



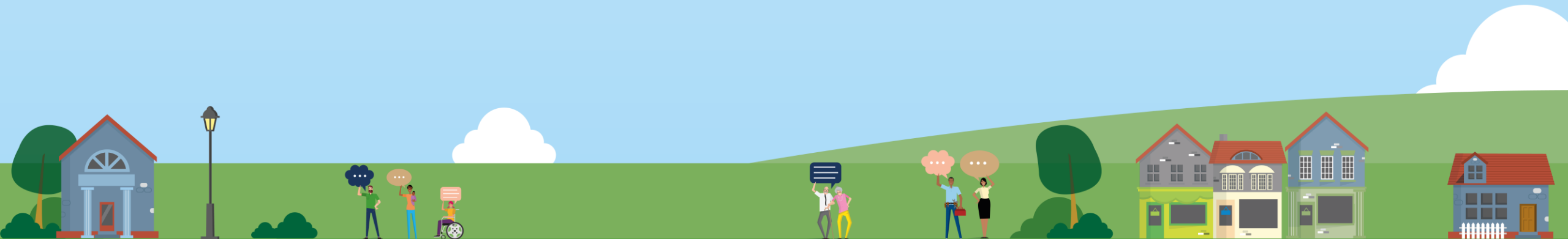
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Refreshing our strategy

Stakeholder Reference Group

November 2025



Why we need to refresh our strategy



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The A Healthier Mid and West Wales strategy in 2018 set out how we would move from treating illness to preventing people becoming unwell:

- A Social Model for Health and Wellbeing would be needed, supporting people and communities to manage their wellness
- More care would be provided closer to home, services which don't need to be in a hospital would be in the community
- Staff roles would change, people would need to work differently and in new ways to support prevention
- Digital would be an enabler to deliver this change, we would have to link systems to ensure information is directed to where it is needed, including in patients' own hands

The strategic refresh is not a new strategy but a continuation, reflecting our changing environment, going further to deliver what we have previously set out including:

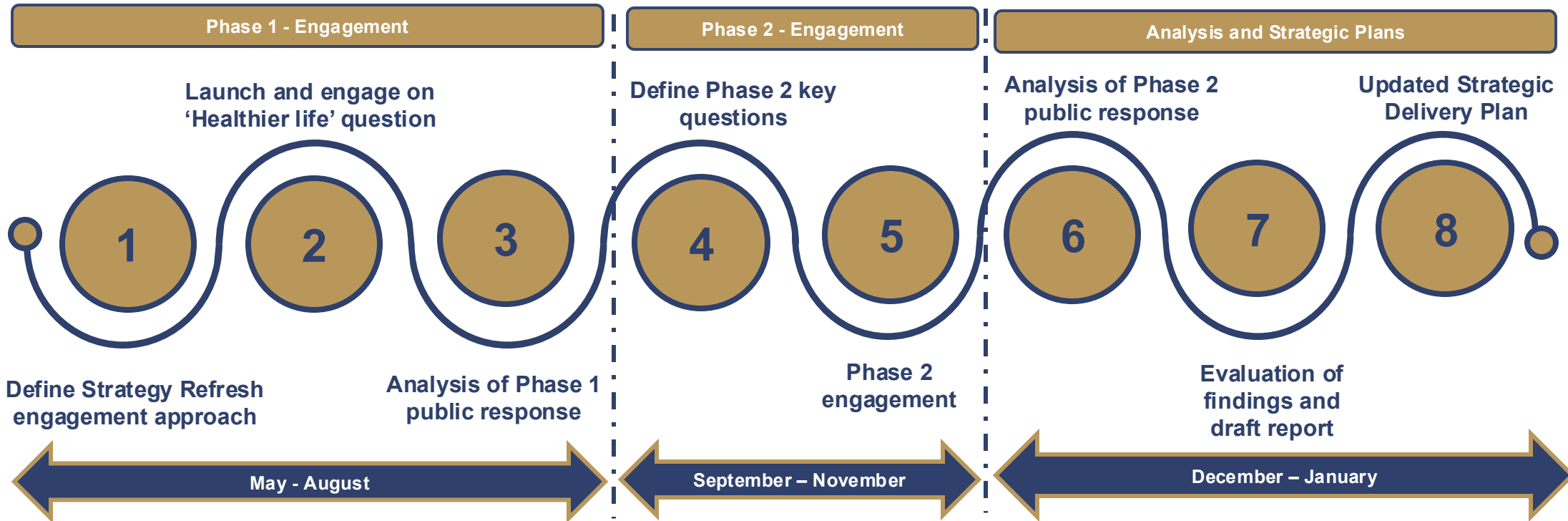
- A Social Model for Health and Wellbeing - supported with investment in prevention, digital services and Artificial Intelligence (AI) to help people take ownership of their care
- Care from the home - using telemedicine to support virtual wards and virtual outpatient consultations, reducing travel
- Safe and sustainable services - not just clinically, but climate change resilient and further decarbonising our services to net zero

