

OUR THREE PILLARS



PROFESSIONAL

We are committed to delivering safe, evidence-based and high-quality care through clinical excellence, professionalism, accountability and continuous learning.

We invest in the development of our workforce and maintain robust administrative and governance systems to ensure patients receive care that is safe, effective and responsive.



PROACTIVE

We seek to identify health needs early and intervene before problems escalate.

Through continuity of care, population health management, preventative screening, long-term condition management and collaborative working, we aim to improve outcomes and reduce avoidable harm.

We embrace innovation and technology where it improves patient care, outcomes and experience, enhances access and supports sustainable healthcare delivery.



PREVENTATIVE

We believe prevention is fundamental to improving physical, social and mental health and wellbeing.

We promote healthy lifestyles, and provide vaccination, screening programmes, cardiovascular risk reduction and early intervention to help patients remain healthy and independent for as long as possible.



Working together across our communities and services, we build healthier lives and stronger futures for our patients.



OUR CORE VALUES

1



CLINICAL EXCELLENCE

We are committed to delivering safe, evidence-based, high-quality care.

2



PROFESSIONALISM & ACCOUNTABILITY

We act with integrity, take responsibility, and maintain high professional standards in everything we do.

3



CONTINUOUS LEARNING & IMPROVEMENT

We invest in our people and systems to continually improve care and patient outcomes.

4



PROACTIVITY

We identify health needs early and intervene to prevent problems from escalating.

5



PATIENT-CENTRED CARE

We provide responsive, accessible care that meets the needs of our patient population.

6



PREVENTION & WELLBEING

We prioritise prevention, promoting healthy lifestyles and early intervention to support long-term health.

7



COLLABORATION

We work in partnership with patients, colleagues, and wider services to deliver coordinated care.

8



INNOVATION & SUSTAINABILITY

We embrace technology and new ways of working to enhance care, improve access, and ensure sustainable services.



STAFF WELLBEING

We value and support our people. We promote a positive, inclusive and supportive workplace where everyone can thrive.



SUPPORT

We support mental and physical wellbeing.



RESPECT

We treat everyone with kindness, respect and dignity.



GROWTH

We encourage development and career growth.



BALANCE

We promote wellbeing and work-life balance.



When our people thrive, our patients thrive.

Together, we make a difference.

