



Consumers Health  
Forum **OF** Australia

# ***Patient centred health care homes – realising the value***

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

**Leanne Wells**  
Chief Executive

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

**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*

**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



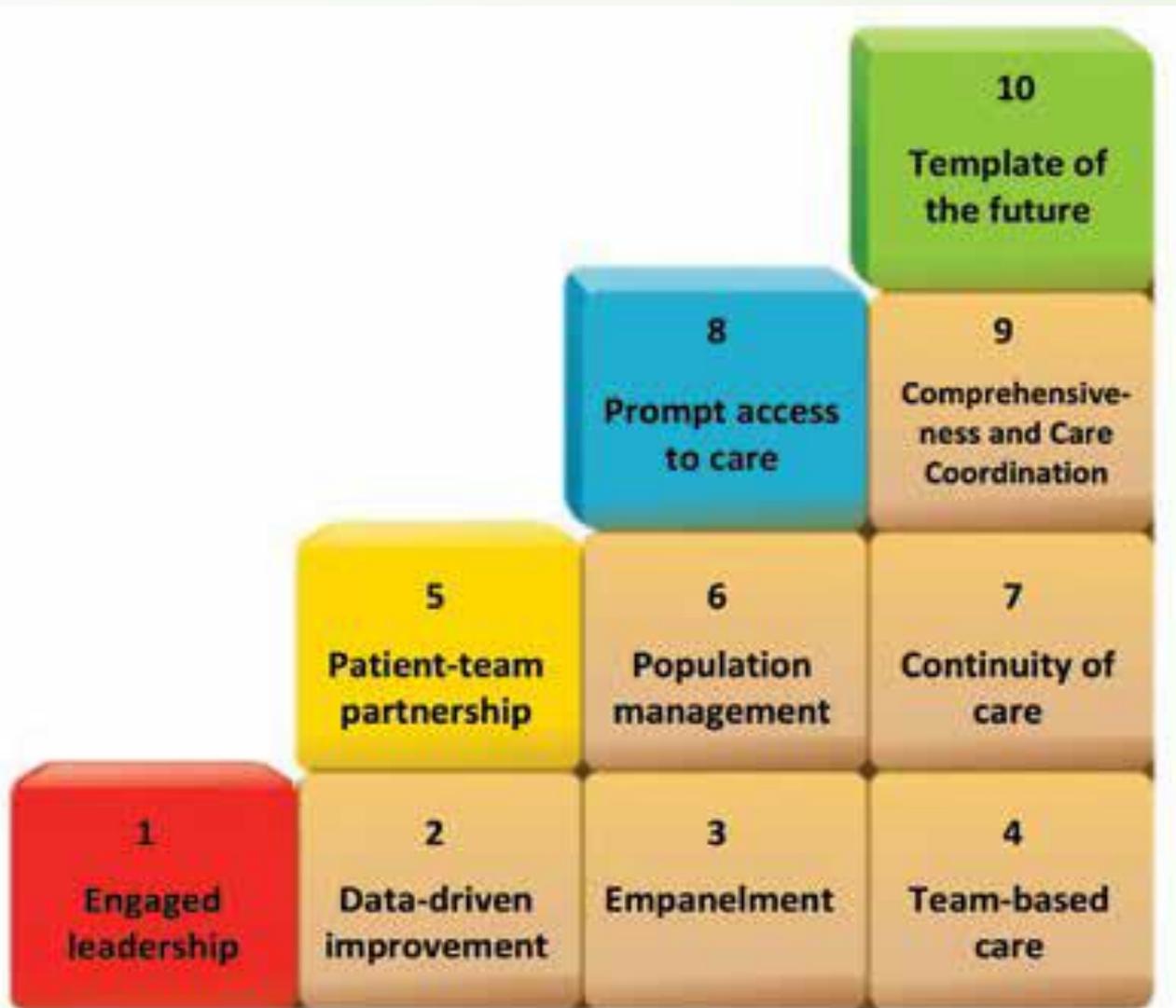
How can I help my patients understand their health better?

# 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



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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

