

Strategic Plan
2015–2018



Consumers Health Forum
of Australia

representing
consumers
on national
health issues

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MISSION VISION

A world class health system with consumers at the centre of all decision making

To generate consumer-led ideas for a high quality and affordable health system centred on the needs and preferences of consumers

WHO WE ARE

The Consumers Health Forum of Australia is the national peak body representing the interests of Australian healthcare consumers with a network reaching millions of Australian consumers.

CHF has the capacity, credibility and authenticity to ensure that governments and decision makers hear and understand the consumer perspective.

Our members are diverse: they cover organisations and individuals with key conditions and issues across the health system and also include professional and research bodies with an interest in healthcare consumer affairs.

PRINCIPLES OF CONSUMER-CENTRED HEALTHCARE

Accessible and Affordable Care

- Timely access to care based on need
- Well organised and without organisational or systemic barriers
- Affordable for consumers
- Equitable access

Coordinated and Comprehensive Care

- Linked care with good referral and feedback
- Integrated with supported transitions across the system
- Availability of a range of services to multidisciplinary care
- Complete personally controlled health record

Appropriate Care

- Meet the needs and preferences of individuals
- Evidence based with consumers engaged in research
- Treatment options, risks and benefits identified
- Safe and technically proficient with risks minimised
- Practitioner engages with consumers, families and carers to ensure understanding

Trust and Respect

- Provider asks about and understands concerns
- Transparent
- Accountable
- Timely and effective complaint resolution process
- Shared responsibility and decision making

Planning and Governance

- Partnership with consumers to ensure sustainability
- Consumers involved at all levels of planning, system design and service development
- Consumers involved in key governance structures

Informed Decision Making

- Access to right information at right time
- Information is clear and understandable
- Costs are clear
- Personal choice and right to refuse respected
- Informed and timely consent

Whole of person care

- Take account of consumers lives and personal values
- Emotional
- Physical
- Cultural, spiritual and social factors
- Consider carers and support
- Address risk factors and all health problems

OUR OBJECTIVES



OBJECTIVE ONE

Develop and promote consumer-centred health system policy and practice to governments, stakeholders, providers and clinicians



OBJECTIVE TWO

Engage with the members of CHF to ensure collective consumer voices are involved in the co-design of health system change and innovation



OBJECTIVE THREE

Generate new and harness existing evidence to shape and co-create consumer-centred health policy and practice



OBJECTIVE FOUR

Partner strategically to achieve a consumer-centred health system



OBJECTIVE FIVE

Sustain and grow a member-driven, values based, reputable and well governed organisation

OBJECTIVE ONE

Develop and promote consumer-centred health system policy and practice to governments, stakeholders, providers and clinicians

Strategies

Engage and communicate with consumers to understand their issues and experiences and reflect this in our work

Communicate the importance of a consumer-centred health system to key stakeholders and initiate public debate and campaigns on health issues

Build skills and spread improvement in consumer-centred governance and practice by governments, stakeholders, providers and clinicians

Activities

We will put these strategies into effect by:

- Developing consumer-centred policies, submissions and campaigns and ensuring they are integrated
- Participating in meetings with government, industry, professional bodies, other stakeholders
- Improving all communication platforms including the CHF and *Our Health, Our Community* websites, social media including Twitter and Facebook
- Holding workshops and focus groups on issues of interest, involving consumers, members and other healthcare consumer organisations
- Developing and promoting practical tools and resources targeted at upskilling agencies such as primary healthcare organisations, hospital networks, providers and clinicians in experienced based co-design with consumers and patients

Outcomes

We will know we have been successful because:

- Stakeholders demonstrate that they understand consumer-centred care by seeking consumer engagement and reflecting consumer views in their policy development work
- CHF makes submissions into key policy development processes and inquiries and that input is reflected in the final policy positions and reports
- Consumers are given many and varied opportunities to participate in workshops and focus groups to help inform CHF policy positions.
- CHF is invited to participate in a wide range of meetings with Government and other stakeholders
- CHF leads the debate on key health consumer issues through campaigns and media presence
- Consumer views are prominent in all key health debates
- CHF communications including websites, media releases, and journals are all visible on multiple platforms and are viewed as reliable and credible sources of information
- There are indicators of good experience-based co-design practice in the performance of primary care organisations, hospital networks and others

OBJECTIVE TWO

Engage with the members of CHF to ensure collective consumer voices are involved in the co-design of health system change and innovation

Strategies

Consult and communicate with members to understand their issues, experiences and desired outcomes

Build consumer skills and support participation in health policy and decision making

Promote opportunities for members to share experiences and expertise and provide input to CHF strategy, policy development, and advocacy and research activities

Promote the benefits and manage a process to ensure diverse consumer representation in influential healthcare advisory committees, reviews and taskforces

Activities

We will put these strategies into effect by:

- Seeking member input into CHF policies, submissions and briefings using surveys and other mechanisms
- Providing all CHF policies, submissions and briefings to members
- Developing joint proposals and submissions with members
- Seeking member input into publications and campaigns
- Organising meetings and workshops with members on key policy issues
- Running a strong consumer representative program and having an active plan to diversify its participants
- Working with our network to identify and support emerging consumer leaders
- Providing policy support to CHF representatives
- Providing training and skills development to representatives through a structured program using online and face to face processes

Outcomes

We will know we have been successful because:

- A members' only component of the website has been developed and is used to regularly seek member input into policy positions prior to them going public
- The experience of members is collected and incorporated into all submissions and policy positions
- Members have been given the opportunity to provide input policy positions through teleconferences and targeted surveys
- Consumers and consumer representatives participate on health policy reviews and evaluations
- Submissions and campaigns have been developed jointly with members where there is a common interest and jointly publicised
- Members workshops address issues identified by members and are well attended with outcomes disseminated across the network
- There are consumer and consumer representatives on an increasing number of boards of key health system organisations including Primary Health Networks and Local Hospital Networks and Boards
- There are consumer representatives on all high-level health related Government committees including those looking at primary healthcare reform, the Medicare Benefits Schedule, pharmacy reform, and Therapeutic Goods Administration and key State/Territory Committees

OBJECTIVE THREE

Generate new and harness existing evidence to shape and co-create consumer-centred health policy and practice

Strategies

Undertake and promote the use of consumer-centred research and evaluation findings in evidence-based policy and health system development

Pursue collaborations with leading health research institutions and organisations in consumer-centred healthcare

Activities

We will put these strategies into effect by:

- Undertaking or commissioning literature reviews and, where possible, primary research, to support policy positions
- Promoting consumer engagement through *Our Health Our Community*
- Promoting use of *Real People Real Data* in research to ensure the consumer voice is included
- Pursuing opportunities for conference presentations and participation
- Identifying and developing research partnerships

Outcomes

We will know we have been successful because:

- CHF initiated research is accepted and utilised by key stakeholders including government
- Consumers representatives are active in the design and implementation of research undertaken by research institutions
- Consumers and consumer representatives actively participate in all stages of reviews of health policies and program evaluations
- Research institutions choose CHF as a partner for research activities and as an industry partner for research funding applications
- Consumer perspectives are included in a wide range of conferences and workshops

OBJECTIVE FOUR

Partner strategically to achieve a consumer-centred health system

Strategies

Engage with a broad range of healthcare and other consumer organisations to inform public debate on health issues

Develop partnerships and alliances with key stakeholders to advance priority consumer-centred health issues

Activities

We will put these strategies into effect by:

- Identifying and actively participating in key stakeholder alliances and partnerships, including seeking leadership roles
- Participating in key stakeholder meetings
- Developing joint proposals and submissions with partners
- Working on campaigns and other advocacy initiatives on priority issues
- Participating in international alliances and networks to share information and best practice

Outcomes

We will know we have been successful because:

- CHF is a member of key alliances, in leadership positions and acts as a spokesperson for the alliances where appropriate
- Key stakeholders seek CHF out as a partner for campaigns and advocacy work on a range of health issues
- CHF is visible as part of major campaigns on health issues

OBJECTIVE FIVE

Sustain and grow a member-driven, values based, reputable and well governed organisation

Strategies

Adopt corporate governance practices that uphold responsibility, accountability, transparency and compliance and a governance culture that promotes continuous improvement

Implement a member relations program to maintain engagement and relevancy to members

Develop and implement an organisational growth plan to support financial viability and independence

Ensure efficient and effective management of CHF resources and operations

Activities

We will put these strategies into effect by:

- Introducing a Board communique to members to communicate key decisions and issues discussed by the Board
- Developing annual business plans to implement the Strategic Plan
- Undertaking performance development and appraisal for all staff
- Undertaking annual member and stakeholder satisfaction and perception audits with results included in the annual report
- Implementing a staged program of continuous improvement in governance practices
- Introducing a program of rolling reviews of all company policies
- Undertaking annual evaluations of Board effectiveness
- Undertaking a mid-term review of the Strategic Plan
- Holding Annual General meetings and implementing ways to increase participation
- Developing and implementing a Reconciliation Action Plan

Outcomes

We will know we have been successful because:

- CHF will meet all its regulatory requirements
- Self and any independent evaluations and reviews of governance will be positive
- Membership will have increased
- Member satisfaction and perceptions of CHF will be benchmarked and regularly measured showing increased member satisfaction
- There will be enhanced input into all aspects of CHF's work from organisations representing Aboriginal and Torres Strait Islander and Aboriginal and Torres Strait islander health consumers
- CHF will be in a sustainable financial position with multiple funding streams
- Staff retention will be high and all staff will have performance and development plans

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