

Binscombe Medical Centre

Our Values – A Covenant and not a Contract

At Binscombe we believe that our relationship with our patients is based on a covenant – a promise to do our very best for them when they seek our help. This promise goes beyond the sort of contract a business would have with its customers, since it does not cease when a health problem comes to an end, but involves a commitment to the whole of our patients' lives, accompanying them through both highs and the lows and helping them to navigate their own unique health journey.

In practice, this relationship means:

- Practising truly patient-centred care where what is important to the patient is fundamental to any decision making.
- Regarding our patients with unconditional positive regard and not judging them.
- Seeing each patient as a whole person and taking an interest in their unique story.
- Treating all patients fairly, and without discrimination or prejudice.
- Recognising that the doctor-patient relationship works best as a partnership built on mutual respect, understanding and kindness.
- Recognising that a caring doctor may at times have to challenge and confront as well as listen and support.
- Being as responsive as possible to the needs of our patients despite having to operate within the limits of finite resources.
- Maintaining a welcoming, clean and safe environment within the practice in which to practice high quality clinical care.
- All clinical staff showing commitment to staying up to date with medical developments, including an enthusiastic participation in annual appraisals and revalidation.
- Acting with honesty and integrity at all times and showing commitment to sound ethical principles.
- Recognising that sometimes we get things wrong and, when this happens, being quick to apologise, make corrections where we can and learn from our mistakes.
- Being committed to the care of all our staff, as we believe this is both inherently right and the best way to ensure excellent patient care at all levels within the practice.
- Creating an environment where all staff have a sense of ownership in these values and the opportunity to help shape them.
- Living out an enthusiasm for the future of General Practice that is always on the lookout for innovative ideas to improve the practice and a willingness to work with the wider health community for the sake of our patients.

We may not always be able to achieve these ideals, and we hope our patients will be understanding when we fall short, but we believe that aspiring to such values will help us to maintain the true spirit of General Practice.