



Melissa Fox,  
Coordinator



Consumers and the community actively contributing to their healthcare and the safety and quality of health services


# CONSUMER CENTRED CARE AND CONSUMER ENGAGEMENT



## Maternity Consumer Representative Training Program



*Health Consumers  
Queensland ... your voice in health*

 Queensland Centre for  
Mothers & Babies





## Who is a Consumer?

A consumer is a person who uses, or potentially uses health services, including their family and carers. Consumers may participate as individuals, groups, organisations of consumers, consumer representatives or communities.

## *Our Mission:*

*Health Consumers  
Queensland empowers  
Queensland consumers  
to lead and drive better  
health outcomes.*

## Our Services

HCQ has identified the following as core products and services as it moves into the future:

- **Engagement and Advisory Services:** consumer engagement strategies such as consumer networks, focus groups and workshops; recruiting and selecting consumers for committees, advisory groups and clinical networks.
- **Centre of Excellence:** undertaking or collaborating in research projects to lead and drive best practice engagement; and driving change through policy advice and engagement.
- **Consumer Representative Hub:** a well-informed state-wide network of health consumers; communities of practice; and systems advocacy.
- **Capacity Building:** workshops, training and skills development for both consumers and the health workforce.

## Our Guiding Principles

HCQ is committed to:

- Influencing individual and system change in health services through ensuring the consumer perspective is central in the planning, design, delivery, monitoring and evaluation at all levels.
- Partnerships and collaboration with organisations, service providers and stakeholders.
- Quality, safe, affordable, timely and accessible services that deliver the right care, at the right time and the right place.

### Health Consumers Queensland

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Health **Consumers** Queensland

*...your voice in health.*















# The Australian Charter of Healthcare Rights

## AUSTRALIAN CHARTER OF HEALTHCARE RIGHTS

The Australian Charter of Healthcare Rights describes the rights of patients and other people using the Australian health system. These rights are essential to make sure that, wherever and whenever care is provided, it is of high quality and is safe.

The Charter recognises that people receiving care and people providing care all have important parts to play in achieving healthcare rights. The Charter allows patients, consumers, families, carers and services providing health care to share an understanding of the rights of people receiving health care. This helps everyone to work together towards a safe and high quality health system. A genuine partnership between patients, consumers and providers is important so that everyone achieves the best possible outcomes.

### Guiding Principles

These three principles describe how this Charter applies in the Australian health system.

**1** Everyone has the right to be able to access health care and this right is essential for the Charter to be meaningful.

**2** The Australian Government commits to international agreements about human rights which recognise everyone's right to have the highest possible standard of physical and mental health.

**3** Australia is a society made up of people with different cultures and ways of life, and the Charter acknowledges and respects these differences.



For further information please visit  
[www.safetyandquality.gov.au](http://www.safetyandquality.gov.au)

AUSTRALIAN COMMISSION ON  
SAFETY AND QUALITY IN HEALTHCARE

### What can I expect from the Australian health system?

MY RIGHTS	WHAT THIS MEANS
<b>Access</b> I have a right to health care.	I can access services to address my healthcare needs.
<b>Safety</b> I have a right to receive safe and high quality care.	I receive safe and high quality health services, provided with professional care, skill and competence.
<b>Respect</b> I have a right to be shown respect, dignity and consideration.	The care provided shows respect to me and my culture, beliefs, values and personal characteristics.
<b>Communication</b> I have a right to be informed about services, treatment, options and costs in a clear and open way.	I receive open, timely and appropriate communication about my health care in a way I can understand.
<b>Participation</b> I have a right to be included in decisions and choices about my care.	I may join in making decisions and choices about my care and about health service planning.
<b>Privacy</b> I have a right to privacy and confidentiality of my personal information.	My personal privacy is maintained and proper handling of my personal health and other information is assured.
<b>Comment</b> I have a right to comment on my care and to have my concerns addressed.	I can comment on or complain about my care and have my concerns dealt with properly and promptly.



# CONSUMER-CENTRED CARE is:



- accessible, safe and responsive
- informed, active decision making
- coordinated care
- inclusive of the patient's support network
- mutually respectful partnerships



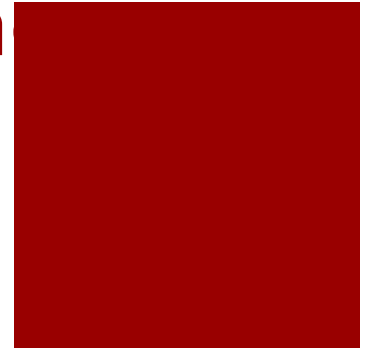
When it come to Consumer-Centred Care,  
consumers' priorities are:

- Right care, right time, right place
- Us at the centre
- Timely access
- Continuity of carer
- Care in the community
- Travel support
- Evidence based information
- Informed decision making





Consumer-Centred Care meets the universal needs:



- Well-Being
- To Matter
- Freedom
- Connection

# Why patient- centred care?



*Research increasingly suggests that, not only is patient-centred care the right thing to do, it is associated with better health outcomes. Health services with high patient centricity are associated with reduced mortality and infection rates, reduced cost of care, decreased length of stay, and fewer readmissions, adverse incidents and complaints leading to litigation. The case for patient-centred care is compelling.*

From QH Centre for Healthcare Improvement's report:

"Patient safety: from learning to action 2012. Fifth Queensland Health report on clinical incidents and sentinel events in the Queensland public health system 2009–10 and 2010–11".



# What is needed to support consumers to get safe, quality care?

- Culture
- Openness
- Informed decision making
- Individualised care
- Consumer advocacy



# HCQ's Toolkit



...your voice in health

**Getting the Healthcare you need:**  
An advocacy toolkit for people using the  
healthcare system in Queensland

Health Consumers Queensland

Tomorrow's Queensland:  
strong, green, smart, healthy and fair

**Toward**   
Tomorrow's Queensland

 **Queensland**  
Government



# Getting the Healthcare you need:

## Checklist for after my appointment:

- ☐ Make another appointment if I need one and write down the date
- ☐ Book any tests I need and write down the dates
- ☐ Ask when and how I will get the test results
- ☐ Follow up my test results if I haven't been contacted by my doctor



## Advocacy and support

If you are going to support another person to get a health service read through this checklist before you do:

## Checklist for supporting another person to get their health needs met:

- ☐ Are you clear about the person's health problem?
- ☐ Do you know what the person wants to happen?
- ☐ Do you have all the information you need to support the person?
- ☐ Have you made a plan with the person about how you are going to support them?
- ☐ Do you have the tools to communicate with the person in a way they can understand?
- ☐ Have you made sure the person has all the information they need to make an informed decision, if possible?
- ☐ Are you keeping notes and records of appointments or meetings?

## Health Consumers Queensland

(HCQ) aims to strengthen the consumer perspective in health services policy, systems and service reform and improvement. In acting as your voice in health, HCQ supports consumer, community and patient involvement in all aspects and stages of their individual and collective healthcare journey.



## Complaints

If you are unhappy with the service you have received and you would like to make a complaint:

- You can make an appointment to talk things through with the service. Think about taking someone with you for support if you think you will find it helpful.
- You can give the Health Quality and Complaints Commission a call on 1800 077 308 if you are unhappy with the response of the service or feel too uncomfortable to talk to the service directly.

Tomorrow's Queensland:  
strong, green, smart, healthy and fair



## Getting the Healthcare you need:

Tips to help you get better,  
safer health care

Health Consumers Queensland

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2011

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Queensland  
Government

# CONSUMER ENGAGEMENT



*Consumer engagement* informs broader community engagement. Health consumers actively participate in their own healthcare and in health policy, planning, service delivery and evaluation at service and agency levels.

Health Consumers Queensland  
*...your voice in health*

## Consumer and Community Engagement Framework

February 2012

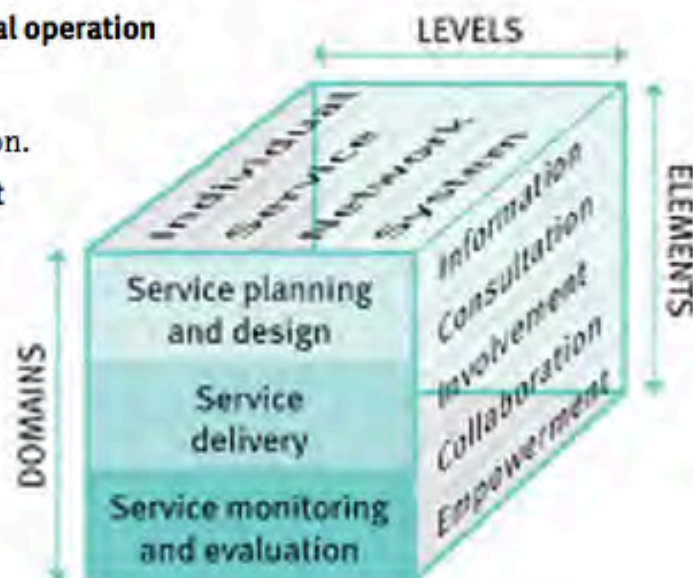


## Section 2: The Framework

### Consumer and community engagement framework

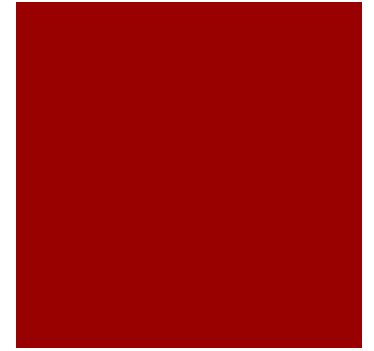
HCQ's framework is underpinned by a set of nine overarching principles that support an approach to engagement which occurs across:

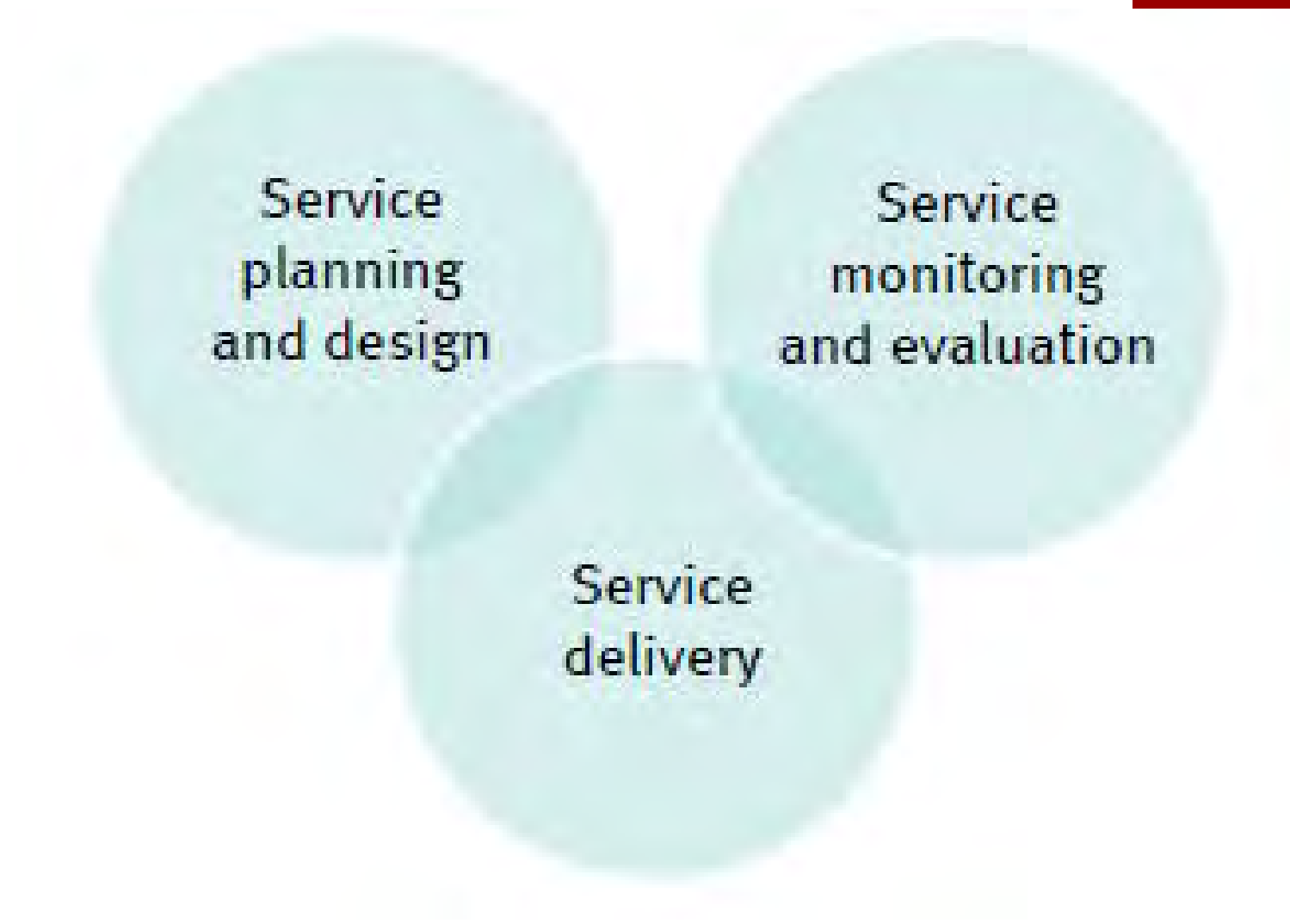
- **three key domains of organisational operation**
  - service planning and design
  - service delivery
  - service monitoring and evaluation.
- **four different levels of engagement**
  - individual
  - service
  - network
  - system.
- **five elements of engagement** across a continuum that identifies an increasing level of consumer and community participation and influence in the engagement process from:
  - information, through to
  - consultation
  - involvement
  - collaboration
  - empowerment.



