Consumer Engagement Framework and Plan
2019 – 2021

To Listen, Act, Make Better, Together.
At the Southern Adelaide Local Health Network (SALHN), consumers are at the centre of everything we do.
As an organisation we use the operating principle: ‘To Listen, Act, Make Better, Together’. This was developed by our Partnering with Consumers Advisory Group and reflects our genuine partnerships with our consumers, community and health professionals to achieve excellence in person and family centred care.
Working with our consumers is a key priority across all levels of the organisation to improve health outcomes. Consumer engagement happens at the point of care, and expands to consumers being involved in decision making about our services.
‘Our Consumers’ is one of the four Strategic Pillars within the SALHN Strategic Direction Map 2019-2024 and is integral to the future direction of our organisation.
This plan builds on existing consumer engagement systems already in place across SALHN, and will further strengthen and enhance how we work with our consumers to ensure we provide the best possible health care to the southern Adelaide community.
I look forward to keeping the community informed about how we are progressing implementation of our Plan over the next 12 months.

Adjunct Professor Susan O’Neill
Chief Executive Officer
Southern Adelaide Local Health Network

Excellence in health care is everyone’s right and responsibility and not one person or group can make sure this happens by working alone. Person and family centred care occurs best when there is a true partnership between consumers, the community and health professionals and we listen, act and make things better together.
A true partnership grows when we focus on making sure we work together in a culture of dignity and respect, sharing information and decision making in an open, honest and collaborative manner.
If we all tell the other person’s story from their position and their perspective, we are closer to finding out what their needs are and closer to providing high level person and family centred care.
Collaboration has to happen in all areas of our health system whether it is in delivering excellent care, policy and program development, research, learning from each other, facility development and evaluation. When this occurs both consumers and health professionals benefit and our health system is better.
We all want to make things better. Making things better means consumers and health professionals need to join forces to continuously improve what happens at SALHN through respectful and open communication, and a focus on understanding each other’s needs and ideas and act together.
Engagement grows at the speed of trust! This framework will help further develop the trust already in operation at SALHN and will give us a plan and means To Listen, Act, Make Better, Together.

Peter King
Consumer Lead
Southern Adelaide Local Health Network

Rebecca Badcock
Executive Lead
Executive Director of Nursing and Midwifery
Southern Adelaide Local Health Network
Context

This Framework and Plan has been developed by the Partnering with Consumers’ Advisory Group (PWCAG).

It is specific to SALHN, but underpinned by the following SA Health Policy Directives to recognise the broader Department of Health and Wellbeing context:
> Framework for Active Partnership with Consumers and Community
> Partnering with Carers
> Guide for Engaging with Aboriginal People

The Framework offers guidance to staff, which can be adapted to local environments, and includes an operational plan to support SALHN to deliver its Strategic Pillar: Consumer Engagement at SALHN.

1. Consumers:
   Patients, potential patients and organisations representing consumers’ interests. When referring to consumers, SALHN is referring to patients, families, carers and other support people.

2. 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.
Our governance and management model

Our purpose

To Listen, Act, Make Better, Together.

Our aim

Our consumers are at the centre of everything we do. Our consumers and staff members each play their own part, applying their unique skills and knowledge to achieve excellence in person and family-centred care.

Our goal

We will achieve excellence in person and family-centred care, supporting its principles: Dignity and Respect, Information Sharing, Participation and Collaboration.

We will recognise the importance of partnerships with consumers for quality and safety—not only in direct care interactions, but also in quality improvement, safety initiatives, education of health professionals, research, facility design and policy development.

We know that achieving our aim will lead to better health outcomes for our consumers and community, improved consumer experience of care, better clinician and staff satisfaction, and wiser allocation of resources.

Dignity and Respect
We will listen to and honour consumer perspectives and choices. Our consumers’ knowledge, values, beliefs and cultural backgrounds will be incorporated into the planning and delivery of our care.

Our focus will always be to support and enable all members of our community who are most disadvantaged, vulnerable and excluded.

Information Sharing
We will communicate complete information with our consumers in ways that are affirming and useful. We aim to provide our consumers with timely, complete and accurate information in order to effectively participate in their care and decision making.

