

OUR STRATEGY AND PURPOSE

The BTS Board of Trustees (“the Board”) undertook a review of strategy in early June 2020, after the first wave of the COVID-19 pandemic had been experienced. While the NHS England Long Term Plan and similar initiatives in other parts of the UK has been put on hold temporarily, the contribution of respiratory professionals across the whole pathway of care for people with COVID-19 has highlighted the importance of the specialty and the leadership and nimble response shown by respiratory health professionals which bodes well for future re-setting and delivery of services. Our strategy reflects this leadership role.

Our Vision

Better lung health for all

Our Mission

- We champion excellence in the diagnosis, treatment and care of people with lung disease and support those delivering it
- We seek to influence national & local policy and services to help reduce the health & economic burden of lung disease
- We strive to work in effective partnership with individuals and organisations across the NHS and beyond who share our vision.

Our Objectives

- To bring together more effectively the patient and professional voice at the centre of our structures and activities
- To increase the development and improve the dissemination of effective educational, clinical guidance and improvement resources to deliver world-class patient care by current and future respiratory healthcare professionals and others
- Working in partnership with others, to ensure that there are sufficient numbers of well-equipped and supported professionals across the respiratory workforce to deliver safe, effective and integrated care
- To seek to increase the investment of national and local NHS resources to deliver better outcomes for patients with respiratory disease
- To continue work to ensure that a comprehensive tobacco strategy is funded and delivered across UK to reduce the multiple harms caused by tobacco, including strong measures to deliver a truly smoke-free NHS that actively promotes smoking cessation
- To continue to work towards the co-creation and delivery with all national governments in the UK of a unified voice and a long term ‘strategy for change’ for the public and patients, respiratory health professionals, and other stakeholders

The following areas will receive priority in the coming year:

- **Workforce** – it is now even more important than ever to ensure there are sufficient numbers of well-trained staff to provide respiratory services across the entire service. This will include the non-medical workforce and ensuring capacity exists for respiratory research, as well as continuing to provide acknowledged leadership in service development and delivery in a rapidly evolving NHS environment. We see our role very clearly in facilitating respiratory care delivery in a COVID-19 world.

- **Integrated care** is undoubtedly the future of provision of care in the future. BTS was in the forefront of developing models of integrated care stretching back as far as the IMPRESS project 10 years ago, and we will continue to forge partnerships to develop effective models of care further.
- **Improving Quality by Practical Example**— making sure that the Society’s focus on “improving the care of people with respiratory disease” is underpinned by development of BTS Quality Improvement (QI) tools, effective and integrated work across all Committees and activities, in liaison with other stakeholders and, crucially, patients and the public.
- Improved communications and partnership working will help BTS to achieve a higher profile for our work and our campaigns, and to influence policy.

Several over-arching themes will continue to influence the thinking of Trustees.

- **Reducing Tobacco dependency**
- **Sustainability**
- **Public and Patient involvement.**
- **Reflecting diversity**
- **Health Inequalities**
- **Digital Respiratory**
- **A continuing UK focus**

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