A GUIDE TO OUR VISION AND PURPOSE

High quality care for all, now and for future generations
This guide describes the vision and purpose of NHS England. It sets out who we are, what we stand for and how we will work together to maintain a clear sense of purpose. Use it to understand how our vision, purpose, values and behaviours guide the approach we take.

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HIGH QUALITY CARE FOR ALL, NOW AND FOR FUTURE GENERATIONS
How it flows

High quality care for all, now and for future generations

Everyone has greater control of their health and their wellbeing, supported to live longer, healthier lives by high quality health and care services that are compassionate, inclusive and constantly-improving.

We create the culture and conditions for health and care services and staff to deliver the highest standard of care and ensure that valuable public resources are used effectively to get the best outcomes for individuals, communities and society for now and for future generations.

Prioritise patients in every decision    Listen and learn    Evidence-based
Open and transparent    Inclusive    Strive for improvement

Respect and dignity    Improving lives    Commitment to quality of care
Working together for patients    Compassion    Everyone counts

Our Mission
Our Vision
Our Purpose
Our Behaviours
Our Values
OUR MISSION, VISION AND PURPOSE
High quality care for all, now and for future generations.
Our Mission

We are committed to ensuring our resources secure a sustainable NHS.

We have a single, common definition of high quality care: it is safe, effective and a positive patient experience.

High quality care for all, now and for future generations.
WHAT IS A VISION AND PURPOSE AND WHY DO WE NEED THEM?

Our vision sets out our ambition for the future, to guide us and inspire us in all that we do.

Our purpose sets out why we exist and the contribution our organisation makes to achieving our vision.

We are more than 6,000 people in roles in national, regional and local offices across England.

We must be consistent in how we describe our role and the difference we will make, so that the public we serve may hold us to account.
Everyone has greater control of their health and their wellbeing, supported to live longer, healthier lives by high quality health and care services that are compassionate, inclusive and constantly-improving.
Our Vision

We are committed to a dynamic and innovative NHS.

We work to improve the lives of individuals, local communities and the population as a whole.

Everyone has greater control of their health and their wellbeing, supported to live longer, healthier lives by high quality health and care services that are compassionate, inclusive and constantly-improving.

We have a single, common definition of high quality care: it is safe, effective and a positive patient experience.

We tackle inequalities, we listen, we are open and transparent and we work with patients, the public and partners to get the best outcomes.

We are committed to a dynamic and innovative NHS.
We create the culture and **conditions** for health and care services and staff to deliver the highest standard of care and ensure that valuable public **resources** are used effectively to get the best outcomes for individuals, communities and society for **now and for future** generations.
Our purpose

We create the culture and conditions for health and care services and staff to deliver the highest standard of care and ensure that valuable public resources are used effectively to get the best outcomes for individuals, communities and society for now and for future generations.

Not only money, but our people, our knowledge and skills

Including: a world-class customer focus; openness and transparency; genuine patient and public participation; empowering clinical leaders; evidence based decision making; promoting innovation; working in partnership

We are committed to ensuring our resources secure a sustainable NHS
PEOPLE ARE AT THE HEART OF EVERYTHING WE DO
The values enshrined in the NHS Constitution underpin all that we do:

| Respect and dignity                  |
| Commitment to the quality of care    |
| Compassion                            |
| Improving lives                       |
| Working together for patients         |
| Everyone counts                       |
BRINGING OUR VISION AND PURPOSE TO LIFE
OUR BEHAVIOURS: Leading by example

We prioritise people in every decision we take

- We listen and learn
- We are evidence-based
- We are open and transparent
- We are inclusive
- We strive for improvement
OUR BEHAVIOURS: Leading by example

We prioritise people in every decision we take: Everything we do is directly connected to our purpose of improving outcomes - not a process, not an organisation, not a profession - but the people who are at the heart of all that we do.

