

## OUR VISION

To be the **LEADER IN PROVIDING HIGH QUALITY, SAFE AND CARING HEALTH AND CARE SERVICES** and to lead collectively, with partners, to deliver system wide healthcare.

## OUR MISSION

We will **TRANSFORM THE TRADITIONAL HOSPITAL BASED MODEL** to ensure people are true partners in determining their own health provision alongside maintaining, and where possible diversifying, our business model to secure a **SUSTAINABLE FUTURE.**

### KEY OBJECTIVES

Patient and staff experience



Financial sustainability



Be the best place to work and train



Reshape healthcare settings



Realistic Medicine



Flagship for quality care and quality improvement



Public health



Brand and relationships



## CORE BUSINESS

Patients and staff central to everything we do.

Ambition to be the best at everything we do.

Protecting the Northumbria for those who need it most and maximising patient interaction locally.

Big focus on out of hospital care, including primary, community and social, plus population health.

We take our role in the community seriously.

Invest to save to secure a more resilient health service for the future.

Commitment to be a good partner/corporate citizen.

Prepared to innovate and take measured risk.

Engaged and willing to listen.

Ensure that patients and staff have the best experience possible every second of every day.

## NON-CORE BUSINESS

Create a range of income generating high quality consultancy services to support other organisations within the UK and Internationally.

Grow payroll, fleet and home electronics services by increasing the range of NHS partners and increasing take up rates within organisations.

Assess market opportunities for healthcare diversification utilising partnerships where necessary.

### KEY ENABLERS



IT



FINANCE



HR & OD



COMMS & ENGAGEMENT