

**Vision** "To commission local outcome based, cost effective services, for the health benefit of our local population now and in the future"

**Strategic Aims**

**General Practice**

- Deliver high quality medicines management and efficiencies
- Commitment by all member practices to refer appropriately (reduce clinical variation)
- Implement integrated care teams around clusters to reduce NEL admissions and A&E attendances
- Deliver excellence in primary care access and patient experience
- Support and shape the Joint Health and Well-being Strategy

**Planned Care**

- Deliver a new Musculoskeletal pathway
- Manage outpatient activity through contracting mechanisms and audit working towards national benchmarking
- Deliver new Dermatology community service
- Support clinicians through education to delivery evidence based clinical care

Deliver on the National domain:

- *Ensure that people have a positive experience of care*

**In 2013/14 we will deliver improved patient experience of General Practice and prescribing savings**

**In 2013/14 we will realise efficiency savings through planned pathway improvements and reduce follow up to national benchmarks**

**Trajectory 2015/16**  
Excellence in primary care

**Trajectory 2015/16**  
Deliver the most efficient and effective planned pathways in line with the needs of our patients

**Unplanned Care**

- Deliver new Urgent Care Centre in Bracknell
- Implement a local integrated care model for Long Term Conditions management through partnership working
- Embed self care and public engagement throughout our programmes
- Implement 111

Deliver on the National domain:

- *Preventing people from dying prematurely*
- *Enhancing quality of life for people with long term conditions*
- *Helping people to recover from ill health or following injury*

**In 2013/14 we will strive to reduce inappropriate unplanned hospital admissions**

**Trajectory 2015/16**  
Achieve national benchmarks in efficient use of unplanned care services

**Quality Assurance**

- Strong clinical leadership working proactively with all providers to ensure high quality safe services
- Implement robust safeguarding arrangements for both adults and children with particular attention to the post Winterbourne recommendations
- Monitor quality schedules from providers using incident reporting systems to triangulate quality information

Deliver on the National domain:

- *Treating and caring for people in a safe environment and protecting them from avoidable harm*

**Effective Partnership**

Working in partnership to deliver the local Health and Well-being Strategy and CCG Commissioning Plan across our complex health and social care environment:

- East Federation of CCGs
- Frimley system collaborative
- Health and Well Being Board and Joint Health and Well Being strategy
- Patient and public (Healthwatch and Patient Reference Groups)
- Bracknell Forest Council
- Royal Borough of Windsor and Maidenhead
- All Providers

**Deliver the Bracknell and Ascot Quality Innovation Productivity and Prevention (QIPP)**

**Corporate Priorities**

Establish the CCG as a statutory body for 1<sup>st</sup> April 2013

Implement Public and Patient Engagement plan to engage patient in planning and service design

Corporate Governance and assurance to members and public

Implement Organisational Development plan to ensure skills and capacity are in place to deliver agreed outcomes