Martlets
life-changing hospice care

Clinical Strategy 2018-2023

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5 years 4 Objectives with one big Vision

Martlets Vision:

"We want everyone affected by terminal illness to know that they can still feel hope, purpose and possibility."

Our vision will be realised through the organisation's four key objectives.

Martlets Organisational Objectives:

1.   Increase our reach
2.   Be clear about what we offer
3.   Maximise our income to enable service development and sustainability
4.   Measure impact and outcomes

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A national framework – Six Ambitions

This Clinical Strategy is underpinned by the **Ambitions for Palliative and End of Life Care – A national framework for local action 2015 – 2020** document (National Palliative and End of Life Care Partnership), and influenced by other key national and local drivers.

1. Each person is seen as an individual
2. Each person gets fair access to care
3. Maximise comfort and wellbeing
4. Care is coordinated
5. All staff are prepared to care
6. Each community is prepared to help

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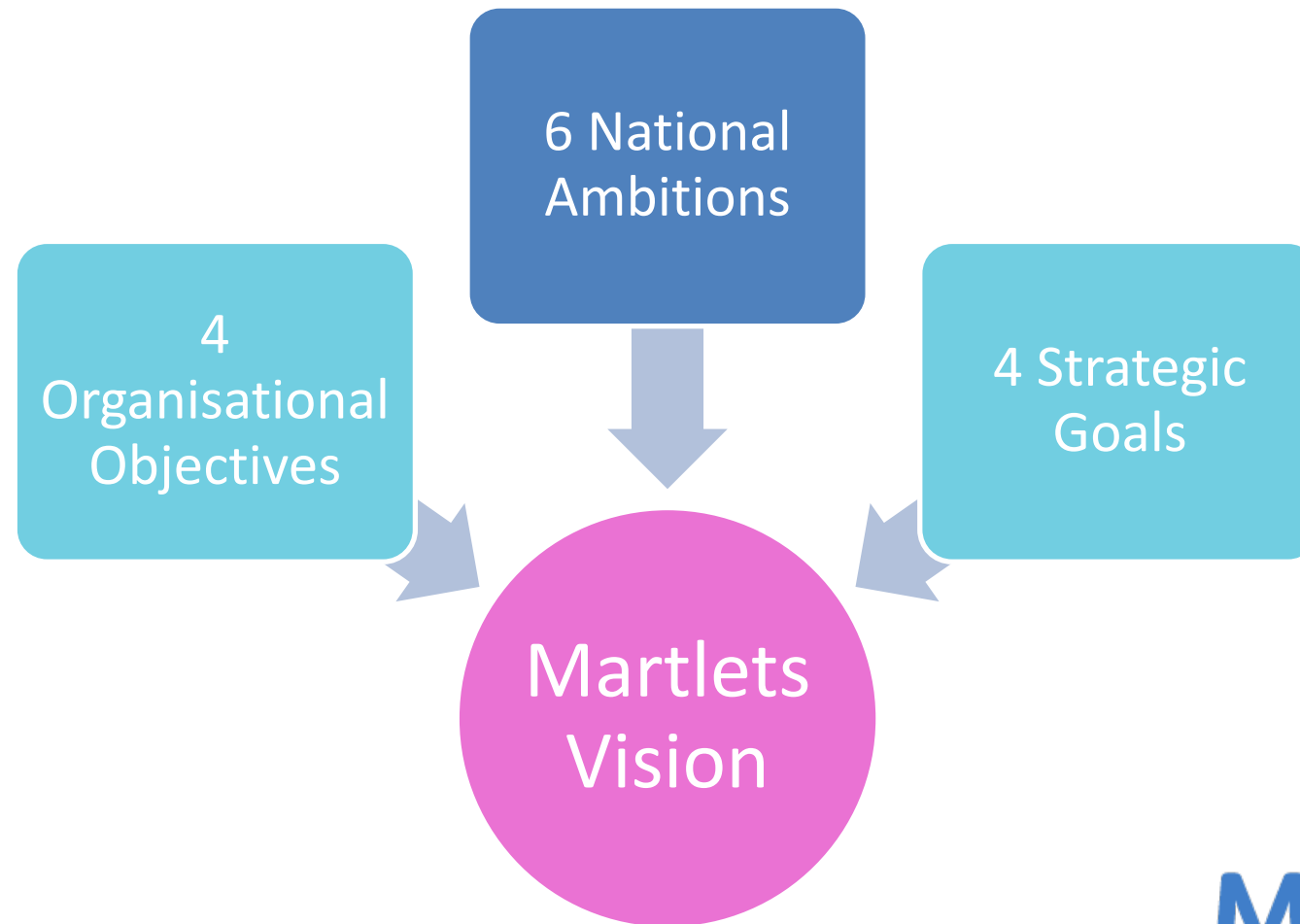# Martlets Clinical Strategy – Four Strategic Goals

Whilst this national framework takes the form of six ambitions, our Clinical Strategy aims to achieve all of these ambitions through **four key strategic goals**:

A Commitment to ….

1.   Care for all those in need when they need it
2.   Provide outstanding care by high quality staff in an exceptional service
3.   Enhance care through collaboration and developing our partnerships
4.   Think creatively so that we are fit for the future

These four strategic goals are interrelated and interdependent and therefore should not be seen in isolation.

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1 – Care for all those in need when they need it

- *Despite the success of expanding our reach in recent years, there remains an unmet need in our community*

- Proactively offer our care and support to those in need
- Ensure services are sensitive to the needs of a more diverse population
- Extend and increase the supportive care element of Day Services
- Increase support offered by Patient and Family Support Team
- Develop the Rehabilitation Service; see patients earlier in their disease journey
- Community Palliative Care Service to be more responsive to rapidly changing needs
- Ensure the needs of carers of all our patients are addressed
- Implement initiatives to increase non-cancer referrals

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2 – Provide outstanding care by high quality care in an exceptional service

- ***CQC – Safe, Effective, Caring, Responsive and Well-Led***

- Deliver high quality, safe and effective care in all clinical settings
- Integration of good clinical governance in to practice
- Appropriate individualised care plans for all patients
- Use IT to enhance the delivery and development of clinical services
- Develop services and improve patient experience through service user involvement
- Ensure a healthy clinical workforce that is resilient, happy and well supported
- Develop clinical leadership skills at all levels

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3 – Enhance care through collaboration and developing our partnerships

- *Collaboration with patients, carers, public, staff and colleagues*
  'No decision about me, without me'

- Progress our service user strategy to inform service delivery and development

- Train other healthcare professionals in primary care and care homes

- Build up partnerships with clinicians from other specialties

- Create a sub strategy for IT integration with other healthcare providers

- Build on current relationships with external partners and communities

- Collaborate and learn from other hospice care providers

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4 – Think creatively so that we are fit for the future

- *Innovative and agile in a culture of creativity; responsible use of resources*

- Creatively address recruitment and staffing issues
- Explore more and different opportunities for funding
- Prevent unnecessary hospital visits through introduction of clinical interventions in the most appropriate care settings
- Develop and sustain the organisation as a research active hospice
- Motivate and empower staff and volunteers to be innovative and creative
- Explore innovative IT solutions to enable responsive care
- Build on links within the community to raise awareness and support

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