



# Sharing session on engagement

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# A consumer view of engagement in the health system

## **Consumer participation**

- Consumer feedback on services
  - Consumer representation re service delivery
- Consumer perspectives in policy

## **Empowering consumers**

- Rights vs responsibilities
- Consumers improving quality
  - Health literacy

## Dimensions of quality

- Culture of continuous quality improvement and transparency
- Consumer involvement in developing policies and procedures
  - Accreditation processes
    - Standards
      - Reviews and Audits
- Complaints handling processes

# Health Care Consumers' Association

- Community organisation: voice for consumers over 30 years
- Consumer access to equitable, effective and appropriate health services
- Encourage consumers to be involved in all aspects /all levels
- Process to ensure broad view and accountability

# Health Care Consumers' Association

## what do we do?

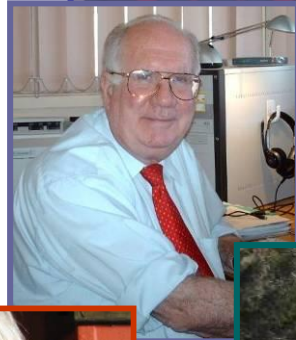
- Build opportunities to work with health care organisations
- Support and train consumers to participate in service planning
- Create opportunities for consumer representatives to tap into community views

# Consumer Participation

- There are many ways consumers can participate in health decision-making, from working with health practitioners to improve our own health to contributing to the development and management of health services as a consumer representative.



# Who is a health care consumer?



CONSUMER PARTICIPATION

Solicited feedback  
•Formal and structured  
•Linked to health service

Unsolicited feedback  
•Informal  
•consumer initiated

Telephone surveys

Patient satisfaction surveys

Cards  
Chocolates

Letters

Focus groups

Written surveys

Phone Calls

Chats

Comments

Face to face interviews

Formal complaints

Health service decides where and when  
Health service chooses the questions and decides on the format

Consumer decides where and when  
Consumer chooses the questions and decides on the format

QUALITY IMPROVEMENT





# Working effectively with consumers

- Creating partnerships
  - Building trust
- Listening to each other
- Acknowledging each other's expertise
- Mutual respect - building an emotional bank account

# Evaluating consumer participation

- How are you involving consumers?
- How is it working for you AND the consumer?
  - Are consumers ACTUALLY participating?
    - Is the participation effective?
  - Is participation changing the way you do business?
    - Is it improving patient outcomes?

# Consumer Feedback Benefits for staff

- Validates the issues they raise as needing improvement
- Gives coal face workers a stronger voice
  - Opportunities to learn and do things differently

# Consumer Feedback

## Benefits for consumers

- Affirmation and validation of our experience
- Belief that others won't experience what we went through
- Builds trust that the health system is open to listening to what consumers have to say about our own care

Remember, consumers will only give feedback when:

- we feel that health service staff listens to and will act on the information we give
- we will not be discriminated against on the basis of our feedback

# How can health services make it easier for consumers to give feedback?

- Let us know how to give feedback
- Listen to what we have to say and take it seriously
- Be sensitive to our cultural and/or social situation
- Officer support – interpreters, social workers, advocacy services

# What consumers want

- **Better communication** and sharing of healthcare responsibility between consumers and clinicians and health promotion professionals
- Improved health outcomes through better community access to **health information** and better targeted support for behaviour change

**To prevent health care errors,  
patients are urged to...**

**SpeakUP<sup>TM</sup>**

<http://www.jointcommission.org/PatientSafety/SpeakUp/>