



CONSUMER ENGAGEMENT

FRAMEWORK

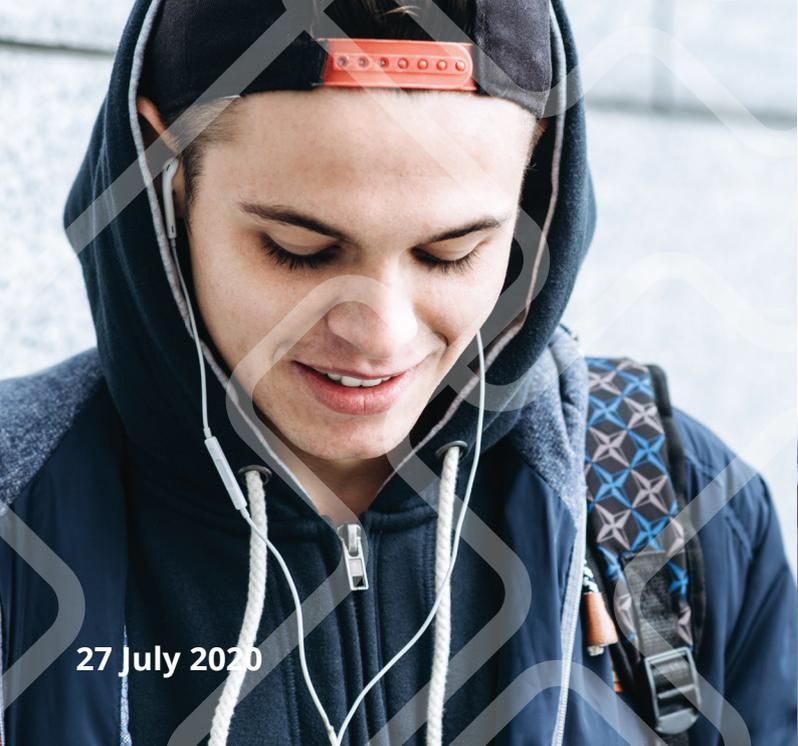


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1 | INTRODUCTION

‘Putting Consumers Front and Centre in All That We Do’ is the first of six strategic priorities endorsed by the COORDINARE Board in 2017.

COORDINARE aims to:

- Ensure that consumers and carers have every opportunity to be active participants in health care and not just sources of endorsement or information.
- Support a health system capable of delivering health outcomes that are informed by, and matter to, consumers.

This Consumer Engagement Framework outlines COORDINARE’s approach.

1.1.1 DEFINITION

Consumer engagement refers to:

‘Participation in formal or informal planning, delivery, implementation, and evaluation of all activities associated with health and mental health services (voluntary or paid), as well as in all processes which affect the lives of consumers and carers, through sharing of information, opinions, and decision making power’¹.

COORDINARE’s definition of consumers includes:

- person who accesses a health service, or their nominated representative or representative with legal authority
- a carer, family member or advocate
- a group of consumers or consumer organisations
- a member of the community

1.1.2 WHY ENGAGEMENT IS IMPORTANT

Consumer engagement is at the core of a person-centred health system. It provides an avenue to gain an improved understanding of the health system, including what is working well and what is not, and to organise care to meet the needs of consumers and improve health outcomes.

Vulnerable populations are at greater risk of poor health outcomes, including those with low socio-economic status (unemployed, low income, low education), Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse communities, and refugee communities.

Engagement gives consumers the opportunity to:

- Have their needs understood and issues heard
- Contribute as experts through their lived experience
- Participate in the decision-making process to drive improvement.

COORDINARE listens and Involves people as active participants and values their lived experience to understand the needs of local communities and how people prefer to use and access services. This assists to:

- Design better connected models of healthcare
- Leverage available service providers to meet needs
- Coordinate linkages across the health care sector.

1.2 BACKGROUND TO COORDINARE

COORDINARE commenced on 1 July 2015 as the South Eastern NSW Primary Health Network. Its catchment comprises Illawarra Shoalhaven and the Southern NSW Local Health Districts, including more than 700 General Practitioners (GPs), 200 General Practices and 150 aged care sites.

COORDINARE improves health outcomes for local people through three core functions:

1. Health system integration

COORDINARE works closely with the two Local Health Districts in South Eastern NSW and other providers in the region to connect services, securely share consumer information, and improve the consumer journey, as well as jointly identify needs and plan service responses.

