



Kheiron Patient and Public Involvement Strategy

2023

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About Kheiron

At Kheiron, our mission is to give patients a better fighting chance against cancer using artificial intelligence (AI) that works with radiologists. Our breast screening algorithm, Mia, is designed to support clinicians to deliver confident, accurate and timely results to every woman, everywhere.

We're extremely proud to have won the first round of the AI in Health and Care Award for Mia. The AI Award is one of the programmes of the NHS AI Lab and is run by the Accelerated Access Collaborative (AAC) in partnership with the National Institute for Health Research (NIHR).

This strategy outlines how we will engage with patients and the public to support our activities under the AI in Health and Care Award.



“We want to improve patient outcomes but we also want to improve the patient experience. By listening to the experiences of women, we will use their insight to help us better align to their needs.”

Sarah Kerruish
Chief Strategy Officer at
Kheiron

Our approach to PPI

At Kheiron, PPI is a genuine effort to engage patients and the public in a meaningful way.

We have done this by embedding PPI in the governance of the AI Award. Our PPI Advisory Board meets quarterly and guides all of our PPI activities. The Board report directly to our AI Award Steering Group and Executive Team.

We also opt for a patient-led approach at every opportunity. This means working closely with our PPI Advisers to produce all of our public-facing materials, actively seeking their ideas and using their own words. PPI is not a tick box exercise at Kheiron. We are genuinely listening and are always prepared to hear that we are wrong.

“Kheiron’s mission to help radiologists detect breast cancer earlier is deeply personal to me – I know the difference that early detection can make to families like mine. I have the great privilege of working with our incredible PPI Advisers and with Kheiron who are so committed to “getting it right.””

Erin Barton, Chair of the PPI Advisory Board



Meet our PPI Advisory Board

We are made up of cancer survivors, women of breast screening age, people with a family history of breast cancer and people with loved ones that have been affected by cancer.

We are from different parts of the UK; Scotland, Bristol, Nottingham, Berkshire and London.

We have different ethnic, socio-economic, and educational backgrounds.

Together we have combined experience in nursing, marketing, communications, campaigning, change management, journalism and radio.

Our diverse insight, knowledge and experiences informs the way Kheiron introduces AI into the breast screening programme.



Developed in equal partnership, for equal benefit

This PPI Strategy has been co-produced by our PPI Advisory Board and members of the Kheiron team.

We worked alongside the [Co-Production Collective](#), a community working to support the authentic co-production of research, service and policy development.

They planned and facilitated **three workshops** between May and July 2022.

Their independence and expertise ensured that all parties were communicating on a level playing field, and sharing power and decision making.

Each workshop focussed on developing and refining our vision (where we want to be in the future), our mission (what we need to do to get there) and our action plan (how we will do it, broken down into specific activities).

What is co-production?

There is no one agreed definition but the Co-Production Collective believe it is about always living their (unsurprisingly co-produced) core values:

- Being human
- Being inclusive
- Being transparent
- Being challenging

Our Vision

We want to build trust with patients and the public that the use of AI in breast screening is safe, effective, and can lead to earlier detection and more personalised care.



Our Mission - Part One

To raise awareness among patients and the public about the potential benefits of Mia.