Participation
Our consumers will be encouraged and supported in participating in their care and decision making at the level they choose.

Collaboration
We will collaborate with our consumers in policy, service and program development, implementation and evaluation; research; facility design; professional education; and most importantly in the delivery of their care.

---

3. Family: Carers, guardians, support persons, close friends and relatives. The members of the family are determined and defined by the person, if capable; requiring the services of SALHN, be it directly or indirectly.

4. Institute for Patient and Family Centered Care: http://www.ipfcc.org/about/pfcc.html
The SALHN consumer engagement themes are **Align**, **Build** and **Connect**, and have been translated from the SA Health themes of Lead, Partner and Deliver.

### SA Health vs. SALHN

<table>
<thead>
<tr>
<th>SA Health</th>
<th>SALHN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead</strong></td>
<td><strong>Align</strong> our vision, values and objectives to those of SA Health and our community.</td>
</tr>
<tr>
<td><strong>Partner</strong></td>
<td><strong>Connect</strong> our partners in SALHN — our community, university, health and community service organisations.</td>
</tr>
<tr>
<td><strong>Deliver</strong></td>
<td><strong>Build</strong> our people and our capability for service improvement.</td>
</tr>
</tbody>
</table>


The model shows different levels of consumer involvement opportunities. It recognises that a large number of consumers want to be informed about their healthcare, whereas a smaller number of consumers will engage in consumer led activities.

The model also depicts the different skill sets (capability) consumers need at each level and the organisational supports necessary to sustain effective consumer engagement.
Our plan

We will deliver a service where every part of the service listens and responds

What this looks like
SALHN is responsive to the voices of our community and actively seeks and listens to our consumers’ experiences, using it to drive change.

How will we do it?
> PWCAG will sponsor and support divisional consumer engagement plans that are informed by consumer experiences, needs and wants.
> The SALHN Continuous Improvement Program will underpin the divisional consumer engagement Plans to support staff To Listen, Act, Make Better, Together.
> We will increase the number of Patient and Family Representatives so consumers are listened to, and changes are made to improve experience and celebrate excellence in care.
> We will diversify the way we proactively seek consumer feedback and how we share this information with our consumers and community.

How will we know we have achieved it?
> Every Division6 will have a consumer engagement plan that is informed by Patient and Family Representatives, consumer experience surveys and consumer advisory service feedback.
> We will have more ways for consumers to share their experiences and ideas with us.
> A new Consumer Experience Performance Group will be established to monitor and communicate consumer experience and outcomes to our broader community.
> Every Division will regularly report on the outcomes of its consumer engagement plan to PWCAG and Executive.

We will deliver a service which is respectful, useful and reliable

What this looks like:
Consumers experience respectful and reliable healthcare and are able to find the information and advice they need, when they need it.

How will we do it?
> Establish a Person and Family Centred Care Group to develop an action plan with goals and measures that support a culture of person and family centred care for our consumers.
> Establish an Aboriginal and Torres Strait Islander Community Group to advise SALHN.
> Create an online portal providing consumers with information and advice about their healthcare.
> Have consumers train our staff in what respectful and reliable healthcare looks like to consumers.

How will we know we have achieved it?
> The Person and Family Centred Care Group’s action plan and outcomes will be accessible to our consumers.
> Our consumers will be able to easily access healthcare information on our online portal.
> We will aim to have 80 per cent of staff within Divisions complete the Partnering with Consumers and Community online training, and will increase the number of staff training sessions that engage consumers or share consumer experience stories.

6. Division
The structure used to group medical services within SALHN that provide patient and family care, treatment and support.
We will deliver a service that is recognised by consumers and staff working together

What this looks like:
SALHN co-designs its health service with consumers throughout all stages and processes of planning, design, delivery, measurement and evaluation of care, from an individual to a state wide level.

How will we do it?

> Consumers engaged within co-design processes will be given the opportunity to provide feedback through a formal evaluation process to measure how SALHN has enacted its operating principle To Listen, Act, Make Better, Together.
> PWCAG will have oversight of consumer participation rates at all levels of decision making.
> We will use consumer experience data to drive continuous improvement opportunities, using the plan, do, study, act methodology that supports high quality and safe health care delivery.

