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For more information, see our website
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Our strategy

Our vision, mission and how we'll get there



Why we do, what we do

Every year, we have more than two million chances to change a life – that's the number of contacts we have with patients and clients.

Whether it's helping a mum with a newborn, giving intensive rehabilitation to teach someone to walk again, or supporting someone to die in the place they choose, we can make a real difference.

So, if we get it right, every time, what does the future look like and how do we do it?

This pocket-sized booklet explains our mission, vision, values, goals and enablers, which reflect and respond to the many challenges we know we face.

To achieve our mission and vision, we have developed four goals with a number of enablers that set out the steps we need to take.

While we recognise, we won't always get it right, we promise we'll use feedback from patients and colleagues to learn and innovate. That way, we can make sure every child and adult who touches our services, experiences the best quality of care possible.

Because that's why we do, what we do.

Paul Bentley,
Chief Executive



Our mission and vision

Delivering the best care for our patients and clients is our ultimate aim, but we can't do this without our people and our partners.

That's why we think it's important that our patients, our people and partners are reflected in our mission.

Our mission is our roadmap, it says why we exist and it serves as the standard against which we weigh our actions and decisions.

Our 70 services look after more than 1.4 million people across Kent and 1.5 million outside of Kent, providing care in their own homes; nursing homes; health clinics; community hospitals; minor injury units and in mobile units.

We know our people – our doctors, nurses, healthcare workers, therapists, domestic staff and people working in our support

services, to name just a few – are vital to delivering high-quality care for children and adults. So, we think that being the best employer for our 5,000 colleagues should be in our mission.

To be a success, we are stronger together. That's why the focus for the future is much more about everyone working in partnership – patients, carers, other NHS trusts, social care and the community and voluntary sector.

If we get all of this right, we will achieve our vision and we'll see communities working together and supporting each other to live well.



Our vision

A community that **supports each other to live well.**

Our mission

To **empower adults and children** to live well, to be the **best employer** and **work with our partners** as one.

Our values

Our values set out what is expected of every one of us.

It's how we behave, whether our role is working directly with patients or in a corporate team supporting clinical services. We have four values –compassionate, aspirational, responsive and excellent – which together make up the acronym, care.



Our values
form part of
our strapline:

 **In everything we do, we care** 



Compassionate

We put patients and our service users at the heart of everything we do. We're positive, kind and polite. We understand diversity. We're respectful, patient and tolerant.



Aspirational

We feel empowered and we empower our patients. We strive to improve. Our focus is on research and generating ideas and innovations. We're open, transparent and we think creatively.



Responsive

We listen. We act. We communicate clearly. We do what we say we will. We take account of the opinions of others.



Excellent

We strive to deliver the best care we can. We grow a culture of excellence in our teams. We challenge complacency.



Our goals

Prevent ill health

We will empower families to give their children the best start in life, support adults to make healthy choices and focus on communities that need us the most. We will take every opportunity to prevent ill health and improve how we detect and treat disease.



Loving the healthier choice

Leigh Love, from Ramsgate, feels great after using our Smokefree clinic. The 48-year-old has Crohn's disease, a chronic condition that affects the bowel. She had her colon removed when she was 25 and smoking can make the symptoms of Crohn's worse.

Leigh said: "Stefan was brilliant. We talked about my triggers and all the options available. I decided to use patches and an inhalator. We met every week. I'm feeling so much fitter, I can walk upstairs easily and I don't get out of breath. My husband has also stopped, so the effect on the whole family is great. My gastroenterologist

was delighted too; it means she doesn't need to keep nagging me every time I go for an appointment. I'm never going back to smoking now."



Deliver high-quality care at home and in the community

We will provide a wide range of safe, effective services. We will offer high-quality compassionate care to make sure we achieve the best outcomes and a positive experience for our patients, their families and carers.



No place like home

The way Complex Care Nurse Jane Brooks looks after her patients demonstrates what it means to deliver high-quality care at home and in the community. She is a shining example of the work our teams do.

When Tony was referred to Jane, he was struggling to manage his diabetes. By spending time with him at his home, she discovered he was scared of having hypoglycaemic attacks; as a result the pair put small management plans in place to help him administer his insulin and take his blood glucose levels.

As Tony, who had a history of heart failure, chronic obstructive pulmonary disorder (COPD), type two diabetes and depression, said: "Jane has been fantastic. I realise that without her help, I might not still be here."



Integrate services

We will work with our partners to connect the care patients receive, whether this is from other NHS trusts, social care or voluntary or community organisations.



Pulling together to help Evelyn

Evelyn Lawrence is just one of hundreds of people who returned home from hospital safely, thanks to Home First. It is just one example where we bring health and social care together, with our voluntary and community partners, to provide better care.

The grandmother, 82, cracked her hip and was operated on at Tunbridge Wells Hospital. She was transferred to Tonbridge Community Hospital for intensive physiotherapy to learn to walk again. Support from our partners made sure vital equipment was in place, once she was home.

She said: "As soon as I stepped over the threshold at Tonbridge hospital, it was like being enveloped in a warm blanket of kindness and compassion. They worked hard on me. I did everything they told me because I was helping them, to help me get better."



Develop sustainable services

We will innovate to develop services that are affordable. We aim to be the best employer, making sure colleagues have the right skills to meet the needs of our communities today and in the future.



It's a great place to work

Matron Sara Williamson previously worked in A&E at a large acute trust, until she joined KCHFT as a member of the Integrated Discharge Team at Maidstone Hospital.

Sara said: "It was a big transition for me at the time – I had no community experience whatsoever. But I can wholeheartedly say, I absolutely love working for the trust. I've been encouraged to adopt any training that I need to progress in my role, there's no boundaries to what you can achieve.

I'm encouraged to run my team the way I want to, with constant support from senior managers. I can wholeheartedly say that I think KCHFT is a great employer and a great place to work!"



Our enablers

Our enablers support the delivery of our mission and vision, using our values to re-inforce our commitment to what we will achieve.

They are the pillars on which delivery of our goals are based.



Having accessible and integrated technology.



Engaging, developing and valuing our people.



Improving our environmental impact.



Improving population health and wellbeing.



