



To highlight the linkages, which lead to value being added, CPA has created the above framework. It Places customer experience at the hub – the focus of the PCT’s activities.

- 1: **External Drivers – where the PCT has limited influence.** Playing on the PCT from both sides are actions and expectations. From the supply side (Particularly Government) an the demand side (those needing services).
- 2: **Management Philosophy:** This straddles the external and internal drivers as it is partly set externally (by Government) and partly set by the PCT itself. It consists of the PCT’s purpose (“Why we exist”), values (“What we stand for”) and governing principles (“Principles which guide our actions”). Together, they govern how the PCT acts.
- 3: **Internal Drivers – where the PCT has considerable influence.** Playing on the PCT from within are its: -
 - **Working environment:** The interplay of its cultures and processes to create its working conditions.
 - **Key resources:** Its people, information and technology – its only productive resources – plus money.
 - **Outputs:** The access (buildings and other points of delivery) and the services it offers.
- 4: **Impact:** The remaining categories relate to the areas influenced by the PCT’s activities: -
 - **Patient Experience:** At the hub of the diagram is the patients total experience when in contact with providers.
 - **Life style and health improvement:** Improvements resulting from contact.
 - **Patients well-being:** The effect of improvements on the patients well-being leading, over time to.....

WELL-BEING OF THE COMMUNITY.