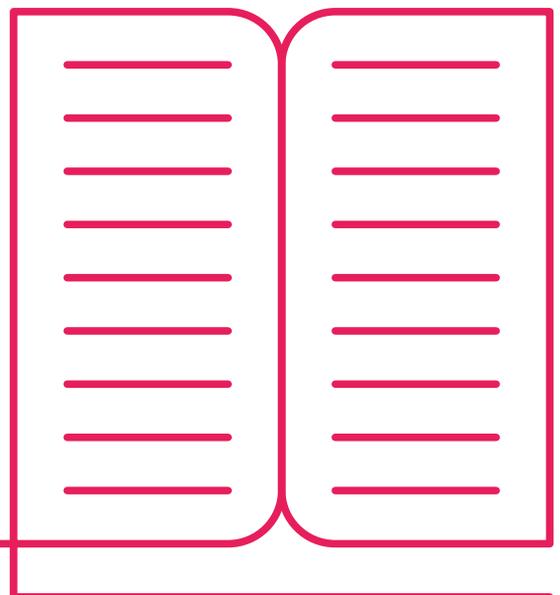


Strategic aims and objectives



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Our over-arching ambition

To be clearly recognised by all key stakeholders as the leading voice of the medical profession across the UK on cross-specialty matters relating to education, training and improving healthcare for patients.

This means:

- Coordinating the views of the Medical Royal Colleges on cross-speciality issues and representing those views to either the key external stakeholders or to Medical Royal Colleges to support their own work
- Ensuring that the Academy's views and priorities are informed by patient perspectives

Our strategic objectives

a) To provide the highest level of advice and influence on medical education, training and the improvement of healthcare for the benefit of patients.

We will do this by:

- Ensuring that the Academy is recognised as the voice of doctors - not for doctors own interests, but in support of the highest standards of patient care
- Taking a leading role in the early identification of issues of concern to patients and the profession
- Supporting the role of doctors as leaders in developing, managing and delivering services

b) Be of value and relevant to the needs of our internal and external stakeholders

We will do this by:

- Taking a UK wide perspective on policy issues in general and in response to specific issues
- Actively promoting collaborative working between Colleges and Faculties
- Actively engaging with Governments and other appropriate external organisations
- Working with representatives of other clinical professions as appropriate
- Ensuring we do more of what adds value and cutting what doesn't

c) Ensure good governance and financial stability

We will do this by:

- Actively seeking alternative and additional sources of income, provided they are in line with the organisation's values and objectives
- Continuing to ensure that the Academy's expenditure remains in line with the income it generates
- Regularly reviewing governance and organisational arrangements to ensure they reflect best practice and can meet challenges as they emerge.