



The Queen Elizabeth
Hospital King's Lynn
NHS Foundation Trust



EXCELLENCE
STARTS HERE

OUR VISION AND MISSION

Vision

Our vision is to be the best rural District General Hospital for **patient and staff experience.**

Mission

Working with patients, staff and partners to **improve the health and clinical outcomes of our local communities.**

OUR VALUES

We have three core values at QEH which underpin everything we do for our patients, their families and each other.

Through each of us living our values every day, we will deliver safe, high quality and compassionate services to those who need our care and make QEH the best rural district hospital for patient and staff experience.



We want QEH to be a **kind place to work and receive care:** where colleagues and teams work well together, support each other and communicate openly to provide the best possible care.



We are **compassionate, professional and positive:** we take responsibility for our actions and look after our own wellbeing, as well as that of our patients and colleagues.



We are **fair and respectful towards each other:** we value diversity and difference, seek to understand others' opinions, and always act with integrity.



OUR VALUES

We demonstrate these values through our everyday behaviours - how we interact with each other and those who need our care.

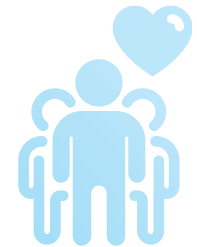
KINDNESS

Together as colleagues, we...

- treat people with kindness
- are friendly, approachable and welcoming
- work together to achieve goals and provide high quality services
- take responsibility for our actions and decisions
- communicate openly, share information regularly and take time to build trusting relationships
- are attentive to each other's needs and offer help willingly
- do what we say we will

As an organisation, we...

- work as one team - where all colleagues have a voice and are respected and supported to provide high quality services
- will listen to and respond to your opinions and ideas
- will make sure we have visible, approachable and supportive leaders at all levels
- have an 'open door' policy among the senior leadership team - with opportunities to ask questions, raise any concerns or seek clarity
- recognise the vital importance of kindness in our work, and will address any incidents of incivility, rudeness or bullying



OUR VALUES

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WELLNESS

Together as colleagues, we...

- look after our own wellbeing, and know this plays a vital role in the wellbeing of others
- bring an optimistic, 'can do' attitude to work: welcome change, value others, say 'hello, my name is...', thank others, smile
- keep our mandatory training up-to-date, and make sure we always carry out appraisals
- take time to listen and understand any concerns - from patients or each other - including those around privacy, dignity and confidentiality, and make sure we are always striving to improve our services
- take responsibility for our attitudes and remain calm, polite, patient and reassuring

As an organisation, we...

- will create a positive working environment
- support colleagues to speak up, and act on feedback quickly
- care about your safety, your health and your wellbeing
- are fair in how we recruit, develop and provide opportunities
- will communicate openly and honestly
- celebrate diversity and each other's success



OUR VALUES

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FAIRNESS

Together as colleagues, we...

- treat people equally, embrace diversity and value our differences
- are respectful towards each other, accept people for who they are and value each other's views
- are honest and speak up if we think something is not right
- ask what our patients think of our services, and act on what they tell us
- work across different teams to make sure patients get the best possible care, regardless of which services they need
- seek opportunities to improve our services every day and be open to receiving feedback as a chance to learn

As an organisation, we...

- will support all our teams to make sure we are offering equitable care across all sections of our community
- embrace innovation and ideas that support continuous improvement
- will support you to make changes that will benefit our patients and colleagues
- will give you the resources and training you need to do your job
- provide as many benefits to colleagues as we can
- provide equal and fair opportunities for career development
- make sure all colleagues have clear roles, responsibilities and can see how their objectives support QEH to deliver the best possible care



OUR STRATEGIC OBJECTIVES

STRATEGIC OBJECTIVE

1

To consistently provide safe and compassionate care for our patients and their families.

STRATEGIC OBJECTIVE

2

Modernising our hospital (estate, digital infrastructure and medical equipment) to support the delivery of optimal care.

STRATEGIC OBJECTIVE

3

Strengthening staff engagement to create an open culture with trust at the centre.

STRATEGIC OBJECTIVE

4

Working with patients and system partners to improve patient pathways and ensure future financial and clinical sustainability.

STRATEGIC OBJECTIVE

5

Supporting our patients to improve health and clinical outcomes.

STRATEGIC OBJECTIVE

6

Maximising opportunities for our staff to achieve their true potential so that we deliver outstanding care.





The Queen Elizabeth Hospital
King's Lynn NHS Foundation Trust
Gayton Road, King's Lynn, PE30 4ET

01553 613613