

# OUR STRATEGY 2025-30 PLAN ON A PAGE

NHS

East of England  
Ambulance Service  
NHS Trust



## Our purpose

We care for **our patients, our communities** and **each other**, making every minute count to save lives and improve outcomes for patients

## Our vision

Everyone in the east of England will have **high-quality, urgent** and **emergency care**, with providers of health and care services across the region working in partnership with EEAST to make this happen



What this  
means  
for you

## What we will achieve



**Patient Mission** To provide **high-quality, urgent** and **emergency care** that is fair, responsive and focused on patient need.



**People Mission** To provide a **supportive, inclusive** and **empowering** environment for our people that supports individual and organisational performance.



**Partnership Mission** To connect patients to the **best care**, at the **right time, first time, every time**, through working with our partners.



**Productivity Mission** To be an **innovative, efficient** and **sustainable** healthcare partner, to meet the needs of our communities within the resources available to us.



## Our patients

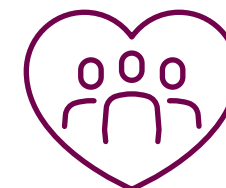
You can expect:

- ✓ **Quicker** emergency responses
- ✓ **Right care, first time, every time**
- ✓ **Improved** confidence in services

## Our people – staff and volunteers

You can expect:

- ✓ **To do** what you were trained to do
- ✓ **Better** performance
- ✓ Feeling that **EEAST cares for you**



## Our partners – providers and commissioners

You can expect:

- ✓ **More effective** collaboration
- ✓ **Better data** for decision-making
- ✓ **Shared** system priorities

How we  
will work:  
Our values



Accountable



Respectful



Excellent

#WeAre  
EEAST

