

The Best Care, Delivered with Compassion for our Community



Every Contact Counts

“Support, Fun, Warmth and Laughter”

(Patients)



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Willowbrook Hospice Strategy 2022-2025

‘Seeing in... Reaching out...’

In 2019 we published our Strategy to take us to 2022. We included new vision, mission and values statements that we had developed with carers, staff and patients.

This strategy for 2022-2025 takes us from our 25th year of delivering **OUTSTANDING** care and reaffirms our commitment to the care of our patients and those who are important to them through our vision, mission and values.

Vision – the best care delivered with compassion for our community

Mission – Care, Educate, Engage

Values – Every Contact Counts

Much has been achieved in the last three years despite the many challenges that a global pandemic presented to us.

We set ourselves two main goals in 2019:

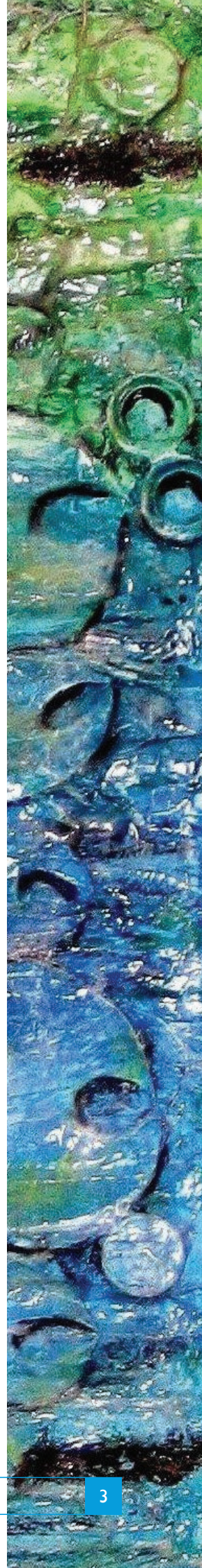
- 1. Maintain and improve the quality of our care provided by us and others*
- 2. Engage with our community and strengthen and develop partnerships that allow us to extend our reach beyond the hospice walls*

In 2020 the quality of our care was recognised by The Care Quality Commission with an **OUTSTANDING** rating. We have established partnerships with Child Bereavement UK and The Standing Tall Foundation and achieved The Navajo Charter Mark. We have taken opportunities to be innovative and develop services that meet the needs of people in their own homes.

We have six priorities for our organisation. The updated **We Will** statements reflect our strategic intentions and are supported by a comprehensive work plan for the whole organisation.

