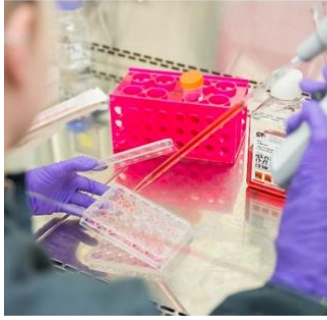


# Strategic Shifts



## A System Leader

Historically, NHSBT has positioned itself as a stand alone ALB, providing products and services to the NHS. It has done so effectively, but as a national provider operating in a federated system of local hospitals, we have a responsibility to step up and take a more proactive role in identifying and driving improvements across the system, as well as identifying opportunities where we can benefit from closer working relationships. Whilst we do not always have the hard levers to drive change, we have untapped convening power (to bring players together) and valuable data about variation in practice and outcomes which we can and should use to optimise the system and improve patient care.

## Proactive & Clinically Responsive

As patient needs and clinical practice evolve, so too does the demand for our products and services. At times, we have found ourselves on the back foot, reacting to changes rather than anticipating and planning for them effectively. Looking forward, we aim to become more proactive and clinically responsive by reacting quickly to signals and working across our supply chain to manage short fluctuations and longer term structural changes in demand. The need to be proactive extends to other aspects of our work, where we must all aim to take responsibility to be the change we want to see rather than waiting for or expecting someone else to take the lead.



## Modern & Agile

There is a perception, if not a reality, that it takes a long time to get things done in (some parts of) NHSBT, and that there is an opportunity to adopt more modern tools and practices, without sacrificing our commitment to quality and safety. We aspire to be – and be seen to be – a modern organisation that embraces innovation and new technology, and is able to act quickly in response to new requirements and opportunities

## Top Choice for Talent

Despite the important, life saving work we do, NHSBT suffers at times from being relatively unknown as an employer. By assuming a more visible role across the NHS and promoting our commitment to diversity and inclusion, we want to be recognised as a great place to work and, thus, a destination of choice for top talent. We will create career paths for each of our professions and work to identify and nurture talent at every stage of people's careers.

