

Aspire to



Respect

We respect our patients and colleagues

- Engage, listen and value the contribution of others
- Be polite, courteous and non-judgemental in our communication
- Encourage involvement and ownership
- Appreciate, recognise and reward the contribution of individuals and teams
- Be respectfully open and honest in giving and receiving feedback
- Appreciate the qualities of individuals and work together towards a common purpose
- Be responsible and accountable for our own and collective actions



Innovation

We encourage innovation in all that we do

- Encourage and support creativity to generate ideas for ongoing success
- Explore and push the boundaries of research, technology and clinical practice to give us a competitive edge
- Develop confidence and maximise potential through learning, nurturing and development
- Endeavour to continuously improve and implement positive change
- Create a stimulating learning environment through sharing knowledge and experience with others



Care

We provide the highest quality care

- Involve patients in their treatment decisions and outcomes
- Demonstrate a respect for privacy, dignity, choice and independence
- Reassure patients and take time to talk to them as individuals
- Ensure we achieve the highest standards of patient safety
- Be caring, compassionate and kind to others
- Show empathy and be sensitive to an individual's needs
- Offer support, advice and encouragement to others



Achievement

We work together for the achievement of outstanding results

- Embrace team working to get the best results
- Demonstrate integrity and transparency in our decision-making
- Recognise and be responsive to commercial change to protect and grow our business
- Use our energy and initiative in seeking opportunities to invest in our future success
- Ensure wise and responsible use of resources
- Strive to continuously improve on performance



Pride

We take pride in our success

- Be motivated and ambitious to achieve success
- Demonstrate a commitment to excellence
- Share and celebrate achievements and success, building pride in our reputation
- Be prepared to embrace challenge and work together to overcome problems
- Be approachable, visible and inspirational as a role model for others