

Vision and Strategy

A summary



Foreword

January 2010

This strategy document defines our long-term direction and sets the broad framework for our planning processes.

Our strategic overview was developed through planning sessions with both the Board of Directors and senior management of Access. The emphasis reflects changes in the New Zealand health sector, and the actions required to build on Access' progress in developing a nationwide home-based healthcare organisation that helps people to live safely and independently in their communities.

On behalf of Access we are pleased to share this document with all stakeholders as we continually pursue our vision of creating wellbeing.



E Douglas Langford CNZM
Chairman



Graeme Titcombe
Chief Executive Officer

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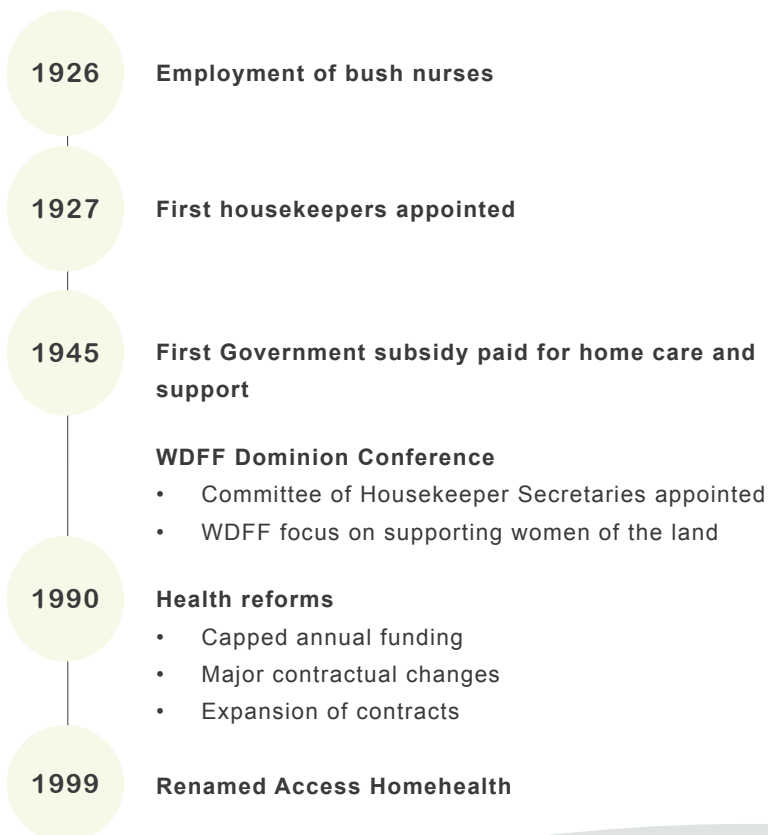


1. Our Heritage

Access has been supporting New Zealanders since 1927 when the ‘bush nurses’ provided homecare services as part of the Women’s Division of Federated Farmers (Wdff). In those days much of New Zealand was rural and our founders’ vision was to bring quality home-based care to all parts of the country. Wdff has since become Rural Women New Zealand (RWNZ) and the homecare service they pioneered has grown into Access.

Today, Access remains owned by RWNZ and sits at the forefront of the home and community health sector. While we have expanded, and our model of care has developed since the early days – innovation being integral to our service – we continue to celebrate the legacy of our founders and embrace their ideals of caring, service, strength, loyalty, perseverance and equality. We believe, just as the bush nurses believed in the 1920s, that all people have a right to access quality home care and support services.

Access Timeline



2. Our Purpose

The owners' purpose for creating Access and for remaining in business is:

“to provide an integrated quality care service, in association with other health professionals, to all parts of New Zealand”.

Our Goals

- To remain committed to the ideal of providing appropriate professional quality care, above all other goals.
- To be the preferred home support provider in New Zealand.
- To be the leading home support provider in all parts of New Zealand, both metropolitan and rural.
- To retain our commitment to the rural community in the delivery of appropriate health support services, irrespective of distance and geography.
- To be an integrated managed care provider, in association with other health professionals.
- To provide an acceptable return on investment for utilisation in the charitable objectives of Rural Women New Zealand.

3. Mission and Beliefs

Our mission is to assist people to participate meaningfully and with dignity in their communities, by delivering a service that maximises self care, using a client-centred and partnership approach.

Our Beliefs

Access believes that all people, including rural families, have a right to fair and equitable access to quality home care and support services. We are committed to:

- valuing life in all its phases
- recognising a special relationship with Māori under the Treaty of Waitangi
- recognising that service users and their families/whānau have the right to make choices and decisions in situations that affect their present and future well-being
- recognising that the needs, values and beliefs of different cultural, religious, social and ethnic groups, especially Māori and Pacific Island peoples, must be respected in the planning and delivery of services
- creating services that are flexible and responsive to the needs of the service users who choose to remain within their own homes
- engaging in co-operative efforts within the community as well as with other healthcare providers
- providing equal opportunities to all who have the potential to succeed in our organisation
- providing high quality management marked by open, transparent, responsive and accountable clinical and administrative policies, practices and services.

4. Vision and Core Values

Our vision and core values are reflected in everything we do – from strategic planning to day-to-day caring.

