

Director of Primary Care Objectives 2008/09

SPECIFIC	MEASURABLE	ACTIONS	RESOURCES	TIMESCALES
To maintain and increase market share of referrals to the Whittington	Market share of referrals to the Whittington shows an increase of 1%	To fully engage with Primary Care and our local community	Marketing/communications and business development resource	Sept 2008
	Daycase market share increases	To review marketing strategy	IM&T resource in terms of website development and information for marketing; including database development	Ongoing - April 2009
	Day Treatment Centre activity targets achieved	To lead the marketing/comms team to implement marketing strategy	Dr Fosters HMM or equivalent Operational management	
		To engage operational colleagues and clinical teams in delivering the marketing strategy	Clinical leadership	Sept 2008
		To ensure website and intranet up to date and fit for purpose		
		To engage with Primary Care and local communities to ensure up to date market assessment and horizon scanning and opportunities		

SPECIFIC	MEASURABLE	ACTIONS	RESOURCES	TIMESCALES
<p>To Implement customer focussed marketing</p>	<p>Strategy agreed by the Board</p> <p>Consistent approach to measurement</p> <p>Improvement target to be agreed in year</p>	<p>for ensuring patient choice</p> <p>To develop and produce strategy</p> <p>To implement agreed strategy</p> <p>To align with service line reporting</p>	<p>As above</p> <p>Resources to be identified as part of evolution of strategy</p>	<p>Sept 2008</p> <p>April 2009</p>
<p>Business Development in response to Framework for London and local Primary Care strategies)</p>	<p>Awarded tenders for models of care outside of hospital where aligned with hospital strategy</p>	<p>Clinical engagement across Primary and Secondary Care</p> <p>Model for urgent care agreed</p> <p>Model for 'polyclinic' development agreed</p>	<p>As above</p>	<p>In response to timings of tenders</p>