



Wirral University  
Teaching Hospital  
NHS Foundation Trust

# Creative options for the Trust's Patient Experience Branding



...deliver the best quality and safest  
care to the communities we serve



We care, we listen and we act



We care, we listen and we act



### Welcome

Being made to feel at ease and reassured



### Inclusive

Listening to me and respecting me as an individual



### Safe

Feeling safe and having trust in the staff



### Care

Designing my care with me and for me



### Supported

Working together to plan my aftercare

# WE CARE, WE LISTEN AND WE ACT