



BÓRD SLÁINTE
AN MHÉAN-IARTHAIR

Aa soothrú ar son sláinte agus leas ár phobail.



MID-WESTERN HEALTH BOARD

The new identity for the Mid-Western Health Board is purposely designed in a symbolic style. This is to accommodate several meanings and messages.

In the main the symbols represent people within the community. These "people" have been illustrated in differing sizes to enable the community to identify with the different ages and genders. They are intended to be non-specific. They are protected by a celtic shield which represents the services offered by the Health Board.

The "people" symbols also represent the employees of the board working together in partnership with the community.

The design compatibility linking the shield and "people" symbols is intended to convey interaction and mutuality in purpose and actions.

Colour is a very important element of the logo. The "sea blue" represent life and health. The "earth yellow" is warm inviting and friendly. The type style chosen is informal and balances the logo.

Our values are represented in the commitment inherent in our motto: "Working for the health and well-being of our community."

The Board as a corporate entity has now entered its 29th year and is approaching the new millennium.

This is a time for reflection and renewal. The image of the Health Board is symbolically represented by its new logo as protector of the health and well-being of the Mid-West community of people. This role can be realised through the integrated action of all internal and external providers and agencies. Our collective aim is to refocus the organisation to a values and outcomes orientation. This is the necessary ethical bonding to create unity and cohesion in a diverse and wide-ranging system of service provision. Irrespective of discipline, location or service type, we wish to be uniformly recognised as a patient/client centred and population focused health and personal social services organisation.

Our current **change** project seeks to:

- create a more flexible and responsive service by empowering local service units to take responsibility, within agreed parameters, to deliver appropriate programmes of care.
- generate capacity, capability and competences for innovation and best practice.
- establish a culture which recognises the contribution of learning and knowledge management by the involvement and participation of stakeholders in service design and continuous improvement processes.

Progress, in moving from symbolic actions to real change, is demonstrable through real initiatives. They include the present restructuring process, the work of the Corporate Projects Unit, e.g. F.O.I., and the establishment of the Customer Service and Communications Unit. The real emphasis is on working together for better practice and service delivery for our community of people in the Mid-West.



Stiofan deBúrca
Príomh Oifigeach Feidhmeacháin
Deireadh Fomhair 1998

We believe that all **people in our community** deserve a high quality health and personal social service which will enable them to enjoy a good standard of health and well-being in their lives. Our goals are to secure measurable health gain and social gain for individuals and communities.

We commit ourselves to becoming a **learning organisation** and to sustaining an environment which will allow the organisation and each member of the organisation to continuously learn, adapt and develop in response to the changing needs, direction and linkages of the health services.

We recognise that the provision of a high quality service is dependent on the commitment of the people entrusted with it's delivery.

Consequently we commit ourselves to creating and sustaining an ethos which **values our staff** and which facilitates their personal development dedication and commitment in a learning environment.

We accept that this Health Board's commitment to **continuous quality improvement** will enable us to achieve our quality goals for our community and staff.

Purpose and Values

PURPOSE

1. The Mid-Western Health Board exists to secure improvement in the health (health gain) and well-being (social gain) for the population of it's area.
2. The Board commits itself to a local population focused service which places priority on primary health care as the essential core of service delivery to individuals and local communities.
3. The Board is committed, through it's people and associates, to continuous quality improvement in providing care and support to its service users.

VALUES

The over arching values which sustain and drive our desire for improved performance are Trust, Respect and Mutual Obligation. These are underpinned by the following service principles:

Equity – persons with identical needs should receive the same standard of treatment and care, regardless of where they live, where they are treated, what their incomes are or what their political or religious beliefs may be.

Accessibility – everyone should have ready access to the services they need, when they need them. In particular our services should be equally accessible to both public and private patients.

Effectiveness – each patient should get the best possible outcome from his or her treatment and care.

Efficiency – services should be organised and delivered in a way that gives best value for money. The aim of our services should be to treat illness at the most appropriate level in our delivery system.

Appropriateness – should meet local needs, avoid developing unnecessary dependency on services or institutions and be flexible enough to cope with the need to change.

Responsiveness – reflect the needs and entitlements of users.