Vision

The vision for Access is: “Creating Wellbeing”

Core Values:

Service

Result: Safe

Definition:

- **Effectiveness:** We aim to provide the highest standard of support by ensuring that through continuous professional development we all have the most up-to-date and appropriate skills and knowledge to do our jobs effectively.
- **Leadership and Partnership:** Lead through vision, inspiration and collaboration to ensure that all who have a stake in our organisation work together to achieve our goals.
- **Professionalism:** Endeavour to be open and honest and respect confidentiality as well as behave with integrity at all times.

Professionalism

Result: Sound

Definition:

- **Efficiency:** Spend money wisely and ensure that the support we provide is both cost effective and value for money.
- **Excellence:** Aim to achieve the best outcome for our service users by delivering up-to-date evidence-based support that is agreed in partnership with service users and families.

Enterprise

Result: Supportive

Definition:

- **Equality and Diversity:** Recognise individuality and respect differences, needs and choices by talking with, listening and responding appropriately to everyone who comes into contact with us.
- **Flexibility and Responsiveness:** Write our policies with patients, service users, families and staff in mind, and try not to let our policies and procedures reduce our flexibility or responsiveness.
- **Communication:** Ensure that people have access to information that is relevant, timely and easy to understand, and do our best to make sure that where possible, people are not asked for the same information more than once.
- **Courtesy and Dignity:** Treat people with courtesy and dignity by listening, and checking whether we are doing things the best way or if things could be done any differently.

5. Strategic Themes

The following themes guide us as we develop our organisation and our services.

- Advance our geographical coverage and scope of services throughout New Zealand.
- Substantially increase our performance in building external relationships, demonstrating the organisation's commitment to innovation, quality and performance.
- Be innovative and flexible in our efforts to develop services that meet community needs.
- Continue to pursue excellence in training, providing staff with an opportunity to develop to meet a changing environment.
- Place greater emphasis on the development of productive and mutually supportive relationships with Māori which fulfil our obligations under the Treaty of Waitangi and promote Māori presence and participation in all aspects of our service.
- Significantly enhance engagement with our communities, ensuring that Access is a valued contributor to, and participant in, the life of the nation.
- Be innovative and flexible in our efforts to recruit and retain the best staff, creating an environment where excellent people thrive.
- Continue to pursue technology solutions, both as an aid in the delivery of services and in supporting our delivery structures.
- Remain focused on resourcing and organising for quality, protecting the organisation's long-term viability and autonomy, and ensuring that financial and management practices support the organisation's mission and values.
- Participate in the building of strong communities, including rural communities.
- Provide home and community healthcare and support services to extend and maximise individual capacity for independent and fulfilled living.
- Co-ordinate and partner with other organisations to deliver optimal and holistic outcomes.
- Maintain a vibrant, growing and sustainable organisation that provides its people with an opportunity to add value to the lives of others, directly and indirectly.

6. Strategic Priorities

Four strategic priorities are driving our initiatives in the current planning period.

- 1 Advance our geographical coverage and scope of services throughout New Zealand.** We will seek to expand our services into geographic areas not currently covered by our core activities. We will also seek to expand our services to increase and diversify our revenue.
- 2 Develop effective partnerships with organisations with shared aims.** There is an opportunity to better utilise our investment in systems, training, quality and skilled people through collaboration with the wider sector. We will expand our work with funders, other health providers and community organisations to better utilise this investment for the benefit of clients.
- 3 Improve the responsiveness of our service by improving our relationships with all of our stakeholders.** We will improve responsiveness based on the following principles which constitute our brand values.

‘We Connect’

The personal connection that is inherent in our business drives us to make a big difference to the lives of everyday New Zealanders. We help customers to interact with their family, whānau, friends and community. We are active within New Zealand communities. We listen and we hear.

‘We Customise’

We provide innovative quality care that recognises and is personalised to the individual. We always offer the best solution in a simple and forward-thinking way, supported by the latest technology and management systems, to help people live safely and independently in their communities.

‘We Care’

We truly care about our customers, their family and their community. We know our customers as people and we understand their individual needs. We put the customer first in all situations while encouraging and respecting their needs in all instances.

- 4 Continue to develop and maintain an infrastructure that supports quality delivery of services.** We will continue to pursue excellence in IT systems, staff training, quality systems and sound financial management.



Access provides home healthcare services across nearly every region of New Zealand. These regions and the offices that service them are detailed below:

Northland and Bay of Islands • Whangarei

Waikato and Coromandel • Hamilton

Bay of Plenty and Eastland • Tauranga

Lake Taupo and Rotorua • Rotorua

Taranaki • New Plymouth

Whanganui, Ruapehu and Rangitikei • Wanganui

Manawatu • Palmerston North

Wairarapa • Masterton

Horowhenua • Levin

Kapiti • Paraparaumu

Wellington • Porirua, Lower Hutt and Wellington

Nelson and Marlborough • Nelson


West Coast • Greymouth

Canterbury • Christchurch, Ashburton and Timaru

Otago and Central Otago • Dunedin

Southland and Fiordland • Invercargill



 Regions serviced by Access

Contact Us

- 0800 AT HOME
- www.access.org.nz



Aged & Disability Support
Restorative & Goals-based Support
Long-term Condition Management
Rehabilitation Services
Clinical & Recovery Services
In-home Respite Care
Hospital & Home Support Staff