Worcestershire Health and Care NHS Trust quality aims is an innovative large scale project that embeds quality improvement and innovation into day to day activities by empowering Quality Improvement Champions (QICs) to do this. QICS are from a range of disciplines and grades across the organisation and each have a quality improvement initiative that is supported by the team, ensuring the quality aims are integrated into day to day activities. QICs ensure the development of a culture of care, team working, improvement and innovation which align to the organisational values, Courageous, Ambitious, Responsive, Empowering and Supportive.

The Trust continues to support and empower staff by giving them the tools to act on their improvement ideas and connect quality improvement into day to day activity, celebrating success and also involving patients and carers including external stakeholders in this work. If you want to find out more please contact:

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