

Our mission is to save and improve lives.

As a national provider of specialist products and services, operating in a system of local providers, NHSBT has a responsibility to provide proactive system leadership to optimise resources, improve clinical outcomes and reduce health inequalities.

To save and improve *even more* lives, we have adopted four corporate strategic pillars to shape our priorities in 2021/22:



Diversify and strengthen our donor base

Our priorities for 2021/22:

- Reduce the Ro Kell Neg gap in blood donation
- Improve our donors' experience by upgrading our digital services
- Grow the foundation of a new plasma donor base.



Modernise and extend our established services

Our priorities for 2021/22:

- Modernise supply chains to protect and sustain a safe supply of blood
- Increase organ donors and transplants through opt-out and utilisation
- Modernise our Pathology Services.



Develop and grow new and high-potential services

Our priorities for 2021/22:

- Build capacity in the UK cellular therapies supply chain
- Expand our tissue and eye service offering to patients
- Support the Government ambition for a domestic supply of plasma for medicines.



Make NHSBT a great place to work for everyone

Our priorities for 2021/22:

- Increase diversity and inclusion amongst our workforce at all levels
- Improve employee experience
- Support post-pandemic recovery across NHSBT.

These build on our core foundations of:

Resilience of Supply

High Quality and Safe Products

Operational Excellence

Providing Value to the UK Health Sector