2. General Practice Support

COORDINARE works with General Practice and other health care providers on quality improvement and accreditation; cultural awareness and competency; workforce development; digital health systems; person-centred care and best practice service delivery models.

3. Commissioning

COORDINARE creates a context where it can work with providers, clinicians and communities to co-design new models of care and establish services that meet the health needs that have been prioritised through needs assessment processes.

2 | FRAMEWORK OBJECTIVES

2.1 COORDINARE'S FRAMEWORK

COORDINARE is committed to work effectively with consumers, learn from past consumer experiences, foster consumer enablement and to involve consumers in the design, implementation and monitoring of person-centred approaches to health care in south eastern NSW.

The objectives of this framework are to:

- enable better planned and more informed policies, projects, programs and services
- facilitate effective collaboration and knowledge sharing
- create opportunities for consumer input and co-design
- involve consumers across the commissioning cycle
- continuously improve consumer engagement strategies.

2.2 INTEGRATION WITH COORDINARE'S OTHER FRAMEWORKS

2.2.1 COORDINARE Quality Management Framework (QMF)

Effective consumer engagement is part of COORDINARE's Quality Management Framework. The QMF is the overarching framework for all COORDINARE's frameworks and policies. The Quality Management Framework enables better planned and informed policies, projects, programs and services. It ensures COORDINARE's commitment to continually examine how effectively it is operating and identify opportunities for improving overall performance. (See supporting document D).

2.2.2 COORDINARE Clinical Governance Framework (CGF)

CGF supports safe and high-quality consumer outcomes through clinical leadership and accountability. The aim is to commission and support primary health services that are both safe and effective. Good clinical governance is fundamental to a culture of continuous improvement and consumer safety. (See supporting document E).

2.2.3 COORDINARE Results Framework (RF)

The Results Framework maps the key results COORDINARE aims to achieve against each of the priorities in its Strategic Plan. It includes indicators and key achievements for achieving meaningful, systematic and equitable consumer engagement across the whole of health sector, with consumers and providers as equal partners. (See supporting document F).

2.2.4 COORDINARE Commissioning Framework (See supporting document G)

COORDINARE's commissioned services are required to meet a quadruple aims approach comprising:

- Improved health outcomes
- Better consumer experience
- Enhance provider satisfaction
- Increased value for money.

COORDINARE seeks engagement with consumers through all stages of the commissioning cycle.

When developing commissioning initiatives, COORDINARE considers service users' experiences of specific conditions, health care services and how they navigate care pathways.

Even after commissioning decisions are made, people's experiences of care services remain a key component in informing the quality of, and access to commissioned services and COORDINARE involves consumers in the evaluation and re-design of commissioned services.

3 | COORDINARE'S STRATEGY

3.1 CONSUMERS ARE AT THE FRONT AND CENTRE

This document outlines COORDINARE's Quality. COORDINARE's strategic priority is to put consumers front and centre in all that it does. (See supporting document A). This includes all stages of COORDINARE's operations and planning, as evidenced in COORDINARE's Guiding Principles (See supporting document B) and COORDINARE's Business Model (See supporting document C).

As a commissioning entity, COORDINARE's approach to consumer engagement is not the same as that of a direct service provider. COORDINARE's consumer engagement activities involve:

- Creating opportunities for people to tell their stories and be listened to, and by understanding these lived experiences - advocating and influencing for change.
- Creating opportunities for consumers and providers to problem solve together.
- Improving consumer representation across all aspects of the organisation's work - creating opportunities for participation both at a system and a service level.
- Planning and co-designing services with consumers to ensure commissioned services are tailored and responsive to their needs, preferences and choices.
- Assessing and monitoring consumer experience of care and working together to make improvements across the whole of health system.
- Working with commissioned service providers to include reporting of consumer experience as a quality improvement indicator across all commissioned services.
- Developing consumer and provider leadership capacity in the primary care sector to champion changes required.
- Supporting the primary care sector to empower consumers in decisions regarding their own health care through targeted education and providing resources to develop consumer health literacy, self-management skills and patient activation strategies.

