

Our Strategy: 2024 – 2029

Our approach

Our Vision: People shaping their health and care.

Our Mission: We advocate for more equitable and person-centred health and care, shaped by the people who use and need it the most.

We do this by:

Understanding and advocating for what matters to people especially those living with health conditions and groups who experience inequalities.

Finding common cause across communities and conditions by working with member charities and those they support.

Connecting and convening charities, decision makers and citizens to work together to change health and care for the better.

Our priority areas

We worked with our member charities, Lived Experience Partners and key stakeholders to identify three interconnected strategic priorities.



End unequal access – By addressing the barriers experienced by those facing the worst outcomes, we will find solutions that improve care for all.



Transfer power to people and communities

– As a leader in co-production, we will help communities to work with system leaders at national and neighbourhood level to make big decisions together. This will maximise the skills and capabilities of patients, ensuring care is truly person-centred.



Shift the measures of success – By campaigning for better patient experience and outcomes metrics, we can ensure that what matters to people becomes the key measure of success for the NHS.

Strategic shifts

These are the big strategic shifts we expect to see as a result of our work:



Health and care leaders will increasingly consider the people who aren't accessing care. They will be equipped with the skills to ask why, and will routinely involve missing communities in designing the solutions.



We will have effectively democratised decision making in health and care, with individuals offered meaningful choice and control over the support they receive.



The measures of patient experience and outcomes will sit side-by-side in terms of importance with productivity measures and financial reporting. Politicians and the media will be routinely questioning and reporting on how well the NHS is meeting patient needs.