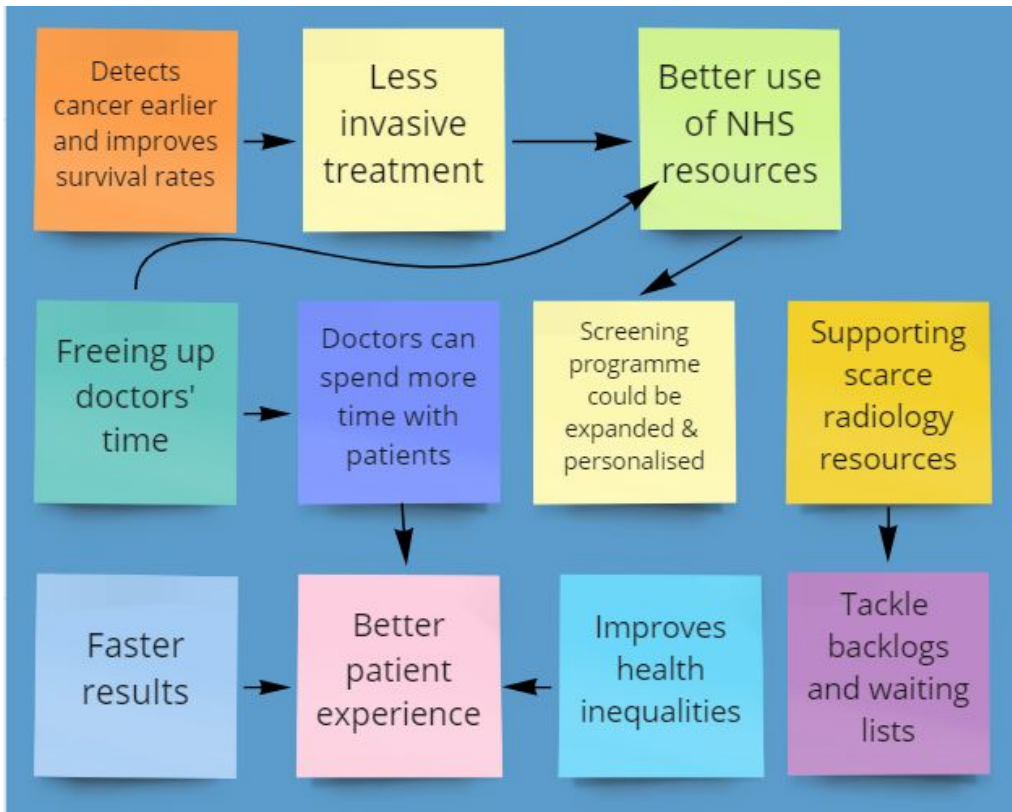


Figure 1: Brainstorming the benefits of Mia during our co-production sessions

Once we had agreed on our vision - how we want the future to look - we set about defining our mission.

Our mission sets out what we need to do in order to get there. We decided that it was crucial to raise awareness among patients and the public about the potential benefits of Mia.

In figure 1, you can see our brainstorming from the co-production sessions with various benefits that should be communicated and how they are interrelated.

Our Mission - Part One



“Having experienced breast cancer care from both sides, as a patient and also as a nurse, I am delighted to contribute to this exciting AI project. Mia offers the prospect of early and more accurate detection and so less invasive and lengthy treatment. For breast cancer patients, a better experience and improved outcomes has to be the ultimate goal with this advanced technology.”

Maura Buchanan, PPI Adviser

“I was really lucky in my diagnosis, my cancer was found early. I'm really excited that Mia is a technology that works alongside human detection and takes out the element of luck in detecting breast cancers.”

Ali, PPI Adviser



Our Mission - Part Two

We will consult and engage with patients and the public so we can better understand concerns about Mia and AI in general, and how best to reassure them.

The second part of our mission is to reassure people about any areas of concern.

Figure 2 shows our brainstorming from the co-production sessions about the information needs we are aware of from previous research.

At the centre of all of those concerns, is ensuring we are using the right language. Our PPI Advisers have been instrumental in developing our public facing information materials, and we will continue to work with them closely on this.