Strategy refresh timeline



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Engagement Period:

- Nine weeks
- 29/9/2025 - 28/11/2025

Purpose of this engagement period is to:

- Publicise the strategy refresh process and raise awareness across our communities
- Provide opportunities for our communities to share their views and respond to the strategy questions and inform the strategic direction of the Health Board moving forward
- Identify appropriate engagement and communication tools and methods, to reach more of our communities and engage them in the conversation
- Seek to manage public expectations and provide reassurance about service provision
- Reactively address any widely spread misinformation



1. Social Model for Health and Wellbeing

Positioning for our communities:

We believe health starts in our homes, schools, workplaces, and communities, not just in clinics or hospitals. A strong social model means working together with local councils, charities, sports clubs, and faith groups to support wellbeing. People like community connectors, volunteers, and carers are already making a difference. We want to build on that by listening to what matters most to you - whether it's help with transport, access to green spaces, or support with food and heating. Health should be part of everyday life, shaped by the people who live it.

- What helps you stay healthy day-to-day, beyond seeing a doctor or nurse?
- Who outside the NHS do you think could be part of keeping people well?
- Are there people or groups in your local area who could play a big role in helping others live healthier lives?
- What kind of support would make it easier for you to live a healthier life?



Comments



2. Digital healthcare support

Positioning for our communities:

Digital healthcare can make things easier, from booking appointments to checking results or getting advice. But we know not everyone has the same access or confidence. For some, it's about having the right device or internet connection; for others, it's about trust and knowing your information is safe. We want digital services to feel simple, secure, and supportive - not a barrier. That means offering training, making services bilingual, and always keeping face-to-face options for those who prefer them. Everyone should feel included.

- How do you feel about using the internet or apps to look after your health or share health information?
- If digital healthcare worked well for you, what would it look like?
- What would help you feel confident using online tools or services to get healthcare?



Comments



3. Balancing hospital care and community support

Positioning for our communities:

We are working to shift more care into communities, so people can get help earlier, closer to home. That might mean more nurses, therapists, or wellbeing hubs in your town or village. If we get that right, hospitals can focus on the most serious cases. But we also know travel matters - especially in rural areas. If you do need to travel further, we want to make it easier: better transport, clearer communication, and making sure the care you get is truly worth the journey. It's about balancing what's safe, sustainable and fair.

- If you could get help quickly to stay well in your community, how would that change how you feel about going to hospital?
- What kind of care or support would you like to have nearby so you do not need to go to hospital?
- If you had to travel further for specialist care, what could we do to make that journey worthwhile and less stressful?



Comments



4. Clinical services and hospital redevelopment

Positioning for our communities:

Across our communities we understand that the quality of healthcare is not just about buildings, it's about the care delivered within them. That said, we know that the condition of our sites can affect how safe, accessible and welcoming services feel. Any investment in our health estate should reflect what matters most to you: timely care, supportive environments, modern equipment, and facilities that help staff do their best work. As we plan for future developments, we need to make changes at sites most in need of repair. We are committed to listening, being transparent, and working with communities to make sure improvements support better care for everyone.

- If we secure funding to improve healthcare buildings and facilities, especially at sites most in need of repair - what would you like us to prioritise and what concerns should we work through together as those changes take place



Comments

Next steps



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- Update on activity to date at Public Board end of November 2025
- Following close of engagement period, responses will be reviewed, analysed and themed
- Output report and outline refreshed strategy to be presented at Public Board in January 2026
- Following approval - final version of updated strategy will be developed and publicised across all communication channels





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Diolch yn fawr /
Thanks very much

