



Helen Bulbeck

Brainstrust, UK

Dr Helen Bulbeck has experienced cancer from a carer and patient perspective. This 360 degree view means that she is well placed to understand the perspectives of patients, carers and health care professionals and is skilled in PPI advocacy.

Her role in Brainstrust, a national brain cancer charity which she founded, and as a consumer representative are as a disseminator of information and the provision of a network and community, so that she can provide advice on achieving effective consumer involvement and creating a voice. Helen's key drivers are the patients, their carers and healthcare professionals, with whom she interacts daily. Her ethos of 'none of us is as smart as all of us' is a core value for her.

Elemental to Helen's work is high performance coaching and shared decision making. When we are no longer able to change a situation we are challenged to change ourselves. The coaching relationship enables us to face these challenges, so that we learn how to develop resilience and utilise resources, becoming true co-pilots in our care.

