

Having a great brand helps our people and our customers to become emotionally attached to us and be very positive about what we do. It is an essential part of achieving our ambitions. We must become valued and admired by our people and our consumers. To do this, our brand must present a boldly different view of Nuffield and set out a compelling vision that joins up everything we do. Building a great brand starts with defining a number of key elements. These are ours:

**OUR CORE PURPOSE**  
WHY WE EXIST & AT THE  
HEART OF ALL WE DO

***To champion health as it should be***

**OUR VISION**  
WHAT WE AIM TO ACHIEVE  
AT THE HIGHEST LEVEL OVER  
THE LONGER TERM

***To positively transform the attitudes,  
behaviours & experiences that will make  
health as it should be an easier, active and  
integral part of our everyday lives***

**OUR MISSION**  
HOW WE ARE GOING TO  
PURSUE OUR CORE PURPOSE  
& FULFIL OUR VISION

***To become recognised and valued as the  
UK's leading health charity by consumers,  
patients and professionals by creating and  
delivering services for health as it should be***

**OUR VALUES**  
HOW WE WILL NAVIGATE  
AS AN ORGANISATION

***Passionate & Caring / Independent & Enterprising***

**OUR BELIEFS**  
HOW WE GUIDE & SHAPE  
OUR BEHAVIOUR AS PEOPLE,  
AS AN ORGANISATION  
& AS A BRAND

**We believe** in empowering people to take control, consumer choice, openness & transparency

**We will always** do the right thing, put the needs of consumers first, strive to be the best we can be

**We will never** put commercial gain before clinical need, deliberately mislead, stop challenging the status quo. engage in 'quackery'

**OUR BRAND IDEA**  
THE JOINED UP IDEAS AT  
THE HEART OF OUR BRAND

**For Wellbeing: *Inspiring Healthstyle***

*But one brand, unified under a single purpose*

**For Clinical Care: *Inspiring Health***

***Something for everyone***

