We always put the patient first.

We take every opportunity to improve services.

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

We take every opportunity to enhance our reputation.

**Patient First**

- We always put the patient first.
- We respect and value our patients, visitors and staff.
- We take every opportunity to enhance our reputation.

**Respect**

- We respect and value our patients, visitors and staff.
- We take every opportunity to improve services.

**Innovation**

- We take every opportunity to improve services.
- We aim to deliver high standards of quality and efficiency in everything we do.

**Delivery**

- We aim to deliver high standards of quality and efficiency in everything we do.
- We take every opportunity to enhance our reputation.

**Excellence**

- We take every opportunity to enhance our reputation.
- We aim to deliver high standards of quality and efficiency in everything we do.

**What do they mean?**

**Patient First**

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

**Respect**

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

**Innovation**

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

**Delivery**

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

**Excellence**

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