

Vision

our long term
business driver

Mission

our measurable
business objective

Values

the beliefs we share
and live by

We care

**To be recognised as the shining
example of patient-centred
cradle-to-grave care in Bristol**

If we can, we will

If it's possible and reasonable, we promise to do whatever we can,
as soon as we can, to prove we care.

We treat people as we'd like to be treated

On the good days, but especially on the bad days, we put ourselves
in the shoes of our colleagues and patients and remember to treat
them as we'd wish to be treated.

We earn trust through knowledge

Trust is key. It's hard earned and quickly lost. So we always listen to
our patients and take individual responsibility to equip ourselves
with the knowledge we need to provide care they can rely on.