

Health and care that works for you

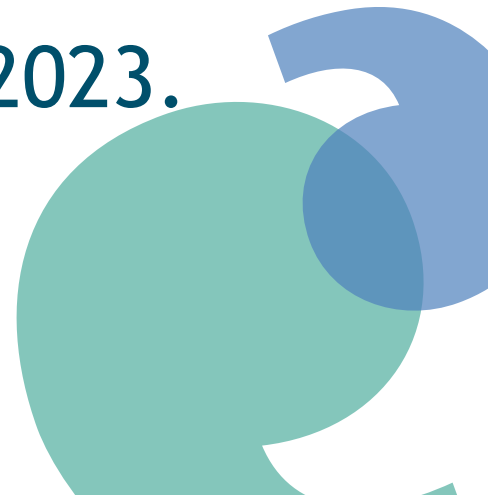
A healthcare professional wearing a purple hijab and glasses is seated at a desk, holding a dental tool and examining a baby's teeth. A woman with curly hair and glasses is seated next to the baby, looking on. The setting is a clinical office with a computer monitor and a window in the background.

2018 - 2023

Our strategy

Our new strategy draws on the ideas and views that people shared with us.

It sets out how we plan to support more people to have their say, and ensure these views are used by professionals to improve health and social care by 2023.



1. Supporting you to have your say

Our aim:

To help more people access the information they need to take control of their health and care, make informed decisions and shape the services that support them.

Our goal:

Over one million people share their views or seek information from us each year.



2. Provide a high quality service to you

Our aim:

To help more people access the information they need to take control of their health and care, make informed decisions and shape the services that support them.

Our goal:

We can tell you the difference your views have made.



3. Ensure your views help improve health and care

Our aim:

We want more services to use your views to shape the health and care support you need today and in the future.

Our goal:

Twice as many recommendations we make are implemented by services.



Six steps to achieving our aims



1. Insight



2. Brand



3. Digital



4. Partnerships



5. Impact



6. People and money

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