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DELIVER A GREAT PATIENT EXPERIENCE

- Improve engagement and involve patients and their carers in their care
- Improve communication with patients, their GPs and across our services
- Integrate pathways within and between services
- Meet national operational standards for: urgent care, referral to treatment times, cancer targets, diagnostic targets
- Improve the physical environment for our patients

DELIVER SAFE AND CARING SERVICES

- Deliver the Trust's quality priorities
- Maintain good mortality performance
- Deliver safe staffing levels
- Sustain improvements in emergency care
- Improve the CQC rating of our services
- Improve learning and feedback mechanisms
- Strengthen clinical and management decision making
- Deliver improvements in maternity care

DRIVE SERVICE IMPROVEMENT, INNOVATION AND TRANSFORMATION

- Provide care closer to home through the implementation of the Multi-specialty Community Provider/ Integrated Care System
- Increase access to seven-day services
- Redesign services to make them more effective and efficient
- Implement Dudley Improvement Practice
- Roll out digital systems to support improvements in the delivery of care

BE THE PLACE PEOPLE CHOOSE TO WORK

- Secure a sustainable workforce through effective recruitment processes and staff development
- Recruit and develop a local nursing workforce
- Increase staff engagement
- Enhance the experience of staff working at the Trust
- Maximise employee health and wellbeing

MAKE THE BEST USE OF WHAT WE HAVE

- Strengthen financial discipline and management
- Set and deliver our Cost Improvement Programme
- With partners, reduce demand for hospital services through prevention and early identification of health conditions
- Ensure that services meet demand through the use of demand and capacity models

DELIVER A VIABLE FUTURE

- Develop specialist services in urology, gastroenterology and plastic surgery
- Increase the Trust's market share and commercial opportunities
- Maximise innovation and research
- Develop our infrastructure to support future models of working
- Further develop our approach to environmental sustainability

Our Three Clinical Aims

INTEGRATED CARE CLOSER TO HOME

HIGH QUALITY HOSPITAL-BASED CARE

SPECIALIST SERVICES LOCALLY

Care better every day