

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

