

Patient First



We always put the patient first

- We:
- ensure patient safety is our top priority
 - are courteous and friendly
 - keep patients and families informed
 - ask people how they are
 - offer help to those who need it.

Respect



We respect and value our patients, visitors and staff

- We:
- are open, honest and polite
 - act with discretion
 - seek the input of others and respect their opinion
 - contribute to meetings and discussions
 - take time to explain our views
 - are one team, we collaborate and help.

Innovation



We take every opportunity to improve services

- We:
- share ideas for improvement
 - review the way things are done
 - embrace change
 - look out for good ideas used elsewhere
 - share our successes
 - identify better approaches and implement them.

Delivery



We aim to deliver high standards of quality and efficiency in everything we do

- We:
- work hard to meet our objectives and targets
 - keep our promises
 - follow agreed policy and good practice
 - manage time efficiently
 - identify ways to reduce costs
 - do not tolerate poor performance.

Excellence



We take every opportunity to enhance our reputation

- We:
- always do our best and encourage others to do the same
 - challenge cynicism and rumour
 - act positively to feedback
 - adopt high standards of conduct and integrity
 - undertake training to develop and improve
 - share good news.

What do they mean?

How do we deliver them?