3.2 CONSUMER ENGAGEMENT IS SUPPORTED

COORDINARE supports consumer engagement through the following enablers:

3.2.1 Governance

COORDINARE's governance structure includes a Community Advisory Committee (CAC). The CAC advises the Board on a range of strategic opportunities for targeted engagement and communication with consumers and local communities including:

- Providing considered approaches to determining and responding to health system issues and inefficiencies within local communities, from a consumer perspective.
- Recommending effective approaches to ensure consumer/community consultation and feedback is available and fit-for-purpose throughout the commissioning cycle.
- Identifying approaches to effectively capture, measure and understand the patient experience and then apply this information to influence quality and system improvement.
- Considering strategies to assist consumer navigation of the health system through, for example, health literacy initiatives, patient self-management approaches and/or system input for care coordination more broadly.

The Committee may also be asked to actively consider relevant strategic issues emerging across GP Clusters and other clinical networks and/or community groups.

3.2.2 A dedicated Executive role

The Director Consumer Participation is responsible for ensuring that consumer engagement is achieved by:

- Enhancing meaningful consumer engagement and experience across all aspects of planning and strategy development, service design, commissioning and evaluation.
- Installing consumer participation as 'a business as usual' approach.
- Developing both individual and organisational approaches to consumer engagement.

The role is the executive sponsor for the Community Advisory Committee.

3.2.3 A Consumer Working Group

The Consumer Working Group is an internal working group comprising key personnel from across the organisation. Its aim is to:

- Build a culture that prioritises consumer engagement.
- Develop systems and processes to support consumer engagement in a coordinated way.
- Contribute to improved organisational capability by defining and establishing consumer centric systems.

Specific outputs are to:

- contribute to an organisational culture where consumers are put front and centre in all that we do.
- support increased staff capability and skills in consumer engagement.
- support an evidence informed approach to planning consumer engagement.
- contribute to a robust monitoring and reporting approach, with agreed indicators, to inform results.

3.2.4 A Reconciliation Action Plan (RAP) and cultural protocols

COORDINARE's RAP includes practical actions to build strong and respectful relationships with Aboriginal and Torres Strait Islanders and opportunities within COORDINARE as well as in the communities in which COORDINARE operates. (See supporting document H).

COORDINARE has developed Aboriginal Cultural Protocols that assist its staff to recognise and acknowledge the local Aboriginal Custodians and communities in respectful and culturally sensitive ways. (Refer to supporting document I).

3.2.5 Internal policies, procedures and guidelines

COORDINARE's policies and procedures support effective consumer engagement.

Examples include:

- Privacy Policy
- Conflict of Interest Policy
- Paid Participation Policy
- Media Policy
- Population Health Data & Information Sharing Policy
- Data Breach Prevention and Management Policy.

3.3 COORDINARE'S MODEL OF CONSUMER ENGAGEMENT

COORDINARE uses an adapted version of the IAP2 Spectrum of Public Participation (www.iap2.org.au) as its model of consumer engagement. (See Figure 1). The IAP2 assists to select the level of participation that defines the public's role in any public participation process.

Participation will depend on:

- COORDINARE's goals
- COORDINARE's time frames
- COORDINARE's resources
- The levels of interest in the decision to be made (See Figure 2)
- The levels of influence in the decision to be made (See Figure 2).

There are five IAP2 Spectrum levels of participation:

1. Inform

Information is a one-way exchange and occurs for the purpose of conveying facts, and decisions, and enhancing knowledge and understanding to inform decision-making and support engagement.

2. Consult

Consultation involves two way exchanges and is used to find out what consumers and communities think about an issue, their perspectives, and 'lived' experiences of health system policies, programs and services. Consultation provides consumers and communities with an opportunity to share views, needs, interests and aspirations from their perspective and to use these to enhance policies and services and increase acceptance of a decision or initiative.

3. Involve

Involvement is about shared decision making in planning, delivery and evaluation of health services, programs and policies. Consumers and COORDINARE jointly own the processes and outcomes. This may occur on an ongoing basis, a single health issue, a range of health issues or on policy matters.

4. Collaborate

Consumers work together with COORDINARE and other stakeholders to develop solutions and initiatives and decisions are made within specified guidelines.

5. Empower

Consumers make decisions within specified guidelines and the decisions are then implemented.

