



# Our NPC clinical strategy

## Patient access

Our patients will receive the care, support and information they need at the right time and in the right place.

We will ensure that our patients understand how to access the most appropriate care for their need and that they feel empowered to do so.

## Sustainable services

Our patients will consistently receive safe, compassionate, accessible and equitable care, now and in the future.

We will ensure that the care we provide is of the highest quality and meets the highest clinical standards. It will be responsive to patients' needs, new developments in healthcare and technological advances. We will ensure our workforce is fully equipped to deliver this care.

## Equitable care

Our care will be accessible to all and our patients will be treated as individuals with a focus on what matters to them.

We will ensure that our patient services are available to everyone and that none of our patients feel disadvantaged or discriminated against, regardless of personal circumstances.

## Prevention

Our patients will be empowered to engage in the best evidence-based preventative care to help them live their best life possible.

We will ensure that every patient contact will be used as an opportunity to provide health advice, education and facilitate access to screening and preventative activities such as immunisation. We will actively work with partners to inform, educate, enable and encourage patients to make informed lifestyle choices resulting in healthy behaviours and outcomes.

## Long-term condition management

Our patients with long-term conditions will receive the best treatment and care to make sure they are living as well as they can.

We will ensure that our patients have clear, personalised care plans that are based on evidence and which will enable them to lead the best life they can within the limitations of their condition(s). We will prioritise continuity to ensure consistent care and provide patients with the information they need to understand and feel empowered to manage their condition(s).

## Integrated care

Patient care will be prioritised over any internal or external organisational barriers. It will be coordinated, timely, and focused on what matters to our patients and their loved ones and delivered as close to home as possible, making sure every contact counts.

We will work with NHS, social care and third sector colleagues to ensure care is truly patient-centred. We will challenge convention by establishing integrated teams which work effectively to meet demands of rapidly changing healthcare needs and expectations.