



VISION & STRATEGY STATEMENT

Policy Number	
Date Ratified	Aug 2025
Review Date	Every year
Policy Author	Dr Jajawi

Amendment No.	Comments	Completed By	Date
Ver 1.0			Aug 2025

Our Vision

At Dr J & Colleagues, our vision is to be a trusted and leading provider of mental health services in the UK, recognised for delivering compassionate, patient-centred care that empowers individuals to live healthier, more fulfilling lives. We strive to set the standard for excellence in both NHS and private mental health provision, combining clinical expertise with innovation and integrity.

Our Mission

We are dedicated to providing accessible, safe, and effective mental health services for patients across diverse communities. Through personalised assessments, evidence-based treatment, and collaborative care, we put the needs and wellbeing of patients at the heart of everything we do.

Our Values

- **Patient First** – Every decision we make prioritises the dignity, safety, and recovery of our patients.
- **Excellence** – We deliver the highest standards of clinical practice, governance, and continuous improvement.
- **Compassion** – We treat every patient with empathy, respect, and understanding.



- **Collaboration** – We work closely with patients, families, NHS partners, and stakeholders to deliver joined-up care.
- **Innovation** – We embrace technology and research to improve outcomes and access to mental health services.

Our Strategic Priorities

- **Outstanding Patient Care** – Deliver safe, timely, and effective care for all patients, whether privately funded or referred via the NHS.
- **Accessibility and Equity** – Ensure fair access to high-quality mental health support through the option of either remote or face-to-face appointments for all patients.
- **Workforce Excellence** – Invest in and support our clinicians and staff, fostering a culture of wellbeing, development, and accountability.
- **Partnerships with the NHS** – Strengthen collaboration with ICBs and other providers to reduce waiting times and ensure continuity of care.
- **Innovation and Data** – Use digital tools, patient feedback, and data insights to refine services and drive continuous improvement.
- **Sustainability and Growth** – Build a financially sustainable model that allows us to reinvest in patient care, expand services, and ensure long-term resilience.

Looking Ahead

Through our patient-centred approach, commitment to quality, and collaborative partnerships, Dr J & Colleagues aims to transform mental health services into a system where every patient feels supported, heard, and empowered. Our strategy ensures that we not only meet today's needs but also anticipate tomorrow's challenges, shaping a future where mental health care is accessible, innovative, and truly centred around the individual.