

### Delivering a high quality experience for women, babies and families is important to us because:

It is the right thing to do

It supports our Trust values of: *Engage, Ambition, Learn, Care, Respect* and increases public confidence in our services

It is what we would expect for our family and friends



It has been linked to better clinical outcomes



We want to get things right first time every time



### Experience

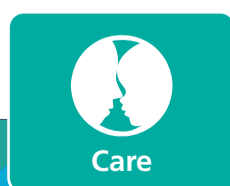
**Every patient will have an outstanding experience**

To do this the Trust has undertaken a review of the Patient Experience Improvement Framework developed by NHS Improvement and has identified improvements that are needed. These have been incorporated into the Strategy Objectives.

### Specific objectives from the corporate strategy (Our Strategy 2021-25) and from the Patient Experience Framework Review:

- Achieve full delivery of the NHSI/E Patient Experience Improvement Framework by 2025.
- Achieve the Unicef Baby Friendly Initiative by 2025.
- Pro-actively seek the views of diverse communities to inform the design of our services for the future, ensuring we champion the voices of our future service users.

### Our Values



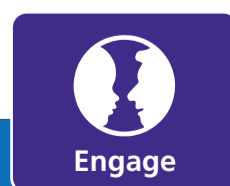
Care



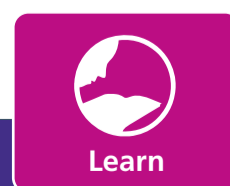
Ambition



Respect



Engage



Learn

*The best people, giving the safest care, providing outstanding experiences*