



by 2030.

Excellence

We are here so nobody struggles alone We provide high-quality integrated health and wellbeing services, placing people and communities at the heart of everything we do Integration **Outcomes** Reach Social Value Joining together the things that Understanding the needs of our Positively impacting the lives of Delivering a measurable communities and being there for those we support impact to society We will be recognised as delivering We will join up the services across We will champion equality, We will collaborate with local the highest standards of clinical our organisation, creating seamless diversity, and inclusion for partners in our communities to and operational excellence across pathways for all. the benefit of all. deliver impact. all our services. Strategy We will be fully integrated into We will simplify our organisation We will innovate and design new We will deliver the maximum from and become more efficient in healthcare systems, offering a services that reach more people. the local pound in the local area. seamless service. what we do. We will co-create with service We will invest in our people We will use data and insights We will become carbon neutral to create a high-performing users, putting them at the heart to improve joined-up

We deliver our purpose by ensuring we are financially sustainable

Accountability

organisation.

Respect



of everything we do.

Compassion

decision-makina.

Innovation