

Biography – Jesme Baird, MB ChB MBA

Director of Patient Care, The Roy Castle Lung Cancer Foundation



Graduated from Glasgow University Medical School in 1989. Spent 7 years in Medical Oncology at the Beatson Oncology Centre, Glasgow. Completed an MBA at the School of Management, Stirling University, in 1999.

Joined The Roy Castle Lung Cancer Foundation, initially as Assistant Medical Director, in November 1998 and became the Foundation's Director of Patient Care in February 2000. Responsibilities include the management of the Foundation's Patient Care Office based in Glasgow and the Foundation's UK wide work in establishing a framework for information, support and advocacy for lung cancer sufferers. This includes patient information materials, lung cancer information telephone helpline, 28 monthly lung cancer patient support groups, UK Annual Lung Cancer Patient Meeting and a variety of initiatives raising the profile of this disease. These have included work with the media and campaigning to health policy makers, striving to ensure equal access for all lung cancer sufferers to best practice care and for improvements in future lung cancer outcomes. In so doing, she has written many articles and provided comment and interview for a wide range of TV, radio and print media. As part of the global initiative and in partnership with Macmillan Cancer Relief, she has co-ordinated UK wide Lung Cancer Awareness Month campaigns, during November 2002, 2003 and 2004.

She has a particular interest in the involvement of patients in improving services, both through direct patient representation on key health policy committees and in feeding lung cancer patient opinion into service development and delivery.

Much of her time is dedicated to reflecting the views of lung cancer patients on key committees and at key meetings, both in the UK and abroad. She recently chaired the National Institute for Clinical Excellence (NICE) Guideline Development Group for The Diagnosis & Treatment of Lung Cancer and amongst her committee work is a member of the Department of Health's Lung Cancer Advisory Group, of the Intercollegiate Lung Cancer Group (ICLCG) and of the UK Lung Cancer Coalition (UKLCC).

At an international level, she has presented on lung cancer patient issues, at the invitation of a number of professional societies. She is also a member of the Global Lung Cancer Coalition (GLCC) of patient organisations (for which the Foundation provides the secretariat), a Board member of the European Cancer Patient Coalition (ECPC) and a member of the International Association for the Study of Lung Cancer's Public Policy Committee.

