

Recap: Strategy on a page example

Values	Compassion We treat everyone, patients and staff with compassion and kindness	Responsibility We take ownership for and a pride in delivering excellent care and experience	Collaboration We are one team, working together for the best outcomes for our patients
Vision	Individuals, families and communities are empowered to optimise their health and well-being, supported by comprehensive care throughout the life course		
Purpose	Newtown to have accessible, coordinated and proactive primary care that provides services designed and tailored around the needs of individuals.		
Strategic Priorities	Clinical/non-clinical teams staffed to safe levels	To be “CQC Ready” at all times	PCN providing effective additional patient services and support
Strategic Results	<ul style="list-style-type: none"> Demand analysed and safe staffing levels confirmed with a capacity plan to meet demand Staffing levels confirmed to meet demand Staff wellbeing improved Staff retention improved 	<ul style="list-style-type: none"> Record keeping fully up to date Internal audit of KLOE’s confirm good/outstanding All actions from previous CQC notification completed All team members committed to CQC rating of good/excellent 	<ul style="list-style-type: none"> Practice alignment with PCN achieved PCN Practices co-delivering services Patients needs met through PCN services, reducing demand on practice PCN income maximised

	Strategic Objectives	Measures	Targets	Initiatives
Financial	<p>Control Costs, Increase Profitability, Increase Revenue</p>	<ul style="list-style-type: none"> Revenue Operating costs Gross Margin Partner drawings 	<ul style="list-style-type: none"> 10% increase 5% decrease 20% increase 5% increase 	<ul style="list-style-type: none"> Financial processes defined and embedded Cost control in place across practice Financial budget and forecast management
Customer	<p>Patient outcomes improved, Improve patient feedback, Increase patient numbers, Contract metrics achieved</p>	<ul style="list-style-type: none"> Patient list size Patient satisfaction Patient outcomes CQC rating Practice and PCN contract performance; QoF, IIF 	<ul style="list-style-type: none"> 10% increase survey 10% increase (detailed indicators) Outstanding in all areas QoF maximised and all PCN contractual metrics achieved 	<ul style="list-style-type: none"> Patient registration project PPG engagement plan PCN engagement plan QoF delivery plan
Internal Processes	<p>Operating model designed and implemented, Primary process optimised, Support processes and reporting standardised</p>	<ul style="list-style-type: none"> Appointments delivered SOPs in place and adhered to Reporting in place to track performance in all areas 	<ul style="list-style-type: none"> Appointments delivered Audit 100% SoP’s in place and compliance Reporting dashboard fully operational 	<ul style="list-style-type: none"> Primary process mapping and redesign HR processes and policies refreshed Website enhancement project MI reporting project
Learning & Growth	<p>Improve leadership expertise, Improve knowledge and skills of all staff, Improve digital capability</p>	<ul style="list-style-type: none"> Staff retention Staff morale Staff performance Technology usage 	<ul style="list-style-type: none"> Staff t/o < 15% Staff survey >15% Performance ratings +1 Digitisation projects complete 	<ul style="list-style-type: none"> Training programme for Partners Reception training in Challenging Patient Conversations and Signposting Implementing digital technologies (3 apps) staff survey run on annual basis and feedback into Partner meeting with actions