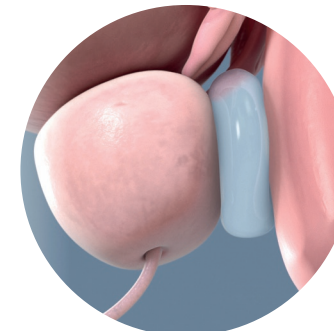
These advances provide important benefits to our patients including the option of open-face treatment shells and tattoo-free treatments.

We use 3D Cone Beam CT verification across all treatments incorporating image-guided radiotherapy (IGRT), and will be one of the first companies to introduce **MRI-guided radiotherapy (MRIGRT)** for cancer treatments with the MRIdian. This is an exciting step forward in the real-time planning and adaptive treatment of tumours and is available for patients across the UK. MRIdian is available for prostate, lung, liver and pancreatic cancer and is an important part of these treatment pathways.



Deep Inspiration Breath Hold

We are leading the introduction of Deep Inspiration Breath Hold (DIBH) with VMAT radiotherapy for left-sided breast cancers and complex right-sided cancers when regional nodal irradiation (IMC VMAT) is required. This innovative response to tumour motion provides superior protection of the heart and lung, and improves patient comfort compared with spirometry. DIBH improves safety margins, enabling more accurate treatment and increased dose without increasing toxicity to the heart or lungs.



Spacing gels

An organ-sparing gel for prostate cancer patients that creates space between the rectum and prostate. Spacing gels reduce the long-term urological, bowel and sexual function side effects of radiotherapy and improves quality of life. Described as a 'game-changer', we provide spacing gels, such as SpaceOAR® Hydrogel, where appropriate, to all patients at no extra cost to them or their private medical insurers. We have 21 consultants who use spacing gels and have performed over 300 insertions since January 2018.



Theranostics

An innovative approach using peptide receptor radionuclide therapy (PRRT) to seek out and destroy cancer cells. PRRT uses molecules that preferentially attach to the receptors on cancer cells to locate and deliver a dose of radiotherapy directly into the tumour site.

We currently offer ¹⁷⁷Lutetium PSMA therapy for metastatic castration-resistant prostate cancer and ¹⁷⁷Lutetium octreotate therapy for neuroendocrine tumours.

What exceptional care looks like

Clinical quality

At GenesisCare, through regulation and governance, we deliver the latest evidence-based treatments in a safe and high-quality environment.

Our Clinical Governance Committee sets safe and effective treatment protocols, reviews pathways, manages risk and works with the CQC. All consultant practising privileges are reviewed and continuously validated by our Medical Advisory Committee. Cases outside standard protocol are referred to our Clinical Advisory Team to peer review and recommend the best treatment plan.

Our Clinical Leaders Forum consists of leading practitioners in all fields of oncology working with GenesisCare to spearhead best practice and innovations, and expand our referral network.

Our Clinical Reference Groups specialising in breast, prostate, SABR and haematology oversee the continuous process of clinical evaluation, using peer-group collaboration and data-driven insights to design and implement standardised treatment protocols across our centres.

Chemotherapy

We provide a full range of systemic anti-cancer therapies. Immunotherapies, haemato-oncology and advanced cellular therapies are provided in our private, individual suites. Our iQemo prescribing and management platform ensures a high-quality approach to all chemotherapy administrations. We also offer one-to-one nursing and a 24/7 on-call triage service and acute admissions pathway so patients are continually supported throughout their treatment.

Research and knowledge

Our organisation is powered by research and data insights. We actively encourage a learning culture and welcome collaboration with healthcare professionals and the academic community. We have a research relationship with Oxford University and our facilities are available for other projects. For research enquiries, contact clinicians@genesiscare.co.uk.

We have ongoing medical education programmes for primary and secondary care professionals and proactively share knowledge with our referrers.

eMDTs

Exceptional patient care is a collaboration of clinical and medical oncologists, surgeons, radiographers, radiologists, medical physicists, clinical nurse specialists, therapists and wellbeing practitioners, as well as primary care specialists and our acute admissions partner hospitals. We are providing an eMDT platform to facilitate easy and secure communication and data access between these healthcare teams and experts across the GenesisCare global organisation.