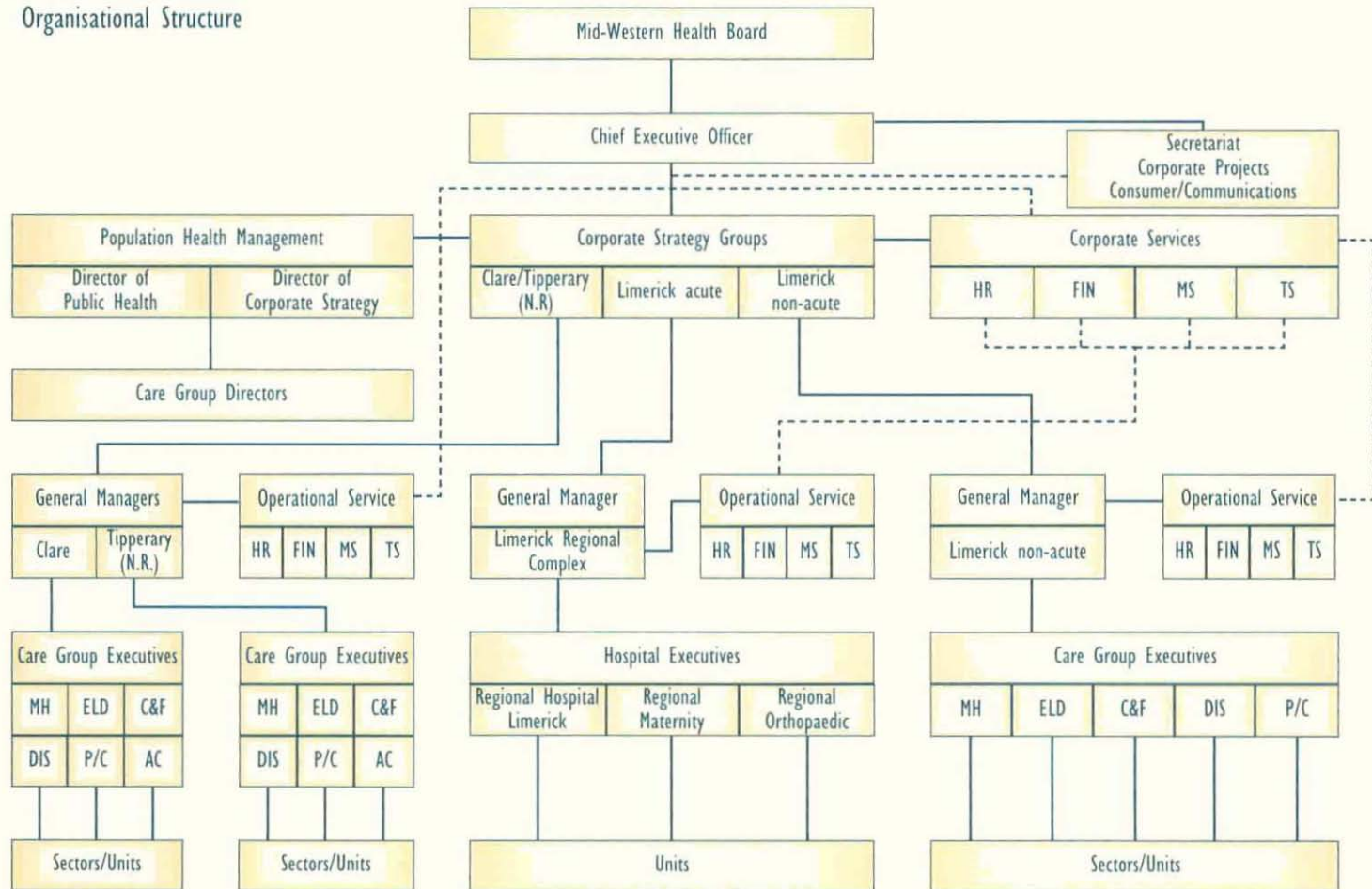
Dignity – reflect the standards of courtesy, confidentiality and respect for the privacy and dignity of the individual that society expects of the caring services.

