

**Worcestershire Acute
Hospitals Charity**

Rory the Robot Appeal

Tackling prostate cancer in Worcestershire



Accredited cancer centre



Zaheer Shah
Consultant Urologist



Adel Makar
Consultant Urologist



Paul Rajjayabun
Consultant Urologist

‘Every year our urology team performs many complex operations for the local population of Worcestershire. Through this work we are recognised as a ‘urology cancer centre’. The implementation of robotic-assisted surgery is essential to ensuring that our cancer centre status is maintained for the future. This will mean that we can carry on performing a full repertoire of urological procedures for all of our patients. With the acquisition of a surgical robot we will also be able to attract the very best staff to come and join our department.’

‘A number of hospitals in the UK now offer robotic-assisted surgery (RAS) to improve patients’ experience of treatment for prostate cancer. Patients from Worcestershire who choose RAS often have to travel long distances to other units for their surgery. We want to provide RAS for patients in Worcestershire -much closer to their homes and loved ones.’

Contact us about the Rory the Robot Appeal

Tel: 01905 760453

Email: waht-tr.fundraising@nhs.net

Facebook: [@worcsacutenhs](https://www.facebook.com/worcsacutenhs)

Twitter: [@worcsacutenhs](https://twitter.com/worcsacutenhs)

About the Rory Appeal

The Rory the Robot Appeal is a campaign run by Worcestershire Acute Hospitals Charity, aiming to raise £1.6 million for a surgical robotic system to treat men with prostate cancer.

Robotic surgery is already available in other hospitals, and we believe that men in Worcestershire should have access to this treatment.

The benefits of robotic surgery include:

- Faster recovery time
- Smaller incisions
- Reduced blood loss
- HD and 3D operative view
- Discharge 24 hours after surgery
- Securing the future of cancer care

We would like to invite you to join this appeal, and help us to make Worcestershire Acute Hospitals NHS Trust a centre of excellence for the treatment of prostate cancer.



1 in 8

In the UK, about one in eight men will get prostate cancer at some point in their lives.



Prostate Cancer is the most common cancer in men in the UK

Over 50 years old

Prostate cancer mainly affects men over 50 and **your risk increases with age.**

The average age for men to be diagnosed with prostate cancer is between 70 and 74 years.

Our supporters

We're proud to have prostate cancer survivor Ian Jukes as the chair of our campaign. The Rory the Robot Appeal has benefited from the support of patients and their friends and families all over Worcestershire. We asked some of our supporters to tell us what difference they think a successful campaign will make and why you should get involved.



SUPPORT A GROWING POPULATION

**Ian Jukes
Chairman of the
Rory Appeal**

"I know from my own experience that early diagnosis saves lives. This appeal will help to support a growing population with the very latest technology. We all agree our hospitals and community deserve to benefit from this technology in order to give the very best outcome for patients and their families."

SHORTER RECOVERY TIME

**Caragh Merrick
Chairman of
Worcestershire
Acute Hospitals
NHS Trust**

"We want to ensure that Worcestershire is able to take advantage of technology to improve patient care and this wonderful charity and their fundraisers are helping us do just that. This new equipment will mean that patients can be out of hospital and back home with family within days, rather than weeks."

LESS BLOOD LOSS

**Lt. Col. Zaheer Shah
Consultant
Urologist**

"As one of the first 20 robotically trained surgeons in the UK, I know we would quickly use the Robot to its full potential. The Robot offers the best outcome for the patients, with less blood loss and quicker recovery. We would also use the Robot for specific kidney cancer operations as well as Colo-rectal and Gynaecological procedures."



BETTER USE OF TECHNOLOGY

**Andrew Grant
Patron,**

“It’s ten years since I was successfully treated for prostate cancer and I owe my life to the continued advances made in technology and surgical techniques.”



LESS TRAVEL

**Angela Brinton
Patron**

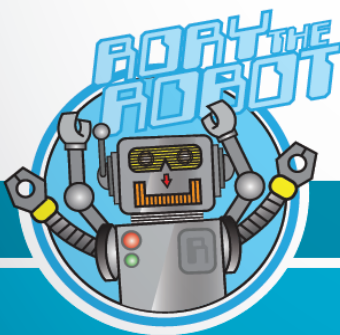
“My husband Michael Brinton, Lord Lieutenant of Worcestershire, died of prostate cancer. I’d love to know that future patients will not have to travel for treatment like Michael did.”




