

Making the best care possible

Our Strategy 2022-25

Strategy Principles

Rooted in local communities

Leaving no-one behind

Aligned with national, regional, local priorities

Focused where we're uniquely placed to act

The change we're working towards

Better patient and visitor experience of our hospitals.
More patients getting better care.

How we're going to get there

Improving patient and visitor experience of our hospitals.

To achieve this we will:

1. Focus on making every patient's arrival and stay at hospital feel welcoming rather than confusing.
2. Improve hospital facilities and services where they can better support patients' progression and recovery.
3. Develop targeted support for patients before, during and after their treatment, so they get the most long-term benefit from their stay in our hospitals.
4. Strengthen local connections and pathways to help anchor King's services firmly in our local communities.
5. Support staff to do their best for patients and families.

Developing better treatments and care for more people.

To achieve this we will:

1. Fund research into treatments and care benefitting patients at King's and further afield.
2. Ensure best treatments and care reach everybody in the care of King's.
3. Use technology effectively to further treatment and care.
4. Support people to take care and treatments further.

Building support for the best care.

To achieve this we will:

1. Increase our sustainable, unrestricted income in the immediate and medium to long term, to enable freedom of strategic decision making.
2. Support specific departments to raise restricted income to benefit more patients, through new research, improved patient experience, innovation and excellence in treatment and care, and through development of a potential capital appeal.
3. Build awareness of our cause, throughout our hospitals and beyond.

Being our best in all we do.

To achieve this we will:

1. Maintain best practice governance processes
2. Invest in our people to develop their skills and experience, ensure their health & wellbeing and strengthen our culture and diversity through living our values.
3. Develop effective systems and processes.
4. Manage our financial resources for the benefit of our current and future beneficiaries and in accordance with our supporters' wishes.

supportkings.org.uk/our-strategy