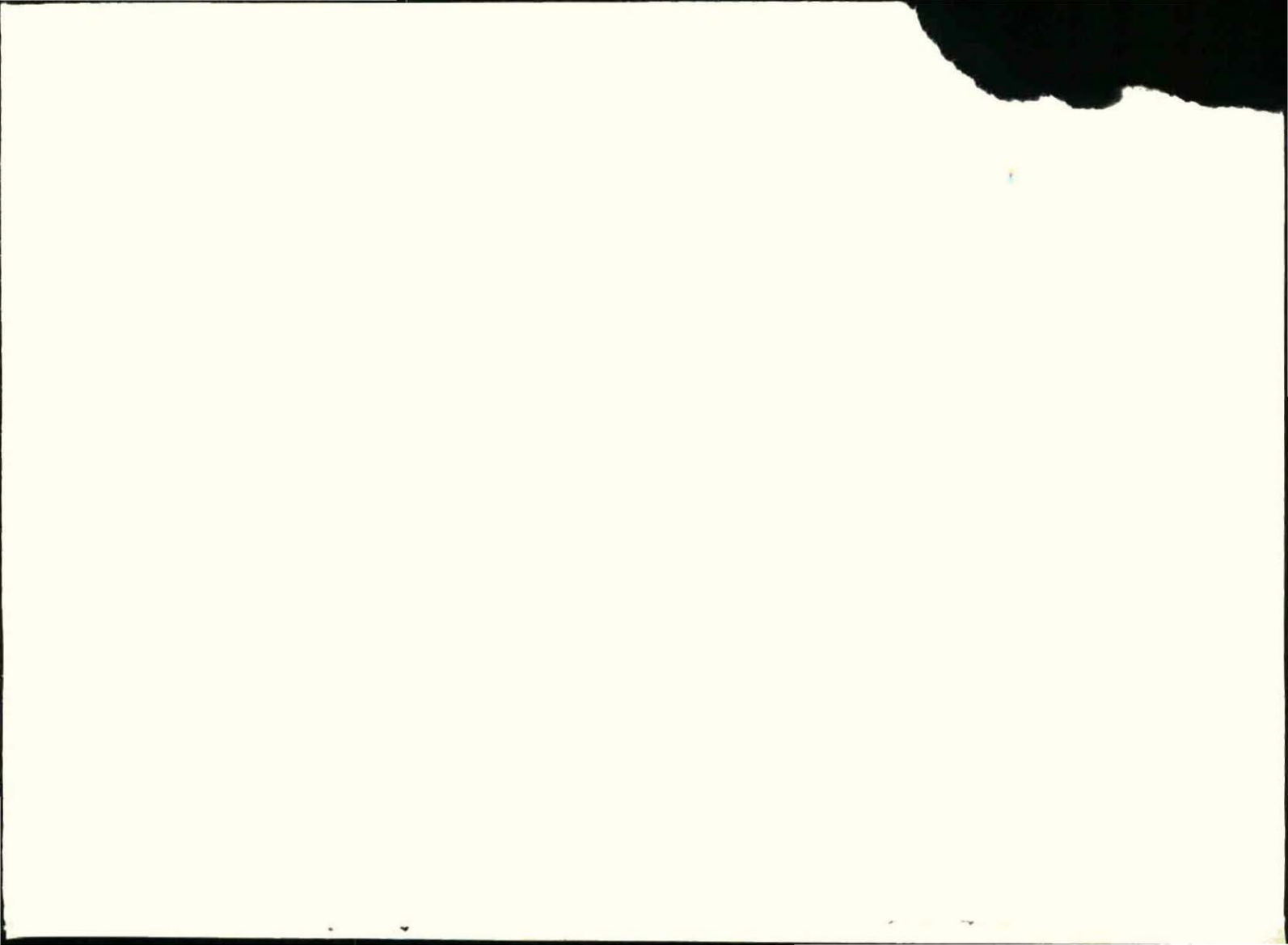
Farsightedness – by identifying and pursuing through prevention and promotion programmes, opportunities to contribute to improvements in the health of the community.

SHARING THE VISION



Mid-Western Health Board Organisational Structure







MID-WESTERN
HEALTH BOARD

Working for the health and well-being of our community.