

SHIFTING GEARS

CONSUMERS TRANSFORMING HEALTH



Health consumers in the 21st Century are assuming new power that is giving them more influence and choice over their care and the wider health system.

Changes to health care are going to accelerate at an unprecedented pace, driven by digitalisation, consumer expectation and the advent of genomics and precision, personalised medicine.



In response to this era of change, the Consumers Health Forum of Australia is marking its three decades of advocacy with the release of a White Paper, **Shifting Gears: Consumers Transforming Health**.

Shifting Gears sets out the transformation shifts required to deliver a person-centred health care system and a program for training and developing health consumer leaders in a range of roles which would foster more dynamic and responsive health care.



Consumer advocacy has already contributed in many ways to shaping our system, but there is still a way to go for this role to be truly valued and to achieve a truly consumer-centred health care system in Australia.

The concepts in **Shifting Gears** have been developed with the guidance of 25 well-placed people.

Shifts needed for better patient and person-centred care

Illness to wellness to renew focus and investment in preventative health and integrated primary health care in the community

Low to high value care to make smarter use of health care budgets, strip out waste, spend less on low-value interventions and more on the most effective health activities

Provider-centric to consumer-centric to ensure services deliver improvements and innovation that matters to consumers

National to local to drive the delivery of locally responsive services

Low to high performing person-centred organisations to empower consumers to be participants in strategy-setting and decision-making

Siloed to collaborative integrated care and practice that delivers coordinated, comprehensive, multi-disciplinary, cross-setting services

Information asymmetry to transparency to give the community greater agency to exercise choice and control in health care

Paternalism to partnership to promote attitudes and behaviours that promote shared decision making between clinicians and consumers.

Vision for 21st Century: **eight** key roles for consumers

- 1 Change agents** who would receive formal support, training and mentoring as leaders and advisers
- 2 Policy influencers** supported to drive innovative policy developments
- 3 Community mobilisers** in organised networks such as CHF's Australia's Health Panel to garner consumer views on key health issues
- 4 Co-designers** to support collaboration by providers and consumers in shaping systems
- 5 Research collaborators** to promote partnerships with researchers in setting priorities for research
- 6 Educators** to develop opportunities for consumer-centred care and partnerships with providers
- 7 Expert patients** to build consumer health literacy to promote better-informed health choices
- 8 Payees and co-contributors** to support more community information about how the health system works and greater transparency about health professionals' prices and performance.