

TRAINING PROSPECTUS · 2026

ACCEND

Training made easy to roll out.

THE REALITY ON THE GROUND

The challenges of delivering ACCEND



Releasing staff for training



Stretched budgets



Administrative burden



Tracking CiPs

HOW WE MAKE IT EASY

Four FrontLine solutions

1

Full Course Model

Buy a whole course and fill it.
Best value at scale.

2

Enrolment Management

We run all your admin, end to end.

3

Client Pooling

More date choice for staff – at the same cost.

4

Partner Model

Pay per place for individuals and mop-up budgets.

Buy the whole course — fill every seat



Alignment

- ✓ Mapped to ACCEND CiPs
- ✓ On the GMCA e-Portfolio
- ✓ Listed on the ACCEND Course Finder
- ✓ Supports the Cancer Plan 2026



Operational

- ✓ Predictable budgets
- ✓ Easier funding bids
- ✓ Scales across teams & Trusts
- ✓ Supports workforce planning



Value

- ✓ Lower cost per person
- ✓ Bulk-buy discounts (3+ courses)
- ✓ Higher return on investment



Quality

- ✓ CPD accredited
- ✓ Bespoke to each group via role-play
- ✓ 100% of learners recommend us

Stop doing admin. We'll do it for you.

East of England Cancer Alliance

Training Enrolment Portal

Enhanced Communication Skills Training

ECST



Course Description

This Enhanced Learning Advanced Communication Skills Training (ECST) course is comprised of:

1. PCQ before workshop - so we can deliver the most appropriate course content to you.
2. A 1-day online workshop, with bespoke individualised role-play scenarios.

This is an Enhanced training course with exceptional results.

The course starts when the e-learning details are sent to you one month before the workshop.

Check you are eligible

You must fit the following criteria to be eligible to attend the course:

1. Work in one of the Trusts within the East of England Cancer Alliance.
2. bands 2-4 or any in a supportive & assistive role in a healthcare setting dealing with patients, families & colleagues

Yes, that's me!

Available Dates

COURSE STARTS ON

Mon, 5 Oct 2026

14 seats left

WORKSHOP

Mon, 5 Oct 2026

Online workshop

Course Details

Start Enrolment

Please confirm your eligibility above to continue.

Enhanced Skills

COURSE STARTS ON

Mon, 5 Oct 2026

1

SET UP & PROMOTE We build your shopfront

- Manage all course dates
- Create advert copy & design
- Branded enrolment webpage per client

2

BOOK & FILL COURSES We keep every seat full

- Manage & approve delegates
- Fill every course to capacity
- Waiting lists & replace cancellations

3

ENGAGE & DELIVER We get them in the room

- Confirm dates with line managers
- Joining access & pre-course work
- Track enrolment & activity

3 CLIENT POOLING

More flexibility — for the same cost

HOW CLIENT POOLING WORKS



THE BENEFITS OF CLIENT POOLING

- **More choice** — Staff pick from far more dates.
- **Reduce workforce pressures** — Helping services stay staffed while ensuring training places are fully used.
- **Same cost** — Pooling adds nothing to your spend.
- **Right staff** — Target the people who need the CiPs.
- **Own branded portal** — Each organisation keeps its own branded booking portal; only course dates are shared.
- **Central allocation** — Seats are centrally managed, so every organisation gets its agreed allocation.

For one learner at a time

ONE PLACE AT A TIME



Fund a single place — **not a whole course.**



Individual learning needs

Sometimes only one person — perhaps someone new in post — needs training, and a full course isn't the right fit.



Mop-up budgets

Got budget that won't quite stretch to a full course? Book a couple of places and put every last pound to good use.



Every place is booked and delivered through our [trusted delivery partners](#).

SUPPORTIVE · ASSISTIVE · PRE-REG

Foundations

COURSES AT THIS LEVEL

- Cancer 101 (PACC day 1) – Knowledge & Skills for the Supportive Workforce
- Enhanced Cancer Communication (PACC day 2)
- Psychological Skills Level 1+ (PACC day 3)
- Enhanced Telephone Communication Skills
- FST-PW – Facilitation Skills for Patient Workshops

[View course brochures →](#)

[View course CiPs →](#)

All courses available via the ACCEND Course Finder & GMCA portfolio.



REG · ENHANCED · ADVANCED · CONSULTANT

Fundamentals

COURSES AT THIS LEVEL

- BL ACST – Blended Learning ACST
- ECST – Enhanced Communication Skills
- ECST Pro – for HCPs in leadership
- Enhanced Breaking Bad News
- Enhanced Telephone Communication
- BL ACST Refresher · Facilitation Skills
- FST-PW – Facilitation Skills for Patient Workshops

[View course brochures →](#)

[View course CiPs →](#)



TRUSTED BY

Cancer Alliances & Academies already with us



...and many more across the UK.

See everyone we work with →

Let's make ACCEND easy.

TALK TO US

Tell us your ACCEND training needs

[Book a meeting with our CEO →](#)

[Browse our courses →](#)

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