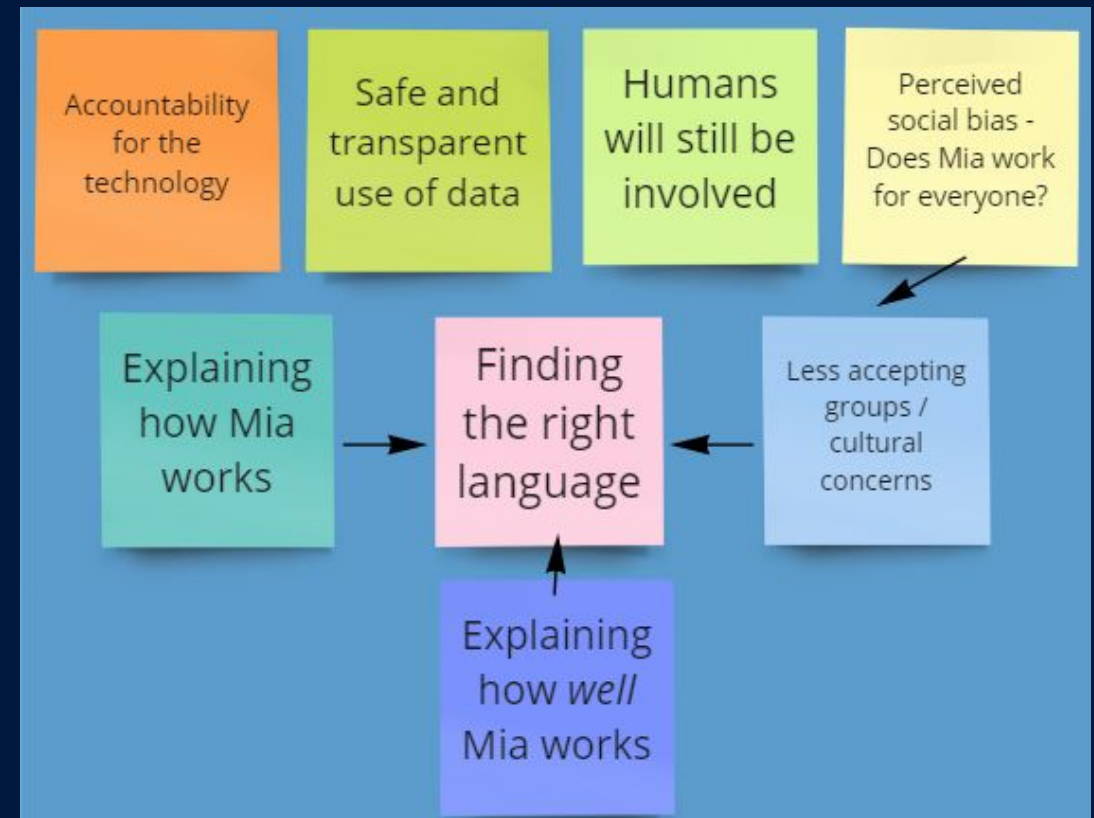


Figure 2: Brainstorming about the key issues we need to focus on

Here are some of the materials we have co-designed for women taking part in our research studies



The poster features logos for NHS The Leeds Teaching Hospitals NHS Trust, King's College London, and KHEIRON MEDICAL TECHNOLOGIES at the top. The background shows a woman's back and shoulders. The text is as follows:

We are conducting the LIBRA research study to evaluate a new technology called Mia that supports breast screening.

As normal, your mammogram will be looked at by qualified healthcare professionals. In the study it could **also** be looked at by this new technology. You have the opportunity to **opt out of the LIBRA study** if you do not wish to take part. Either way, your appointment today will go ahead as normal.

If you take part in the study you will be supporting **important research** in breast screening.

To opt out please let either the person who checks you in or the person who takes your mammogram know.

Mia
By Kheiron Medical

QR code to website

The LIBRA Study is funded by the National Strategy for AI in Health and Social Care, awarded to Kheiron, who have developed the Mia technology.

Figure 3: LIBRA study poster



The poster features logos for University of Aberdeen, NHS Grampian, and KHEIRON MEDICAL TECHNOLOGIES at the top. The background is a solid purple color. The text is as follows:

WE ARE CONDUCTING **THE GEMINI PROJECT** TO **EVALUATE A NEW TECHNOLOGY** CALLED **MIA THAT SUPPORTS BREAST SCREENING.**

Three circular icons show diverse women with their hands on their chests.

As normal, your mammogram will be looked at by qualified healthcare professionals. In the project it will also be looked at by this new technology. You can opt out of the project if you do not wish to take part. **Either way, your appointment today will go ahead as normal.**

If you take part in the project you will be supporting an important evaluation in breast screening. **Any information collected will be kept safe by the NHS and in a way which protects your privacy.**

To opt out please tell the person who checks you in or the person who takes your mammogram.

The GEMINI Project is supported by:
ICAIRD, Atos, Innovati^on Hub #InnovateNHSG, NHS National Services Scotland

The GEMINI Project is funded by the AI in Health & Social Care Award, awarded to Kheiron, who have developed the Mia technology.

Mia
By Kheiron Medical

Scan QR code to read more

Figure 4: GEMINI project poster

Our action plan for 2023

We identified the smaller actions that need to be taken in order to achieve our mission. These broadly fell into four categories:

- 1. Gaining knowledge and insight; listening to the public's views; monitoring attitudes**
- 2. Creating public-facing information**
- 3. Sharing our patient and public involvement work with the world**
- 4. Influencing key stakeholders and decision-makers**

We discussed how to track our progress against these actions and decided to create a dynamic action plan. This would give us goals to work towards and keep us focussed, whilst giving us flexibility to adapt our plans based on the regulatory landscape, resources, changing priorities and new opportunities.

We will review the action plan at each quarterly PPI Advisory Board meeting.

Gaining knowledge and insight; listening to the public's views; monitoring attitudes

Between April and June 2023, we will host three workshops, inviting members of the public from the NHS sites we are partnering with for the AI in Health and Care Award.

The workshops will be based around the three areas of concern identified in our literature review:

1. Technological
2. Regulatory
3. Ethical

We will explore information needs in these areas, including language and the right level of information.