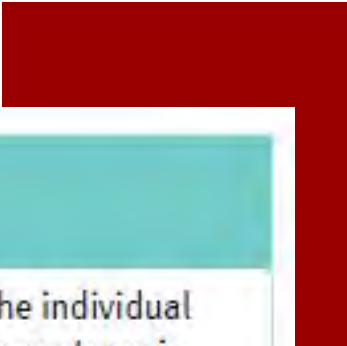
# Principles

1. Participation
2. Person-centered
3. Accessible and inclusive
4. Partnership
5. Diversity
6. Mutual respect and value
7. Support
8. Influence
9. Continuous improvement









Level of engagement	Where the engagement level occurs	Explanation of level
1. Individual	<ul style="list-style-type: none"> <li>• Individual healthcare</li> </ul>	This level focuses on engaging with the individual consumer and/or their family/carer as partners in their own healthcare, support and treatment.
2. Service	<ul style="list-style-type: none"> <li>• Program delivery</li> <li>• Service delivery</li> <li>• Facility/hospital</li> </ul>	This level focuses on engaging with consumers and the community to have input into how programs, services, or facilities are delivered, structured, evaluated and improved.
3. Network	<ul style="list-style-type: none"> <li>• Local Health and Hospital Network</li> <li>• Medicare Local</li> <li>• Non-government Community Services Network</li> </ul>	This level focuses on how health service organisations such as LHHNs and MLs engage with consumers and community at the regional level.
4. System	<ul style="list-style-type: none"> <li>• Local government</li> <li>• State government</li> <li>• Commonwealth government</li> </ul>	This level focuses on how consumers and communities engage to influence and input on health policy, reform and legislation at the system level across local, state and Commonwealth jurisdictions.



<i>Inform</i>	<i>Consult</i>	<i>Involve</i>	<i>Collaborate</i>	<i>Empower</i>
Web-sites Displays Media releases Education programs Fact sheets Information delivery forums	Focus groups Surveys Public meetings E-consult Conferences Discussion papers	Workshops Deliberative polling Roundtables Ballots Conferences Panels Task forces Working parties	Advisory committees Scenario building Clinical networks Planning committees	Multi purpose health services (MPHS) Steering committees Strategy groups Quality committees Boards Policy councils Standing strategic committees

Australian Commission on Safety &  
Quality in Healthcare (ACSQHC)

*National Safety and Quality  
Health Service Standards*



<http://www.safetyandquality.gov.au>





## Standard 2

Partnering with  
Consumers

Safety and Quality Improvement Guide



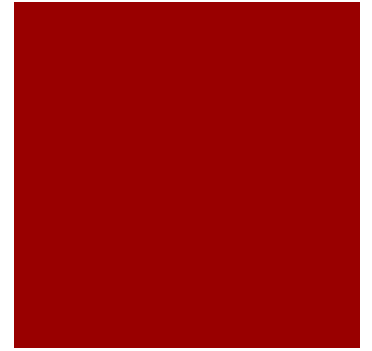
October 2012



# Barriers to effective consumer engagement



# What are the enablers for effective consumer engagement?



- Valuing of consumer voices
- Shared vision
- Committed action
- Effective communication
- Long term relationships

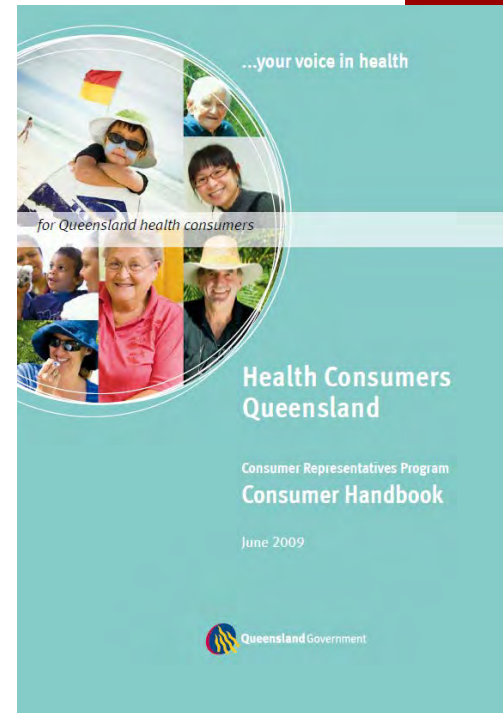




# Consumer engagement: information and supports



<http://hcq.org.au/consumer-representatives-program-consumers/>



[www.chf.org.au/](http://www.chf.org.au/)

**AUSTRALIAN COMMISSION  
ON SAFETY AND QUALITY IN HEALTH CARE**

<http://www.safetyandquality.gov.au/>



[www.hcq.org.au](http://www.hcq.org.au)

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