

## **Business Strategy**

Our primary goal is to become a Market leader in the NEPTS industry and have defined our strategy focused on our unrivalled experience and the empowerment of employee's and clients alike

Our Core Values are a simple but effective blueprint to allowing us to develop new capabilities and evolve our operating model. This has transformed our organisation and allowed the company to grow exponentially now transporting more than 400,000 patients annually.

## Our Values are:

- Openness
- Honesty
- Patient Centred Services
- Safety
- Equality
- Inclusiveness

Our Aim is to provide a safe and caring service to our patients and clients responding to the needs of each individual while maintaining a professional and efficient service.

## We achieve this by;

- Planning
- Procedures and processes
- Checking and monitoring
- Feedback
- Review
- Change

We have set ourselves goals to achieve our Aims

## Our goals are clear;

- To provide a safe and caring service
- To promote openness and honesty
- To support our staff
- To provide training and opportunity within our work force
- To promote from within
- To continually raise standards
- To learn from our mistakes

To achieve our goals the corporate team have made a commitment to;

- Invest in our values
- Invest in our People in terms of time, effort and financially



- Invest in our infrastructure latest available technologies and by supporting innovations
- Invest in our equipment
- Invest in our growth and development
- Invest in our patients

As an independent company we are acutely aware of the need to ensure a robust fiscal policy within our business strategy. This is achieved by adopting efficiencies and innovations with our daily processes however what has become clear is the more we invest in our people and practises the more robust our fiscal policy becomes through efficient and productive teams providing the service we are proud of.

By supporting our staff, by training our staff and encouraging our staff to buy into the values of the business we are confident our business model will flourish and grow.

Brian Wren Chief Executive Officer