LESS INVASIVE SURGERY

**Andy Smart
Fundraising - Rory
The Robot Appeal**

“Recovering from open surgery takes weeks and poses its own risks. A laparoscopic keyhole procedure has so many advantages, and you recover so much more quickly.”





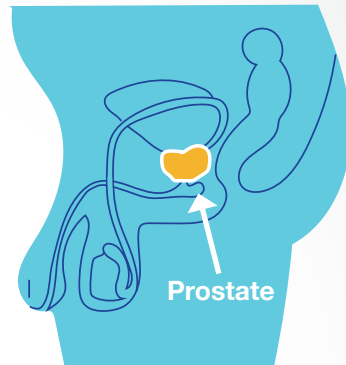
“Prostate cancer affects more than just the man diagnosed, it’s about your whole family.”

Ian Jukes, survivor and chair of the campaign

What is prostate cancer?

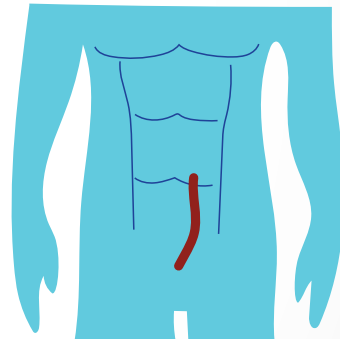
About prostate cancer

Prostate cancer is a disease in which malignant (cancer) cells form in the tissues of the prostate. The prostate is a gland in the male reproductive system located just below the bladder and in front of the rectum. The prostate gland produces fluid that makes up part of the semen. Approximately 500 patients in Worcestershire are diagnosed with prostate cancer every year. With greater public awareness, early detection is on the rise.



The surgical treatment

One of the most common treatments for prostate cancer involves the surgical removal of the prostate gland, known as radical prostatectomy. Traditional radical prostatectomy requires an 8-10 inch incision. Open surgery commonly results in substantial blood loss, a lengthy uncomfortable recovery and the risk of impotence and incontinence.



Open Prostatectomy Incision

Ian Jukes, survivor and chair of the campaign:

“I underwent surgery for prostate cancer at the Alexandra Hospital in May 2012 and I owe my life to the fantastic clinical team there. During my recovery, I discovered that other hospitals were using surgical robots. Having just five small incisions would have made recovery so much easier. I am now committed to campaigning to raise money to ensure Worcestershire patients can enjoy the benefits this technology brings.”

**“We want patients in
Worcestershire to have
access to the same robotic
surgery that is available
elsewhere in the UK.”**

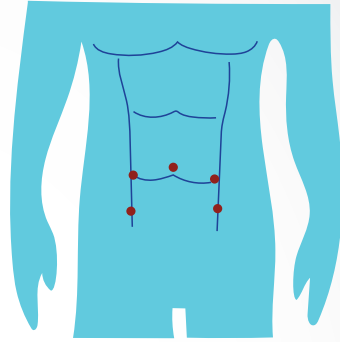
Adel Makar, lead cancer clinician



Why robotic surgery?

A less invasive surgical procedure

Robotic assisted surgery for prostate cancer is a keyhole procedure to remove the prostate gland using a state-of-the-art system. The robotic equipment enables a more precise procedure. Instead of open surgery, the procedure involves making five small incisions.



Robotic surgery is currently used at St George's Hospital, London

The benefits of robotic surgery include:

- Faster recovery time
- Smaller incisions
- Reduced blood loss
- HD and 3D operative view
- Discharge 24 hours after surgery
- Securing the future of cancer care



Mr Chris Anderson Consultant Urological Surgeon - St George's Hospital London has been performing robotic-assisted prostate surgery for five years. His unit undertakes over 150 robot assisted operations per year:

“The introduction of our robotic programme reduced hospital stay. We saw 43 per cent of our patients being discharged the next day. I immediately noticed that my patients had less pain and were recovering faster.”