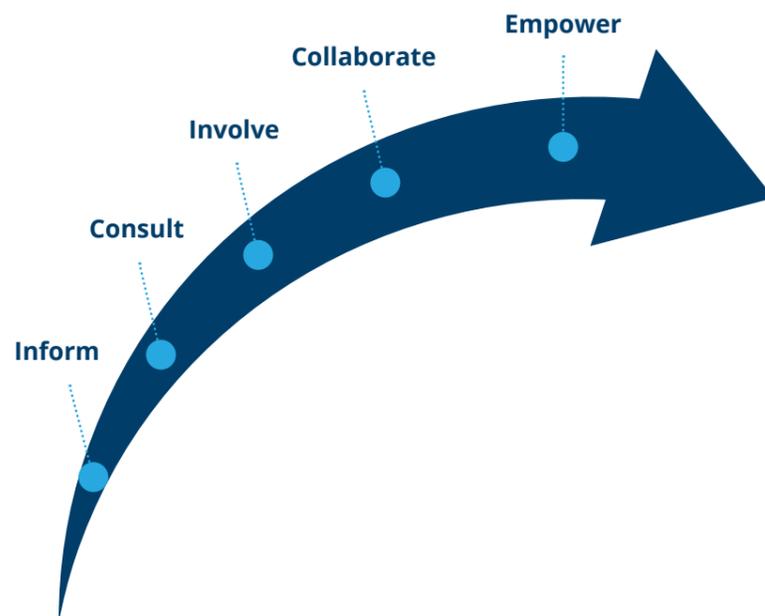
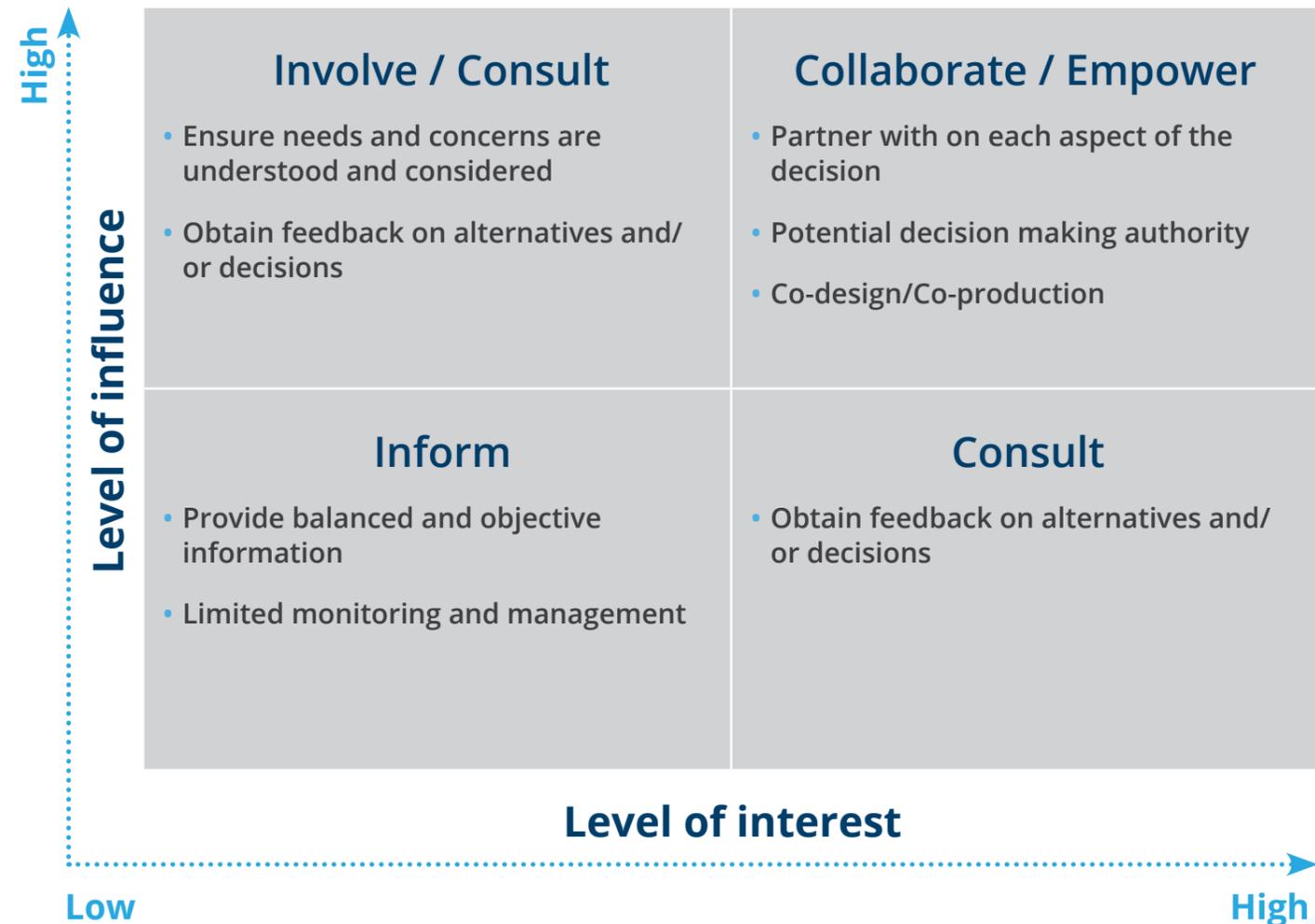