Other suggested actions in this category were:

- Monitoring the policy landscape
- Scoping a study into outcomes using AI for different ethnicities
- Working with community leaders to understand their views about AI, as well as any barriers and opportunities
- Gathering learnings from other behaviour change campaigns
- Hosting live Q&A sessions to generate conversations

Creating public-facing information

In January 2023, our PPI Advisory Board will be meeting in person for the first time. We will be using the opportunity to create a variety of public facing information in different formats including video. Some of these videos will support our different research studies and others will be videos explaining, for example, how Mia works in the words of our PPI Advisers.

Other suggested actions that fell into this category were:

- Producing accessible and inclusive public-facing information including in easy-read format
- Creating frequently asked questions for those that want to know more about Mia
- Sharing patient stories to reassure different communities that Mia works for everyone
- Creating a timeline of cancer advances over the years to show that Mia is another innovation that will soon be widely accepted as standard of care
- Using our PPI voices to share the results of our research studies, explaining the findings in a way that can be easily understood
- Running a social media campaign to dispel myths about AI
- Ensuring diversity in the faces we present
- Sharing health economics evaluations to show that Mia is cost-effective for the NHS

Creating public-facing information



“There can be mistrust in some cultures and communities in the UK on the subject of healthcare. I believe it’s important to use transparent language and clear communication to help reassure women in all communities about Mia and its positive impact on breast screening services. We have managed to pull this together through the contribution of diverse voices in the PPI Advisory Board.”

Rosemarie Wilson, PPI Adviser

“Communicating digital transformation of complex clinical systems effectively to the public was a task made almost impossible by the many assumptions we held as service providers. The vibrant dialogue in the PPI Board challenged those assumptions and enabled us to turn them on their heads. As a result, materials co-designed by the PPI Board were more concise, powerful and accessible than anything we could have generated in isolation.”



Jonathan Nash, Medical Director for UK and Ireland

Sharing our PPI work with the world

In February 2023, we will be hosting a webinar to share this PPI Strategy with our key stakeholders and partners. We are incredibly proud of how we have developed this strategy and what we have produced. Our PPI Advisers will be presenting the strategy and their experience of co-producing it with Kheiron.

In July 2023, we will create a patient and public involvement report for the NHS AI Lab. This will cover all of the PPI activities that we have delivered to support our AI in Health and Care Award.

Other suggested actions that fell into this category were:

- Featuring on podcasts and writing blogs from different perspectives
- Working with influencers within the cancer community
- Sharing our PPI work on social media
- Using the patient voice in the media including written press and radio
- Making use of independent sources of information e.g. charities and our NHS partner sites

Sharing our PPI work with the world

“Co-producing the strategy is a great opportunity to collate all of our lived experiences, perspectives and ideas in one place as advocates and questioning voices. It feels wonderful to make a positive difference and contribute to conversations about how we can build trust with patients for breast screening. It's vital that this positive work is shared with different communities and audiences to invite questions, dispel myths, build credibility and promote the benefits. It's an exciting time to see the fusion of healthcare and technology come together with the aim of enhancing earlier detection and effective care.”



Louise Chandler, PPI Adviser



“As someone who has experienced my maternal family, including my Mom, Aunts, Cousin and wonderful Grandmother go through having breast cancer; I'm always glad to welcome initiatives which can help overcome this disease for all those affected worldwide. Earlier detection ought to provide great reassurances for ALL involved - patients, caregivers, doctors and families. Welcome to the ultra modern method of doing just that - Mia!”

Hasina Zuberi, PPI Adviser

Influencing key stakeholders and decision-makers

Our goal is to implement Mia safely into the NHS breast screening programme so that women can benefit from earlier detection. The way that we engage with patients and the public plays a crucial role in persuading key decision-makers to approve its use within the NHS.

We discussed how we can make our PPI efforts front and centre; to show that we are committed to bringing patients and the public along with us and that a range of views have been considered.

Some suggested actions that fall into this category are:

- Using our PPI voices to speak directly to key stakeholders and decision makers
- Setting up a patient lobby group to influence politicians
- Engaging with PALS teams, commissioning groups and public health groups within local councils
- Working closely with our Clinical Advisory Group
- Sharing patient stories with key stakeholders and decision makers
- Using the patient voice at conferences

Influencing key stakeholders and decision-makers

**Photo of
Michael**

“Quote”

Michael Prior, PPI Adviser

“The work we do is all about people and bringing them with us on the journey. The technology has the ability to help, but only with genuine patient, public engagement and support we will we succeed in our mission.”

Simon Harris, PPI Adviser



Thank you to everyone who has contributed to this PPI Strategy

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