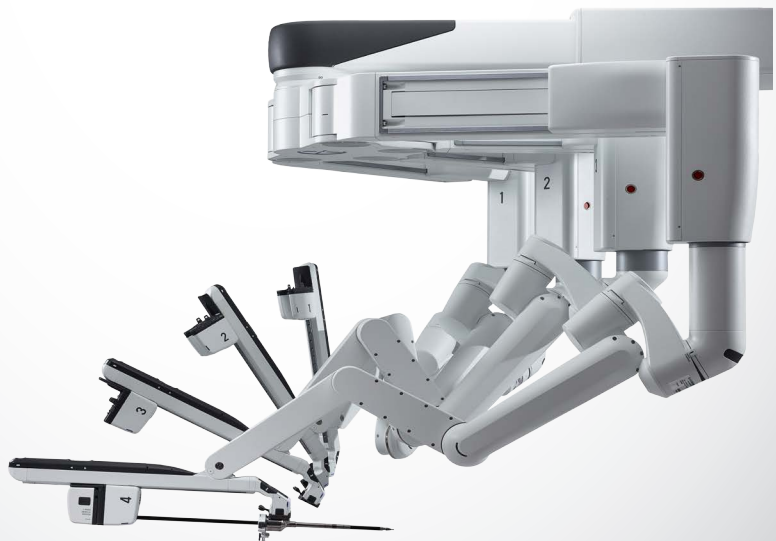
Why robotic surgery?



The da Vinci® Surgical System enables surgeons to perform delicate and complex operations through a few small incisions. The da Vinci System consists of several key components, including: an ergonomically designed console where the surgeon sits whilst operating, a theatre table where the patient is positioned during surgery, interactive robotic arms, a 3D HD vision system, and proprietary EndoWrist® instruments.

da Vinci is powered by robotic technology that allows the surgeon's hand movements to be scaled, filtered and translated into precise movements of the EndoWrist instruments working inside the patient's body.

For more information visit the intuitive surgery website:
www.intuitivesurgical.com



How you can get involved

Raising **£1.6 million** is a big challenge, so we're looking for help from local businesses and individuals across Worcestershire. Together, we can tackle prostate cancer and offer men in our county the benefits of robotic-assisted surgery.

If you're interested in supporting the appeal in any way, we'd love to hear from you. Contact our fundraising team on **01905 760 551** or email **waht-tr.fundraising@nhs.net** to start the conversation.

Here are some ideas for inspiration:

- Donate personally at www.justgiving.com/rorytherobot
- Cheques payable to **WAH Charity** and posted to:
Jess Wark - Communications
Worcestershire Acute Hospital NHS Trust
Charles Hastings Way, Kings Court, Ground Floor, WR5 1DD
Rory Robot should be written on the back of the cheques
- Support the campaign by donating via **Texting** your amount to: 70070 using RORY97 and the amount you want to give e.g. RORY97 £10 (100% of your donation will go directly to the charity)
- Adopt Rory the Robot as your charity of the year at work (COTY), school, social club or community group
- Hold a fundraising event or challenge yourself and friends with a sponsored run, cycle or swim
- Take part in one of our organised events – including a sponsored bike ride and a charity ball
- Have a collection at your place of work, school, social club or community group
- For more information or to see how you can get involved please visit www.worcsacute.nhs.uk/rorytherobot



Know someone who needs support or advice about prostate cancer?
Put them in touch with a local support group

Kidderminster Support Group

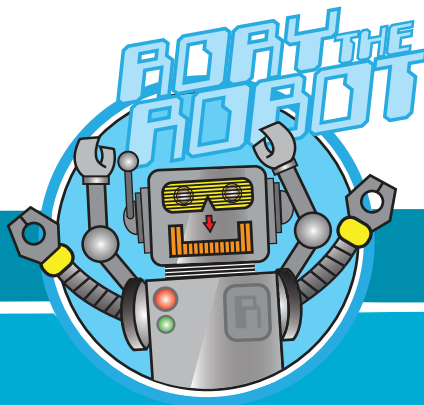
Mr John Banner • 01562 228535 • bandjbannerdash@gmail.com

Prostate Cancer Support Group

13 Coningsby Drive, Kidderminster, Worcestershire, DY11 5LU
www.kidderminsterpcsg.com

South Worcestershire Support Group

Mr Gordon Kingston • 01386 462253 • gkingston@btinternet.com



Thank you to all our supporters

Tackling prostate cancer in Worcestershire

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Patients



Respect



Improve
and Innovate



Dependable



Empower

*Taking **PRIDE** in our health care service*