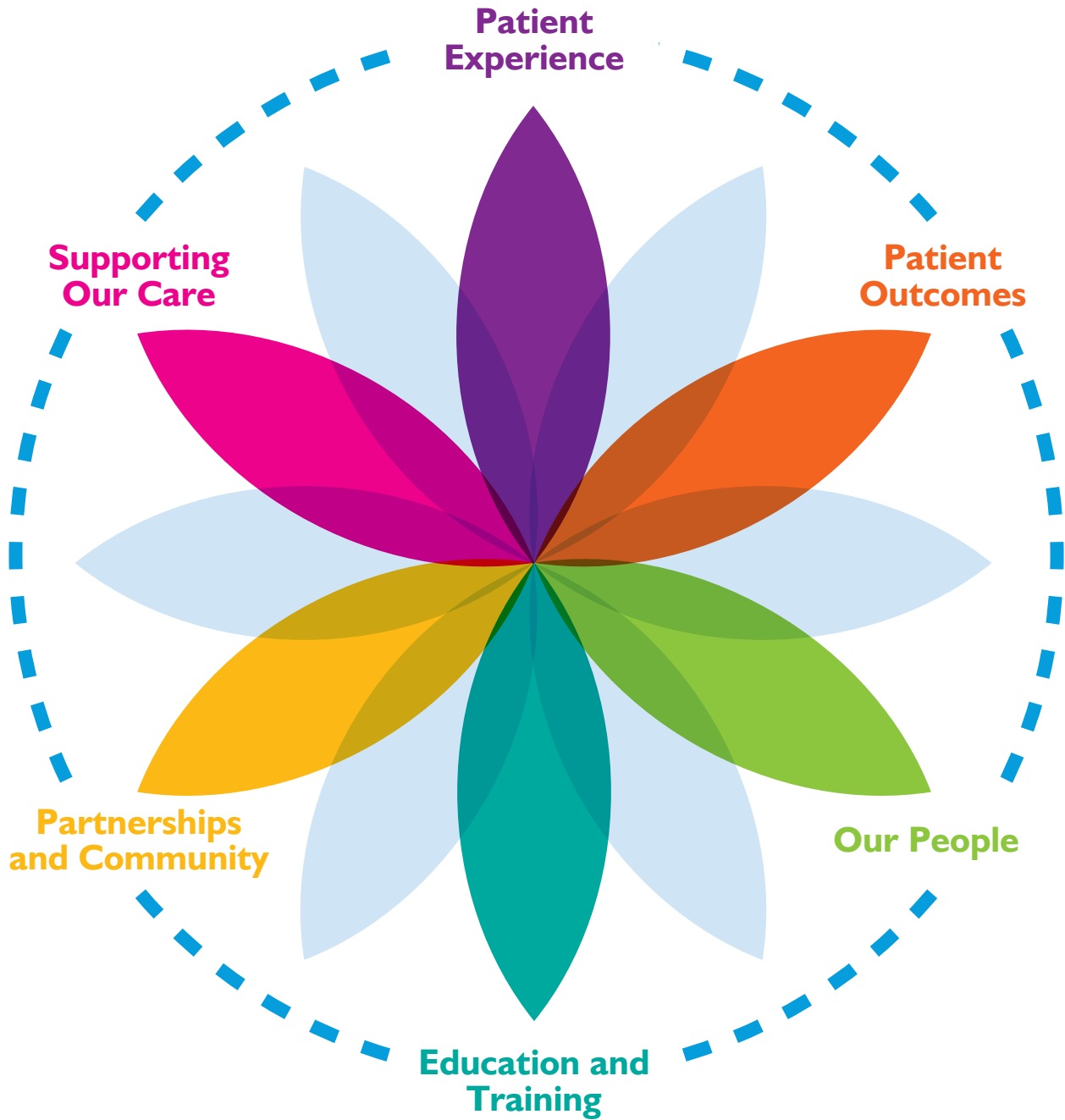
Our Strategy is brought to life through the contribution of our patients, staff and volunteers who have told us what the 6Cs: **CARE, COMPASSION, COURAGE, COMPETENCE, COMMUNICATION** and **COMMITMENT** mean to them.

– **Executive Management Team and Board of Trustees**



The Strategy 2022-2025

We have 6 strategic priorities outlined below.



No one area is more important than the other. The wellbeing, skills and knowledge of our staff, for example, will have a direct impact on the care of our patients.

We have two main goals that reflect our vision and respond to what our patients have told us they want:

- 1. Maintain and improve the quality of care provided by us and by others.**
- 2. Engage with our community and strengthen and develop partnerships that allow us to extend our ‘reach beyond the Hospice walls’.**

To achieve these goals we will:

- Engage with current and future users of our services when services are reviewed or developed.
- Develop and grow our relationships with other community organisations.
- Seek opportunities to provide services for our wider community that enhance current provision for patients living with life limiting illness in our community.

Each of our 6 priority areas has a comprehensive plan of work agreed annually by our Quality and Integrated Governance Group. This strategy sets out our overarching aims for the next 3 years taking account of national, local and organisational quality standards and regulatory requirements.



Patient Experience

Providing the best possible experience of care for patients is our primary purpose. All our patients should expect their care to be individualised and outstanding at every contact. They should see a culture that strives to innovate and improve, acts on feedback and engages with opportunities to support the development of services that meet the needs of our community.

PATIENT EXPERIENCE

We will...

Maintain and develop our services for patients and those who are important to them, reaching out in to their homes where we can, ensuring that equality of access and experience informs everything we do.