Wellbeing

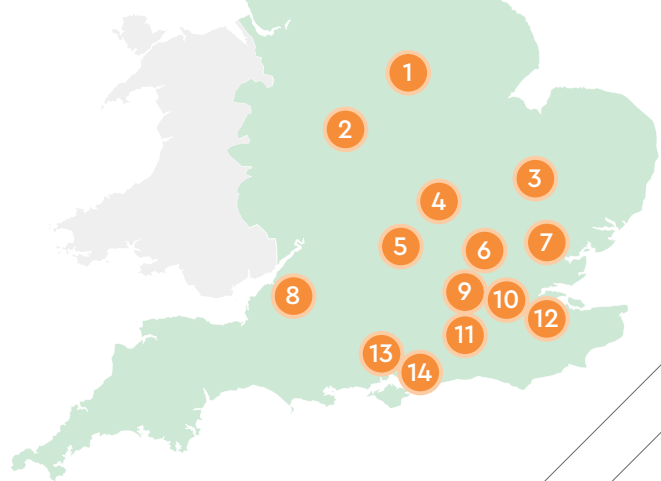
We do more than treat the disease. Our patients have access to a 'whole person' approach to care which is made possible through our unique partnership with the charity Penny Brohn UK. Based on research into the connections between psycho, neuro and immunology, Penny Brohn UK has designed a holistic approach to address the needs of people diagnosed with this life-changing disease. We have embedded Penny Brohn UK services in our centres and patients have access to therapy and a dedicated wellbeing consultant.

We are the only independent provider in the UK to completely fund a wellbeing charity within our service for all of our patients. There is a growing body of evidence that supports this holistic approach and we can share impact studies on return to work, readmission rates and benefits to the NHS. Our patients thank us for giving them access to this life-changing charity.

Exercise medicine

Our partnership with the world-leading expert Professor Robert Newton from the Edith Cowan University, Australia enables us to offer an evidence-based approach to exercise medicine. Exercise is effective in reducing the burden of several specific cancers and can demonstrate improvements in treatment tolerance, muscle mass, physical function, self-esteem, QoL and cancer-related fatigue. Our exercise medicine specialists work with consultants to create safe and effective exercise programmes that are specific to patient diagnosis and treatment plans. We provide support and resources to promote behaviour change with regard to physical activity.







GenesisCare specialist outpatient oncology centres

		CT	MRI	PET/CT	Radiotherapy – VMAT, IGRT	SGRT, DIBH, spacing gels	Radiotherapy – SABR	MRidian	Chemotherapy	Theranostics	Exercise medicine
1	Nottingham	●	●	●	●	●		●			●
2	Birmingham	●	●	●	●	●		●			
3	Cambridge	●		●	●	●		●		●	●
4	Milton Keynes	●		●	●	●	●	●		●	●
5	Oxford	●	●	●	●	●	●	●	LO		●
6	Elstree	●	●	●	●	●	●	●		●	●
7	Chelmsford	●	●	●	●	●		●			●
8	Bristol	●	●	●	●	●	●	●		●	●
9	Windsor	●	●	●	●	●	●	●	LO LP	●	●
10	London	●	●	●	●	●	●	●		●	●
11	Guildford	●	●	●	●	●		●			
12	Maidstone	●		●	●	●		●		●	●
13	Southampton	●	●	●	●	●		●			●
14	Portsmouth	●	●	●	●	●		●			●

- On site at GenesisCare
- At local partner hospitals
- Coming soon
- LO ¹⁷⁷Lutetium octreotate therapy
- LP ¹⁷⁷Lutetium PSMA therapy

 We provide free transport for radiotherapy patients and Theranostic treatments to and from all areas in the UK, including the Channel Islands. We can also arrange accommodation if needed.

 GenesisCare is recognised by all private medical insurers, including Bupa, AXA PPP, Aviva and Vitality.



Working with us

We are always looking to collaborate with talented consultants. We can help you build your private practice with medical secretary support, practice management systems, website and marketing support, free consultation rooms and over 300 education and engagement events per year. Our state-of-the-art IT solutions mean that tasks such as CT contouring, planning and plan approval can all be completed remotely.

Contact your local Referrer Engagement Manager (REM)

- Jen Ayling**
Guildford, Oxford, Windsor
[07881 093 059 | jennifer.ayling@genesiscare.co.uk](mailto:jennifer.ayling@genesiscare.co.uk)
- Amy Clark**
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- Becky Ivey**
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- Emily Taylor**
Birmingham, Bristol, Milton Keynes, Nottingham
[07880 172 490 | emily.taylor@genesiscare.co.uk](mailto:emily.taylor@genesiscare.co.uk)

- STEP 1

Apply for practising privileges

Contact your local Referrer Engagement Manager (REM) who will walk you through the process. Our Medical Advisory Team meets monthly or as necessary to approve practising privileges.
- STEP 2

Build your private practice

Your REM will help you to build your referral network and to develop your private practice.
- STEP 3

Register for the online referral portal

Contact your local REM for a login and training session so you can quickly and easily refer patients via our secure, encrypted online portal. Or fill in a paper referral form and hand or fax to the relevant centre.
- STEP 4

Confirmation of treatment request

GenesisCare will liaise over scans, planning, treatment times and discharge.



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