



Consumers Health
Forum **OF** Australia

Patient centred health care homes – realising the value

**A presentation to the SE NSW Patient
Centred Medical Home Symposium**

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Consumers shaping health



**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

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

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

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

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

Overview

- Change drivers: mega trends
- Primary health care matters
- Patient experience
- Health care homes: the grand design
- The forgotten building blocks?
- The activated consumer



Change drivers: mega trends

Growing financial imperative to improve productivity

Increasing ageing and disease prevalence

Digital health and the new consumer

Precision medicine and personalised care

Primary health care matters

- Where we prevent and treat most
- Efficient and accessible
- Good outcomes
- System 'gateway'
- Assists with pain points: transitional care
- backbone of a strong health system
- The potential of PHNs

Patient experience

- Longer than acceptable wait time (19%)
- Higher in rural and remote areas (20%)
- Women reported longer wait times (23% v 18%)
- **GP did not spend enough time (24%)**
- **GP did not listen carefully (28%)**
- Delayed filling a script due to cost (10% in areas of greatest disadvantage vs. 5% in areas of least disadvantage)

Patient experience

- People seeing 3+ professionals for the same condition (16%)
- Of those, 70% said a health professional coordinated their care
- **Health professional most likely to coordinate care = GP (61%)**
- 1 in 8 reported issues caused by lack of communication between professionals

Patient experience

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 and more convenient for me
- Let me take ownership and empower me
- Include and respect me in the relationship
- Keep me informed
- Enable transparent access to my information
- Give me the best care you can
- Reduce my costs

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

Patient experience

....”Patient activation, self-management, shared-decision making ...all of these sound great in practice. I would be very happy to self-manage, **if I could figure out how....**

Patient activation sounds great on paper but what people often forget is that **patients can only be activated in a system that enables it....**In my daydreams, the solution to all my problems is a highly organised ‘health PA’.....”

Let's not forget health literacy

Health literacy for clinicians

60%
OF PEOPLE



LOW
HEALTH LITERACY

Having low health literacy means your patients don't have the knowledge they need to find, understand and use information about their health and health care. You can help change this.

Know your patients



Consider how you present information



Ensure understanding



Improve your health service



How can I help my patients understand their health better?

AUSTRALIAN COMMISSION
ON SAFETY AND QUALITY IN HEALTH CARE

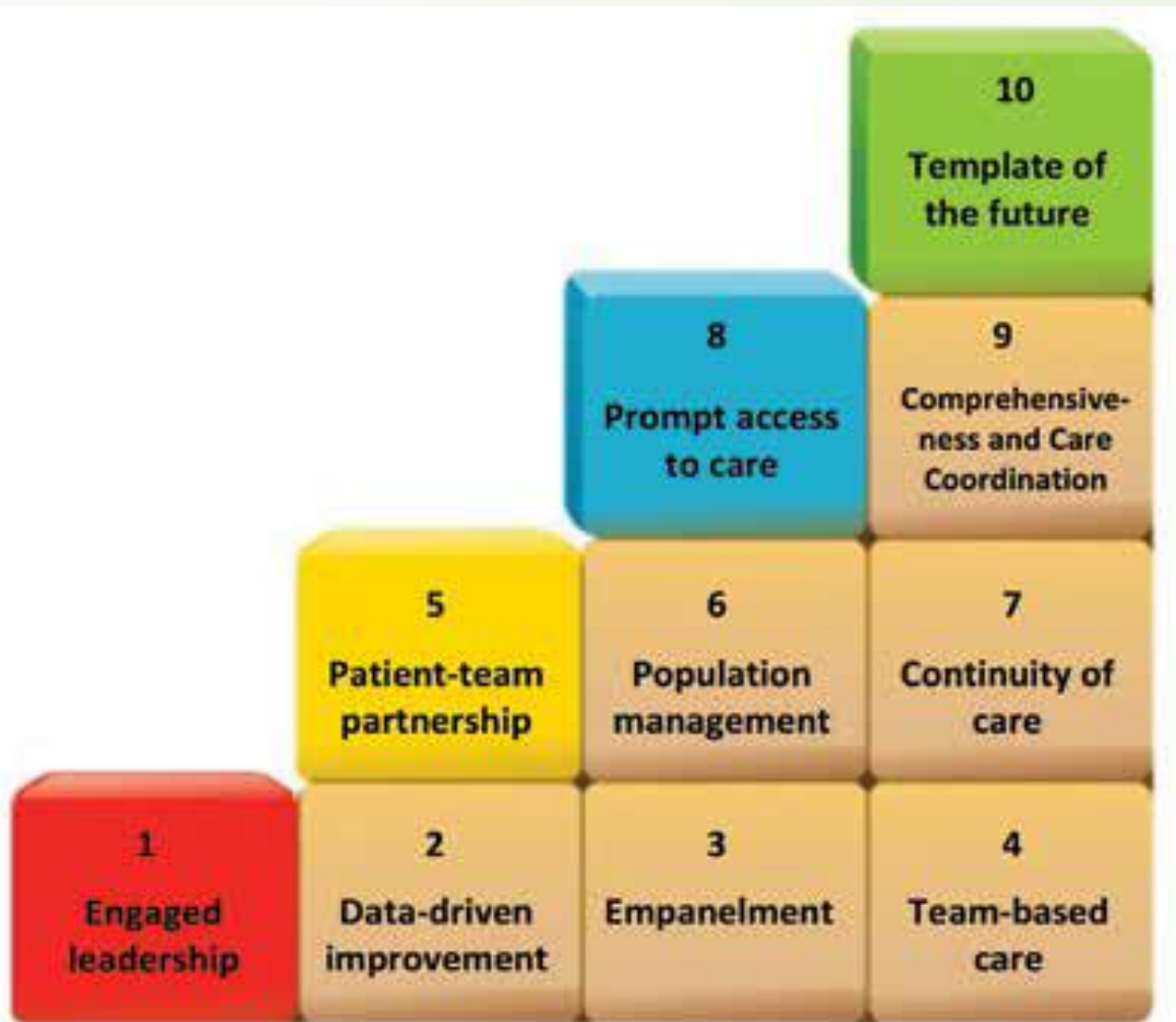
www.safetyandquality.gov.au

What matters most?

- Feeling informed and being given options
- Staff who listen and spend time
- Being treated as a person, not a number
- Involvement in care and asking questions
- The value of support services
- Efficient processes

Robert G and Conrwell J (2011) *What matters to patients? Policy Recommendations*. Department of Health and NHS Institute for Innovation and Improvement

HCH: the grand design?



The forgotten building blocks?

- Patient insights on practice redesign
- Patient self-management & health literacy
- Shared decision making
- Workforce development and innovation
- Social prescribing
- The importance of transitional care plans

The activated consumer

- Improves patient experience
- Improves quality of care
- Improves health outcomes
- Reduces costs
- Promotes positive health behaviours
- Builds staff performance and morale



Consumers shaping health

The activated consumer

Makers and Shapers

NOT

Users and Choosers

(Cornwall and Gaventa 2000)

Key messages

- **Primary care is important** for patients
- PCHCH **a transformation** whose time has come
- Need to **redefine consultations**
- **More than medicine**: non-clinical services important too
- Activated patients can be **agents of change**
- There's a business case for 'people powered' health: it can help achieve **quadruple aims**
- We need to invest in **patient leaders** in the same way we do clinical leaders

Key messages

- Change is as much cultural as it is a new model of care – **culture drives outcomes**

Culture of Person and Family Engagement

