



Consumers  
Health Forum  
*of Australia*

Representing consumers on national health issues

**Creating value – but for whom?**

**Applying a consumer lens to  
primary health care in Australia**

**Leanne Wells, CEO**





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# Overview

- **What is value?**
- **Patient experience**
- **Promising practices**
- **A better system**
- **Adaptive change**





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# What is *value*?

- **Quadruple aims**

- Better *health outcomes*
- Better *experience of care*
- Better *value*
- Better *supported workforce*

- **Patients as partners in care**

- **Consumers as co-creators of value?**





**PRINCIPLES OF  
CONSUMER –  
CENTRED  
HEALTH CARE**

**ACCESSIBLE AND AFFORDABLE CARE**  
Timely access to care based on need  
*Well organised, 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*

**TRUST AND RESPECT**  
Provider asks about and understands concerns  
*Transparent*  
*Accountable*  
*Timely and effective complaint resolution process*  
Shared responsibility and decision making

**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

**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  
*Consider carers and supporters*

**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

**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*

Digital, **paperless**,  
**accessible**, **efficient**,  
simple, **world-class**,  
**personalised**, human,  
informed, **collaborative**,  
sustainable, **affordable**,  
**connected**, provides  
better outcomes, **puts**  
**the patient in control**,  
***gives me what I want***  
***when I want it***

- ***Make life easier***, more convenient for **ME**
- Let **ME** take **ownership**
- **Empower ME**
- Include and **respect ME** in the relationship
- ***Keep ME informed***
- Enable transparent ***access to MY info***
- Give **ME** the **best care** you can
- ***Reduce MY costs***

# Integrated care



# Patient experience

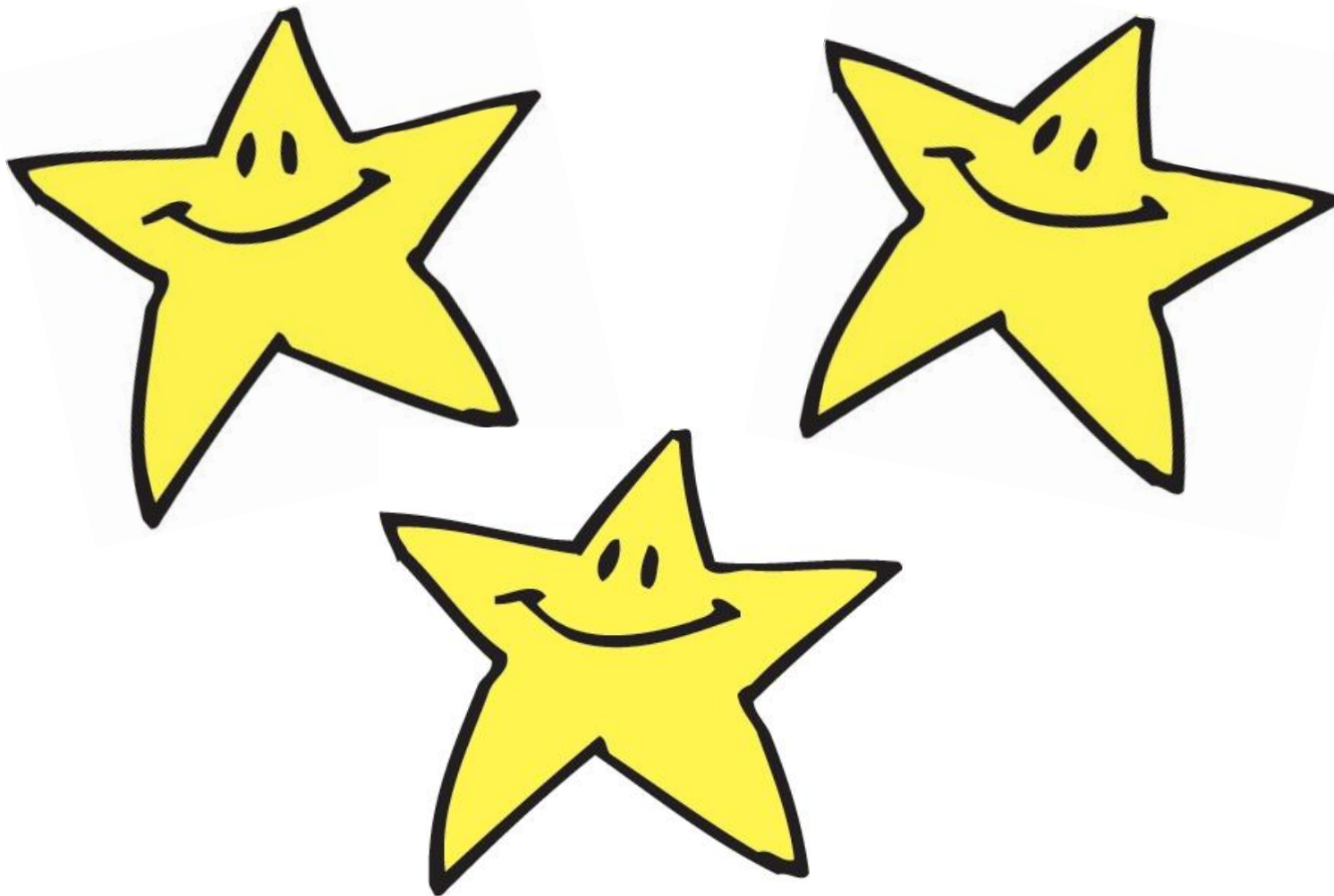
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- **Primary care organisations**
  - **Team care arrangements**
  - **Mental health reforms**
  - **Indigenous chronic care?**





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## Multiple reviews and new 'meso' structures





