

# The Macmillan End of Life Care (EOLC) Fund

Macmillan is passionate about improving end of life care services so that patients can receive the right care at the right time in the right place. Our approach aligns system benefits with what people want in order to deliver personalised, quality care for everyone.

Social Finance is an expert in social investment and has been working with Macmillan Cancer Support to find new and innovative ways to improve services that support people at the end of their lives. This partnership has led to the development of the Macmillan End of Life Care Fund by which Macmillan provides up-front funding for services and is repayable if mutually agreed outcomes are met, thereby absorbing the financial risk. The fund is available now and will see Macmillan invest up to £36m in end of life care services across the UK with no financial return.

## What we know about EOLC

Our evidence shows that 81% of people would prefer to die at home, yet 50% of people die in an acute setting, as well as spending an average of 25 days in that setting during the last 12 months of life.

Over 30% of hospital capacity is occupied by patients at end of life and 65% of nurses found it hard to give good care to dying patients due to staff shortages in the NHS and the social care sector.

## Our aims

- We want to ensure that people approaching end of life are identified early and have access to high-quality, personalised EOLC services.
- We want to make sure people receive equitable EOLC that takes into account their choices, wishes and preferences.
- We want to support health and social care professionals to work in an integrated way across organisational boundaries.
- We want to promote outcomes-based contracting for end of life across the UK.

## What is Social Investment?

Social investment is the use of repayable finance to help an organisation achieve a social purpose. It is only repaid if mutually agreed outcomes are achieved.

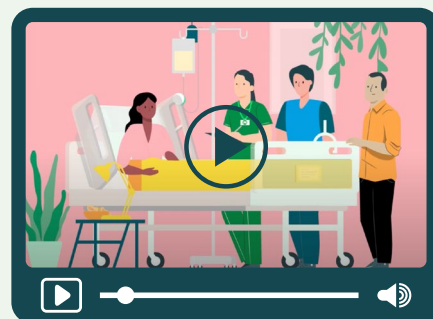
We will co-design the financial model with you to meet your priorities. The social investment provided by Macmillan is not a grant or a loan, meaning that this funding source is open to all partners including NHS bodies.

There are no interest charges and outcomes payments will never exceed the total service costs, funded in full by Macmillan, and systems fully retain any benefit surplus.

## Why use Social Investment?

- Shifts focus to achieving outcomes and away from activity and inputs.
- Reduces both non elective activity and the need for use of private/escalation wards creating capacity to address elective backlog.
- Macmillan absorbs financial risk allowing for innovation in the system. Supports long-term sustainability of services.
- Supports systems to transform services to tackle inequalities and offer the right care at the right time in the right setting.

## Click on the image to watch a short video about social investment in EOLC



“...social investment for transformation has significant value... when managing substantial system pressures, at-risk investment allows systems to test new models of care”

CFO, NHS Foundation Trust

## What does the Macmillan EOLC Fund offer?

- **Upfront Investment from Macmillan** – repayable only if outcomes are achieved, and capped at the cost of the service.
- **Programme Expertise** – on programme management and business case development, contracting and sharing learning from previous projects.
- **Financial Expertise** – including how to account for social investment within the NHS.
- **Clinical Expertise** – to support development of the service model, implementation and ongoing delivery.
- **Data analytics** – initial data analysis to inform business case development and ongoing access to automated dashboards to ensure agile service management and continuous quality improvement.

## Here are a few of our achievements:

### Improved Outcomes:

- Launched 9 services that supported over 15,000 people at the end of their lives.
- Partnered with Fliss Murtagh, a professor in palliative care at Hull York Medical School, and an authority on patient centred outcome measures to develop the PCOM360 tool, a pioneering approach that links system value to outcomes.

### Delivered Value

- Rolled out Social Impact Bonds (SIBs) allowing systems to track impact and reallocate resource.
- Supported £18M of services through the Care and Wellbeing Fund and Macmillan EOLC Fund.

### Supported System Change

- Worked with 30 systems across the UK, including our first social investment in Scotland.
- Changed approaches to service development, embedding social investment and outcomes focus.
- Established Social Investment as a 'mainstream tool', included in NHSE Commissioning Guidance 2022.
- Helped Macmillan to utilise social investment as a new funding model.

## Key information

### Funding criteria:

A service that supports people over the age of 18 in their last 12 months of life.

### Exclusions include:

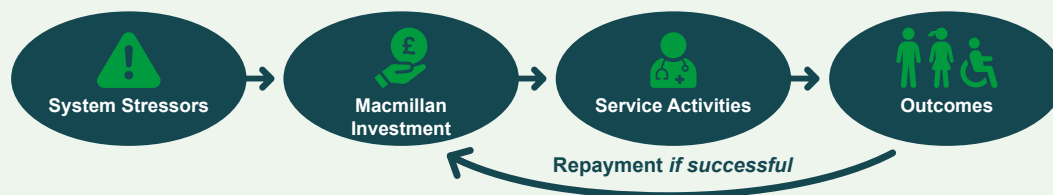
Research Projects  
Evaluation Projects  
Capital Builds  
Contracts under £800k over three years  
Standalone posts

### Timeframe:


Funding is generally for the initial three years of the service with outcome payments starting around 18 months.

## The Social Impact Bond model

We support continuous service improvement flexing the model to prioritise outcomes over activity.



## Here's how to get in touch:

 [This link will take you to the webpage or you can scan the QR code](#)



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