

Strategy 2023-2027

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Introduction

We are pleased to share The Pituitary Foundation's strategy for 2023 – 2027. This strategy will guide our work in a post pandemic landscape and against a backdrop of unprecedented challenges facing the NHS. We know that our services provide vital support for thousands of people each year. Our commitment to supporting everyone affected by Pituitary conditions remains unchanged, and this vision renews our resolve to achieving our ambition.

Our team of committed staff and volunteers will work to achieve our goals, recognizing that we will need to be agile to adapt and innovate to find the best ways of delivering our vision and fulfilling our remit.

Tom Sumpster

Chair

Our vision

Our vision is that all people with pituitary conditions can **live well, now and in the future.**

Our mission

The way in which we achieve our vision

We work with everyone with a pituitary condition, their support networks and healthcare professionals to raise pituitary awareness and reduce time to diagnosis.

We empower patients to navigate the UK healthcare system and obtain the best clinical outcomes possible, and provide support to enable everyone with a pituitary condition to live as well as possible.

Our values

How we act

We are **welcoming**

We are **caring**

We are **empowering**

We are **trustworthy**

We are **collaborative**

Our objectives

The practical steps we will take to achieve our vision

1

We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness



2

We will empower every patient to receive the best care available to them, now and in the future



3

We will support all people with pituitary conditions to live well



4

We will ensure The Foundation is robust and sustainable



Objective one



We will work to reduce the time it takes to be diagnosed with a pituitary condition by increasing awareness

It can take in excess of seven years to be diagnosed with a pituitary condition, a period which is distressing for people with conditions and their support networks.

Through the pursuit of this strategy, we want to see the time taken to diagnosis to halve. As with many uncommon conditions, raising awareness is the key to this.

We have three focus areas to achieve this objective;

- 1.1 Raise awareness within Endocrinology specialists
- 1.2 Raise awareness in primary care
- 1.3 Raise the general public's awareness

Objective two



We will empower every patient to receive the best care available to them, now and in the future

Our resources are well received, and the information is of excellent quality. However we recognize we need to refresh the presentation of our resources, both online and in print to ensure they reach as widely as possible.

The health landscape is changing dramatically- there are opportunities in digital, in deploying new technologies and through pharmaceutical innovations. However the ongoing challenges faced by the NHS and a rise in mental health mean we need to support patients in different ways, as well as looking to the future. It is imperative that patients' voices are at the heart of this, and we will work to ensure that experiences are heard and responded to.

We have three focus areas to achieve this objective;

- 2.1** Offer support and education to everyone impacted by pituitary conditions
- 2.2** Advocate for best medical care possible in the NHS for everyone with pituitary conditions
- 2.3** Champion valuable patient centred investment in the future of pituitary care

Objective three



We will support all people with pituitary conditions to live well

There are over 70,000 patients diagnosed with a pituitary condition in the UK. Our services and resources can be an invaluable support to everyone affected by pituitary conditions, and we want to make sure that we are accessible to everyone, especially patients who don't currently use our service. One particular area we can amplify is our support for paediatric patients.

Pituitary conditions are often lifelong, and we recognise that the support we offer at difficult times of a patient's journey can be complemented with wider conversations about living in the best way possible with conditions. We will expand our support to this area, particularly focussing on signposting psychological support which is a growing need.

We have three focus areas to achieve this objective;

- 3.1** Increase the accessibility and inclusivity of support and services
- 3.2** Provide lifestyle support to people with pituitary conditions
- 3.3** Seek to ensure Psychological Support and broader wellbeing advice is available to everyone impacted by a pituitary condition

Objective four



We will ensure The Foundation is robust and sustainable

The sustainability and growth of the foundation is fundamental to our being able to support patients now and in the future. Great people, rigorous governance and an inclusive approach are the building blocks for this.

We have three focus areas to achieve this objective;

- 4.1 Ensure we have the right resources to deliver our strategy
- 4.2 Ensure our financial resources match our ambition
- 4.3 Work sustainably



Contact information

If you have any questions about this strategy, please
contact our CEO, Emma on: emma@pituitary.org.uk

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