How will we know we have achieved it?

> We will be able to demonstrate that all strategic plans and models of care being developed and/or redesigned have engaged consumers, and communicate this with our community.
> We will publish a regular report outlining our consumer inspired or driven improvements that have used the Continuous Improvement Program methodology. This will be developed by the Consumer Experience Performance Group and be made publicly available.
> Engagement activities will be evaluated by consumers to measure how SALHN has enacted its operating principle To Listen, Act, Make Better, Together.
Making our plan work

Everything we do will be driven by consumer experience data and underpinned by the SALHN Continuous Improvement Program methodology. Our Executive has committed to invest in Continuous Improvement Training for staff and consumers engaged within SALHN.

Listen: (consumer experience data)
- Patient and Family Representatives
- Consumer Advisory Services
- Consumer Experience Surveys
- SA Consumer Experience Surveillance System Data
- Listening Posts

Act:
- Commence Continuous Improvement Program projects to address consumer experience data trends

Make Better, Together:
- Staff and consumers work collaboratively on SALHN Continuous Improvement Program projects to improve consumer experiences

Operationalising our plan

<table>
<thead>
<tr>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every Division establishes a Consumer Engagement Plan that aligns with the SALHN Consumer Engagement Strategy.</td>
<td>All Divisional Consumer Engagement Plans report on Consumer Engagement and demonstrate consumer engagement in evaluation and implementation.</td>
<td>Evaluation of Consumer Engagement Plan 2019 - 2021</td>
</tr>
<tr>
<td>Consumer Engagement in Tier 3 Huddle</td>
<td>Consumer Engagement System Integrated across SALHN</td>
<td></td>
</tr>
</tbody>
</table>
## Accountabilities and responsibilities

<table>
<thead>
<tr>
<th>Consumer experience/feedback</th>
<th>All Staff</th>
<th>Managers</th>
<th>Executive and PWCAG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage consumer feedback effectively, in an empathetic and timely manner</td>
<td>Support staff to recognise the importance of consumer experience activities and use identified issues to formulate quality improvement activities for SALHN using the Continuous Improvement Program methodology</td>
<td>Drive cultural change to deliver high levels of consumer satisfaction results across SALHN.</td>
<td></td>
</tr>
<tr>
<td>Partnering with Consumers</td>
<td>Build relationships to empower consumers to be involved in decision making and developing pathways required to meet their health care needs. Participate in consumer engagement activities and SALHN’s Continuous Improvement Program.</td>
<td>Understand, support and enable the implementation of the Australian Commission on Safety &amp; Quality in Health Care Standards 2nd Edition and how they link with Standard 2: Partnering with Consumers. Provide input into the Divisional Consumer Engagement Plan and support its implementation.</td>
<td>Provide leadership, direction and resources to ensure consumer engagement is core in organisational planning and behaviour.</td>
</tr>
<tr>
<td>Person and Family Centred Care</td>
<td>Be respectful of, and responsive to, the preferences, needs and values of consumers, their families, colleagues and the wider community. Participate in safety, quality and innovation activities and program.</td>
<td>Represent the cultural shift towards person and family-centred care and consumer engagement for improved service outcomes.</td>
<td>Lead and reinforce the importance of person and family-centred care culture within SALHN to drive the consumers experience as a continuous quality process.</td>
</tr>
<tr>
<td>Communication</td>
<td>Participate in learning opportunities for the development of effective communication skills and use these skills in all interactions.</td>
<td>Build capacity of front line staff and create opportunities for self and team to work collaboratively and communicate effectively with consumers and other service areas.</td>
<td>Commit to culture of continuous quality improvement that is underpinned by communication. Provide adequate support, leadership and resources to achieve results.</td>
</tr>
</tbody>
</table>

### Consumer Engagement and Consumer Advisory Service (consumer feedback) Teams:
Set goals, lead development, provide advice and reinforce the importance of a person and family centred care culture to drive the consumers’ experience as an evolving quality process. Ensure consumer aspirations and needs are incorporated into decision making, service planning and evaluation of the health service.7

---

7. Adapted from Sunshine Coast Hospital and Health Service: Patient Experience and Consumer Engagement Strategy 2017-2020