Birmingham East and North NHS
Primary Care Trust

Looking forward
Working to deliver an efficient and effective health service

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Chief Operating Officer

BEN PCT

creating a healthier future

- Efficient NHS
- Effective NHS
- One Practical Example

Efficient

- NHS free at the point of use
- Sound Investment (Things that work)
- Paradigm shift to prevention
- Investment based on need (Population or individual?)
- Addressing what is important (helping people to help themselves)

Effective

- High quality and its safe
- Increased self-care / self management
- Public understand we stop doing things as well start
- Measure and demonstrate real outcomes
- And we do ask the question “how do you feel now”