# Patient experience

- **A fragmented system and providers working in isolation not as a team**
- **Uncoordinated care**
- **Difficulty finding services**
- **Service duplication, absent or delayed services**
- **Low uptake of eHealth and other health technology**
- **Access problems due to cost, transport, language, mobility and remoteness**
- **Feelings of disempowerment**

# Promising practices

## Micro

- NSW Patient based care challenge

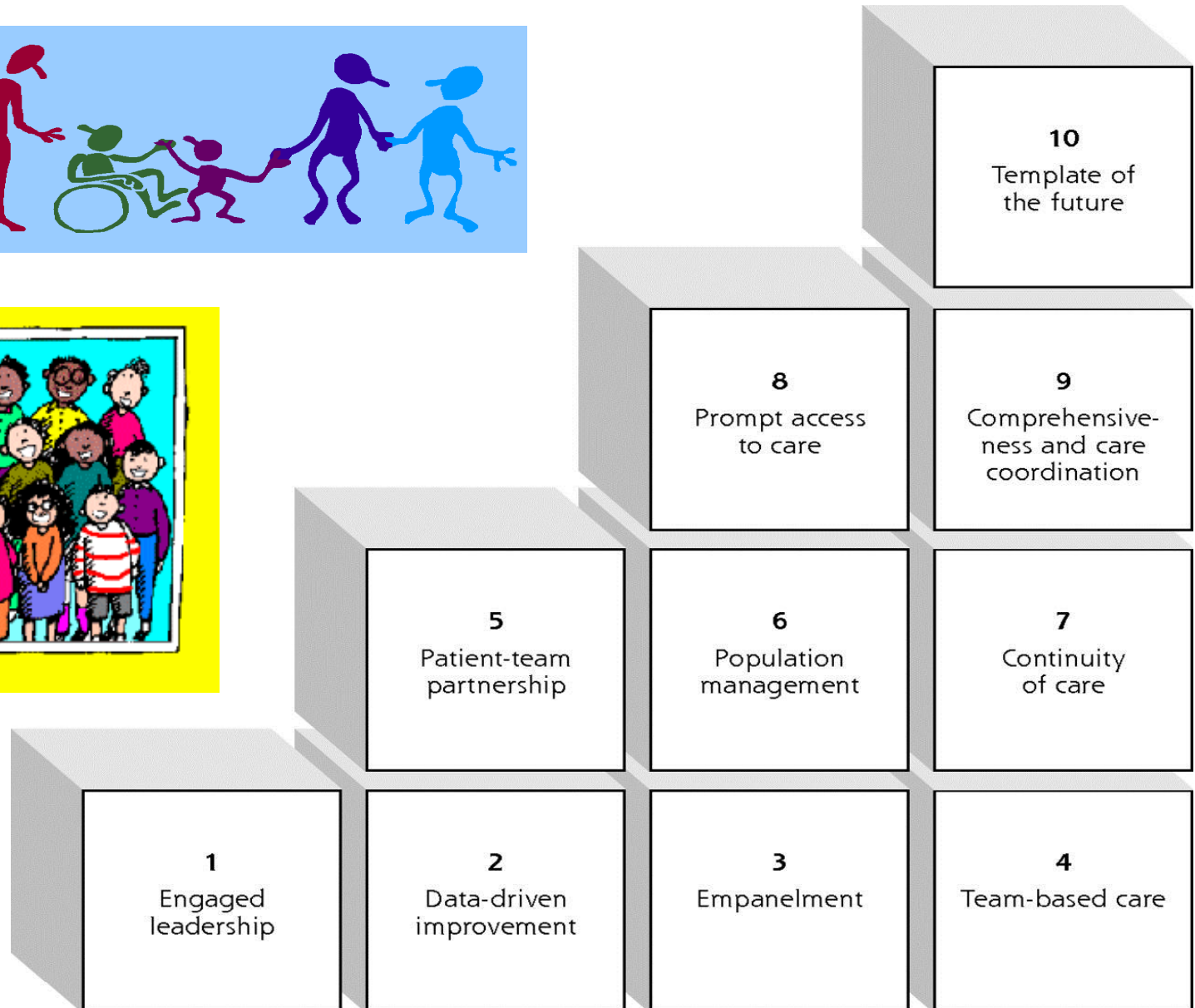
## Meso

- Primary Health Networks to involve consumer experience
- University offers Certificate in Health Consumer Engagement co-designed with consumers

## Macro

- Consumers & federal reviews
- Consumers & Health Training Aust
- Consumers Health Forum

# A better system



# Adaptive change

*“Technical changes are those with well defined problems, where a clear solution can be found and the implementation path is clear...”*

*Adaptive changes are characterised by situations where the **challenge is complex** and to solve it requires **transforming long-standing habits ....new ways of thinking and relationships....***

*The development of new models of care and many challenges the local systems are being asked to plan for are in the domain of adaptive change....”*

# 'Seven Benefits' framework

- **Richer insight**
- **Potential solutions**
- **Changing relationships**
- **Individual benefits**
- **Better quality decisions**
- **Changing practice**
- **Benefits beyond the project**

# Maturity matrix

	5	4	3	2	1	0
Work to create a new culture centred on patient culture	<b>Absolute focus</b>	<b>Some focus</b>	<b>Key principles enacted</b>	<b>Strong narrative in place</b>	<b>Recognition for need to act</b>	<b>No focus</b>
Patient input into service design						
Systems to support shared decision making						
Models support self-care and help the professionals adapt						
Are patients assets mobilised						
Can patients get and use information						
Are patients involved in teaching and research						
Are the assets that communities can contribute mobilised						
Are there measurements systems to support this						



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## Changing role of consumers

*Makers and Shapers*

NOT

*Users and Choosers*

*(Cornwall and Gaventa 2000)*