We will...

Ensure that the specialist palliative care we provide offers the best possible physical, psychological, social and spiritual support.

CARE

“When I receive good care, it makes me more able to come to terms with my situation, to live more in the moment, to live my life NOW!”

– patient

“We care and support each other and this helps all of us to continue the great work that Willowbrook is known for”

– staff



Patient Outcomes

Improving care for our patients and those who are important to them is our constant driver. Using evidence based tools we will monitor and evaluate the quality of our care and what that means for patients and others accessing our services.

PATIENT OUTCOMES

We will...

Conduct an audit and quality improvement programme to assure and support improvement in the quality of care and services we deliver to meet our legal requirements.

COMPASSION

"When I am treated with compassion, it makes me feel more valued and more able to cope with the fears that I have"

– patient

"Empathy, gentleness, quiet dignity, touch"

– patient



Our People

Our people are our staff and volunteers without whom it would not be possible to deliver the high quality care we provide. They should all feel confident that as individuals they are respected and valued and have opportunities to grow and develop.

OUR PEOPLE

We will...

Have the right staff and volunteers with the right skills and knowledge to enhance the patient and customer experience.

We will...

Promote a workplace culture where everyone is respected, included and accepted **and where speaking up is encouraged and fostered.**

COURAGE

“To stand up for your convictions and views and carry on with whatever you are faced with as best you can”

– patient

“Speaking up for patients, against the odds”

– staff



Education and Training

Our vision 'The Best Care Delivered with Compassion for our Community' can only be achieved if we play our part in supporting education and training for everyone involved in caring for patients with palliative care needs and for those who are important to them across our community.

EDUCATION AND TRAINING

We will...

Collaborate to develop a strategy for palliative care education that responds to the needs of health and social care professionals for high quality and accessible education and training.

We will...

Embrace digital innovations in the delivery of education and training and develop programmes that meet the needs of health and social care professionals who deliver palliative care for our community.

COMMUNICATION

"Listening and not rushing, explaining and ensuring you are understood"

– carer

"When you really listen to a patient, carer or colleague that's when you can make the difference"

– staff

"Speaking and listening, touching and understanding"

– volunteer



Partnerships and Community

Willowbrook Hospice will continue to reach out to further strengthen and expand on our partnerships and relationships that support our key priorities and strategic vision. We will act as leaders and advocate for services that respond to the needs of patients and for those who are important to them in our community and across Cheshire and Merseyside.

PARTNERSHIPS AND COMMUNITY

We will...

Offer strong leadership in shaping and developing Palliative Care Services for St Helens and Knowsley and the people of Cheshire and Merseyside through our Network structure to the Integrated Commissioning Board.

We will...

Form strong and sustainable partnerships with other organisations in our community when this aligns with Willowbrook's vision, mission and values.

COMPETENCE

"When the Team know how to do things well it makes things run smoothly. At Willowbrook the attention to detail is so good that things seem to happen as if by magic"

– patient



Supporting Our Care

The continued provision of outstanding care will only be possible through the efforts of the organisation and the support of our community. Through financial good governance, leadership and innovation we seek to maintain and enhance services and to be confident that we have the financial resources to achieve this aim.

SUPPORTING OUR CARE

We will...

Use our financial resources wisely and ensure our strategy is affordable and sustainable.

We will...

Maintain and attract further sources of income and advocate locally and regionally for our specialist care to be appropriately funded.

We will...

Create an estate that meets the needs of our patients, our people and the organisation now and for the future.

COMMITMENT

“Keep on doing, keep on being there”

– volunteer

“The Commitment of each and every person working at Willowbrook means that everyone is helped, everyone gains from the experience”

– patient



Our Vision, Mission and Values are embedded and inform everything we do.

They continue to guide our strategy and help us shape our services for the people of our community who need our care now and in the future.

The images we have used throughout this strategy document are artworks created by children, patients and supporters. They remind us why we do what we do.



Registered Charity No. 1020240