We listen and learn: We believe everybody has good ideas and has the right to be listened to carefully and thoughtfully. We respect and support each other, building trust and empowering one another and staff across the NHS, to achieve the highest standards.
OUR BEHAVIOURS: Leading by example

We are evidence-based: We listen to the people and communities we serve, we look at insight and evidence and we measure our outcomes, so that our decisions are objective and we understand their impact.

We are open and transparent: We are accountable and we take individual and collective responsibility for our actions. We act with integrity and we are transparent about the decisions we make, the way we operate and the impact we have.
OUR BEHAVIOURS: Leading by example

**We are inclusive:** We work in partnership with patients, clinicians in the NHS, the public and our partners because we get the very best outcomes when we work together with common purpose.

**We strive for improvement:** We believe we can always do better and will challenge and seek challenge. We share ideas and knowledge and take risks because we believe in innovation and learn from our mistakes.
OUR OBJECTIVES AND BUSINESS AREAS
All our work is structured under three overarching objectives:

Delivering high quality care for all, now:
Working as direct commissioners, assurers of CCG commissioning and as a key player within the wider health and social care system.

Delivering high quality care for all, for the future:
Developing and delivering the future shape of our healthcare system in collaboration with our partners.

Developing our organisation:
Creating an excellent organisation to deliver our vision and purpose.
## Our 31 Business Areas

### High quality care for all, now
- Prevention & Early Diagnosis
- Parity of Esteem
- Access to Urgent & Emergency Care
- Patient Experience
- Patient Safety
- Medical Revalidation
- Compassion in Practice
- Equality and Health Inequalities
- Maternity, Children and Young People
- Long Term Conditions, Older People & End of Life Care
- People with Learning Disabilities
- Primary Care Commissioning
- Public Health, Health & Justice and Armed Forces
- Specialised Services Commissioning
- Challenged Geographies
- Access to Elective Care
- Data, Digital Service & Customer Service
- Planning, Resources and Incentives

### High quality care for all, for the future
- Citizen Participation and Empowerment
- Wider Primary Care, Provided at Scale
- A Modern Model of Integrated Care
- Highest Quality Urgent and Emergency Care
- Productivity of Elective Care
- Specialised Service concentrated in Centres of Excellence
- Seven Day Services
- Economic Contribution of the NHS

### Developing our organisation
- Excellent Organisation Programme
- Customer Contact & Complaints
- Primary Care Support Services
- Corporate Services
- Commissioning Support
Better outcomes for all

- Research & evidence
- Communicating intent
- Clinical leadership
- Identifying & championing innovation

- Commissioning support & development
- Issuing guidance

- Patient & public participation
- Identifying interdependencies
- Alignment with partners

- Setting standards
- Incentives (including finance, competition)

- Transparency
- Data & Monitoring
- Milestones

- Funding & resourcing
- Commissioning assurance & system oversight
For us, everyone counts.
We had conversations with 500 members of staff to shape our vision, purpose and emerging behaviours. They participated in workshops and shared views online via our engagement platform.
“We exist at the heart of the NHS.”

“We need to express our purpose in a way that makes it alive and meaningful.”

“Let’s be an exemplar, let’s improve NHS services and become the best in the world.”

“I want to see compassion reflected in our purpose”

“Let’s recognise that things aren’t perfect, change is challenging but it will deliver improvements”

“We must make sure that the NHS delivers the best it can - for individuals, their families, communities and the nation that funds it.”

“I want to work hard for an organisation that will recognise and acknowledge my efforts.”

“I think our role is to safeguard the NHS and its constitution”

“Part of our role is to lead, to inspire culture change and to work with patients and the public as equal partners.”

“Let’s be open and honest, with patients and the public and with each other.”

“A healthy and happy workforce feels valued and is more likely to succeed.”

“This is what they told us”
It is there to improve our health and wellbeing, supporting us to keep mentally and physically well, to get better when we are ill and, when we cannot fully recover, to stay as well as we can to the end of our lives. It works at the limits of science - bringing the highest levels of human knowledge and skill to save lives and improve health. It touches our lives at the times of basic human need, when care and compassion are what matter most.

NHS Constitution