Figure 1 IAP2 Spectrum of Engagement

Figure 2: Matrix - how to target consumers given interest and influence levels



3.4 APPLYING THE MODEL

Table 1 identifies the current approaches that COORDINARE uses to engage with consumers.

Other methods of participation may be applicable or preferred in the future.

Table 1: Methods of consumer participation

When considering how to engage with consumers, If a consumer has:	Consumer engagement goal	Method of participation (for example)
Limited interest Limited influence	Inform Seek to provide balanced, objective, accurate and consistent information to assist consumers to understand the organisation, the initiatives, the issues and the alternatives, including opportunities and/ or solutions.	Fact sheets
		Letter box drop
		Newsletters/bulletins/ circulars
		Media release- radio, newspaper, television
		On-Site display
		Website updates
		Public presentations
High interest Limited influence	Consult Seek to obtain feedback from consumers at various stages along the continuum of needs assessment, planning, prioritising, implementation and evaluation.	Survey
		Opinion polls
		Focus groups
		Interviews
		Online forum
		Social media (Blog, Facebook, YouTube, Twitter etc.)
		Performance monitoring
		Community Connect website
Limited Interest High Influence	Involve Seek to work directly with consumers throughout the process to ensure their concerns and needs are consistently understood and considered.	Workshops
		Focus groups
		Advisory Committees
		Commissioning Assessment Panel
High interest High influence	Collaborate To partner with consumers including the development of alternatives, decision making and identification of preferred solutions.	Participatory funding and reporting
		Reference groups
		Participatory decision-making
	Empower To place final decision making in the hands of the consumer.	Community Facilitation
		Advocacy
		Local governance
		Joint planning

4 | EVALUATION

COORDINARE measures the success of its consumer engagement in a range of formal and informal ways including specific measures and patient experience feedback.

5 | CONTINUOUS IMPROVEMENT

COORDINARE undertakes continuous monitoring & evaluation of its consumer engagement and participation mechanisms and influences greater consumer engagement more broadly through commissioned service provider contract and reporting requirements. (See Results framework 2.2.3 above).

COORDINARE's Consumer Working Group (see 3.2.3 above) drives continuous improvement in consumer engagement.

6 | FUTURE DIRECTIONS

COORDINARE will continue to listen to the needs of consumers and proactively work together with them to jointly effect change.

7 | SUPPORTING DOCUMENTS

- A. COORDINARE's Strategic Priorities
- B. COORDINARE's Guiding Principles
- C. COORDINARE Business Model
- D. COORDINARE Quality Management Framework
- E. COORDINARE Clinical Governance Framework
- F. COORDINARE Results Framework
- G. COORDINARE Commissioning Framework
- H. COORDINARE's Reconciliation Plan
- I. COORDINARE's Aboriginal Cultural Protocols

8 | VERSION HISTORY

Date	Version No.	Lead Author	Approved by	Reason for update
Aug 2016	1	Jo Risk	D Kitcher	Original
Jan 2019	2	Jo Risk	D Kitcher	Review
Jan 2020	3	Jo Risk	D Kitcher	Update and align with new frameworks