

Directors' objectives mapped into corporate objectives

	Delivering high standards of clinical care	Operationally excellent	Exhibiting high standards of customer care	Providing a suitable environment for care	An integral part of the local health community's health resource	Employing competent motivated staff	Financially robust	Collaborating with other agencies	Reducing hospitalisation	Undertaking education and research
Director of Operations										
Develop well-organised clinical action systems that improve the patient experience		√	√				√			
Ensure DTC operating at optimum capacity and delivering a high quality service to patients		√	√	√			√	√	√	
Reduce hospital length of stay (LOS)		√		√			√	√	√	
Medical Director										
Maintain and enhance patient safety	√								√	
Secure improvement in external measures of clinical outcomes e.g. SMR and avoidable deaths	√									√
Contributing to the FT application through advice on the development of a coherent clinical strategy	√			√	√		√	√	√	

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Director of Nursing and Clinical Development										
Reduce HCAI rates across the hospital to a maximum stated in the plan agreed with NHS London	√	√		√	√		√	√	√	
Improve the quality of nursing care on the wards and increase patient satisfaction scores	√		√			√				√
Improve the care of older people admitted to the hospital	√		√	√	√			√		
Director of Primary Care										
Maintain and increase market share of referrals to the Whittington					√		√	√		
Implement customer focussed marketing					√	√	√	√		√
Develop the business in response to Framework for London and local primary care strategies					√		√	√		
Director of Facilities										
Have a hospital that is clean		√	√	√						
Develop an exemplar equipment decontamination and management service and to redevelop a single compliant endoscopy service	√	√	√	√						
Provide patients with a quality meal service	√	√	√						√	
Director of HR and Corporate Affairs										
Increase staff satisfaction with the Whittington as an employer			√			√				

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Enhance the effectiveness of temporary staffing (office) and their recruitment		√				√	√			
Increase staff productivity by reducing staff sickness absence	√	√				√	√			
IM&T consultant										
All clinical coding for admitted care to be accurate and completed within 5 working days of month end		√					√			
Make all communications electronic with Islington and Haringey GPs using EMIS		√	√		√			√		
Provide access to the McKesson Physician Portal configuration to improve patient safety and release clinical time	√									
Director of Strategy and Performance										
Develop and embed the governance framework and Implement a robust performance management system to comply with NHS London and Monitor regimes		√			√	√	√			
Co-ordinate the submission of a successful FT application					√			√		
Complete an option appraisal for the long term development solution for maternity and neonatal services				√	√		√	√	√	
Director of Finance										
Ensure that the finance department has the capacity and capability to be fully fit for FT compliance		√				√	√			√
Produce long term financial model and completion of all financial aspects of the IBP. Ensure that the requirements of Monitor are met		√					√			

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Implement service line reporting	√	√					√			
Chief Executive										
Implement R&D infrastructure	√				√			√	√	√
Ensure performance of WFL and its sub-contractors is acceptable		√	√	√			√	√		