

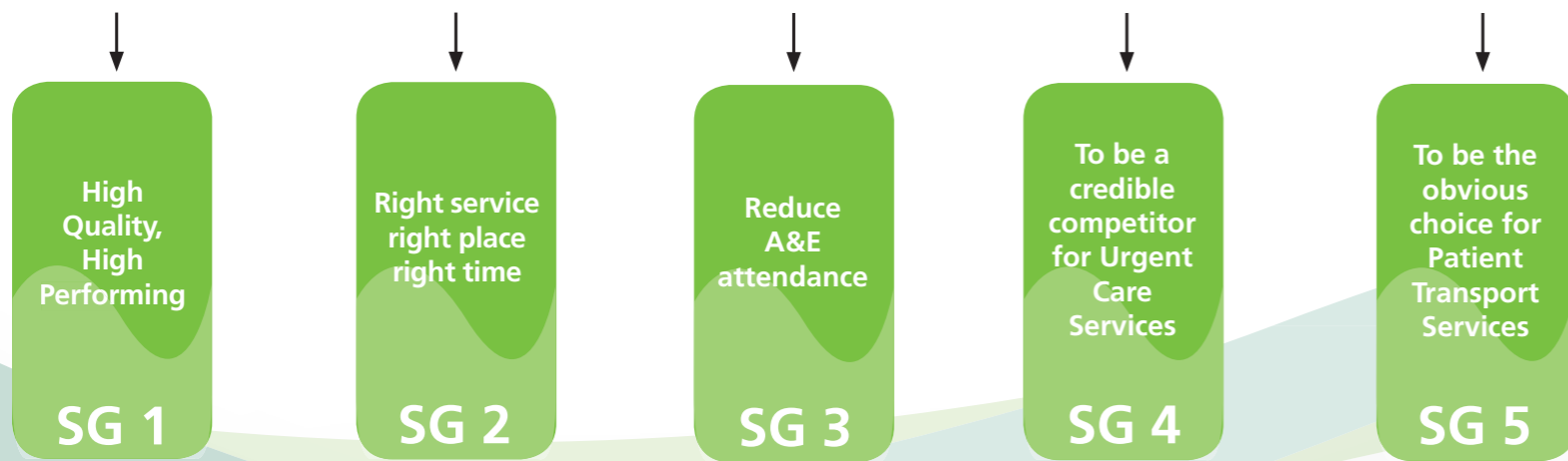
Mission

To respond quickly and safely to save lives, reduce anxiety, pain and suffering

Vision

To deliver high performing emergency and urgent care and non urgent patient transport services that are responsive, safe, clinically effective, financially viable, legally constituted and well governed

Strategic Goals (SGs)

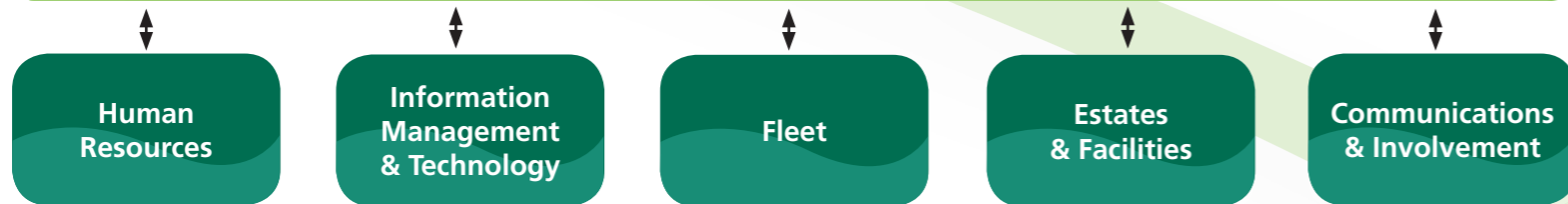


Corporate Objectives 2011/12



Board Assurance Framework captures evidence, drives quality, improvement and manages risks

Enabling Strategies



Quality

Clinical leadership

Patient and staff safety

Learning from experience

Continuously improving

Diversity

Trust Strategic Goals (SGs)

The Trust vision is underpinned by five Strategic Goals and four Corporate Objectives with associated Key Performance Indicators to enable progress to be monitored. The Goals are not in any priority order:

- SG 1 High Quality, High Performing:**
To achieve national ambulance targets by Primary Care Trust (PCT) area in a phased way over the period 2009/10 to 2014/15.
- SG 2 Right service right place right time:**
To implement changing patient pathways in line with national strategies. These will be emergent based on extant policy.
- SG 3 Reduce A&E attendance:**
To continue to contribute to the NHS South West ambition of a 10% reduction per annum in A&E attendances at acute hospitals over five years.
- SG 4 To be a credible competitor for Urgent Care Services:**
To secure contracts for the delivery of Urgent Care Services over the period of the Integrated Business Plan, ensuring they are high quality, clinically safe, cost effective and fit for purpose. Where appropriate the Trust will seek and be supported by innovative business partnerships to expand and grow the income base.
- SG 5 To be the obvious choice for Patient Transport Services:**
To secure contracts for the delivery of Patient Transport Services over the period of the Integrated Business Plan ensuring they are high quality, cost effective and fit for purpose.



Information correct at time of printing 31/03/11