

ceмпlicity°



NWMPHN approach to measuring consumer experience.

Access, equity, and benchmarking

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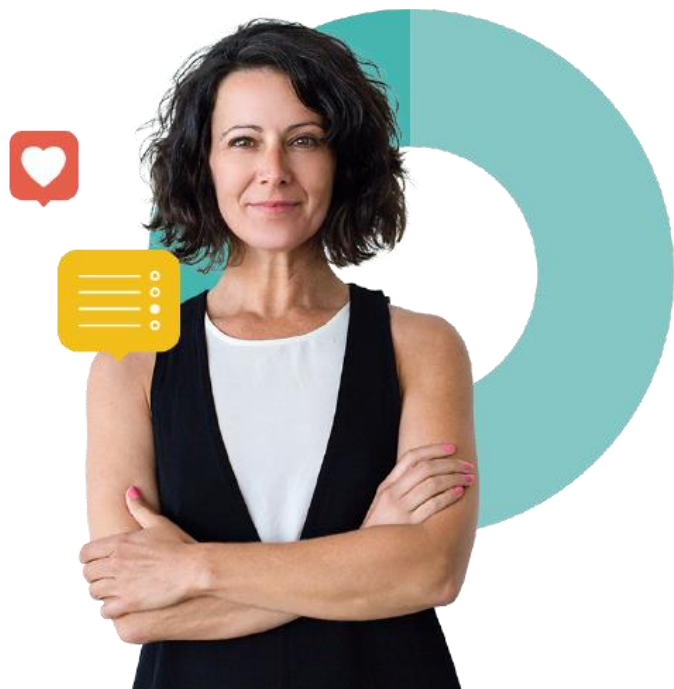
Insights from a butchers boy



Access | Identify gaps | Connect | Listen | Act

Cemplicity





Patient Experience PREMS

See the healthcare experience through your patient's eyes.



Patient Outcomes PROMS

Use your patient's unique perspective to drive better outcomes for everyone.



Digital Symptom Tracking

Remotely ensure patients are heard even when they're not seen.

Cemplicity

Clients

Funders

Health Services

Quality Agencies

Providers

Care Teams

Governments

Specialties

Acute Care

Primary Care

Mental Health

Integrated Care

Musculoskeletal

Orthopaedics

Home Care

Oncology



120+

Validated survey tools
in our library

7

Countries

7 million+

Patients

3,000

Healthcare facilities

50+

Electronic Health Record
systems (eHR) turn-key

Cemplicity & PHN's

The 25 PHN's we work with

phn PERTH NORTH, PERTH SOUTH, COUNTRY WA <small>An Australian Government Initiative</small>	phn SOUTH WESTERN SYDNEY <small>An Australian Government Initiative</small>	phn SOUTH WESTERN SYDNEY <small>An Australian Government Initiative</small>	phn TASMANIA <small>An Australian Government Initiative</small>	phn NEPEAN BLUE MOUNTAINS <small>An Australian Government Initiative</small>
phn WESTERN VICTORIA <small>An Australian Government Initiative</small>	phn NORTH WESTERN MELBOURNE <small>An Australian Government Initiative</small>	phn MURRUMBIDGEE <small>An Australian Government Initiative</small>	phn SOUTH EASTERN MELBOURNE <small>An Australian Government Initiative</small>	phn HUNTER NEW ENGLAND AND CENTRAL COAST <small>An Australian Government Initiative</small>
phn NORTHERN TERRITORY <small>An Australian Government Initiative</small>	phn NORTH COAST <small>An Australian Government Initiative</small>	phn EASTERN MELBOURNE <small>An Australian Government Initiative</small>	phn NORTHERN QUEENSLAND <small>An Australian Government Initiative</small>	phn BRISBANE NORTH <small>An Australian Government Initiative</small>
phn BRISBANE SOUTH <small>An Australian Government Initiative</small>	phn DARLING DOWNS AND WEST MORETON <small>An Australian Government Initiative</small>	phn CENTRAL QUEENSLAND, WIDE BAY, SUNSHINE COAST <small>An Australian Government Initiative</small>	phn WESTERN NSW <small>An Australian Government Initiative</small>	phn MURRAY <small>An Australian Government Initiative</small>
phn SOUTH WESTERN SYDNEY <small>An Australian Government Initiative</small>	phn ADELAIDE <small>An Australian Government Initiative</small>	phn NORTHERN SYDNEY <small>An Australian Government Initiative</small>	phn GIPPSLAND <small>An Australian Government Initiative</small>	phn CENTRAL AND EASTERN SYDNEY <small>An Australian Government Initiative</small>

Programmes we run

- **YES**
- **Head to Health (YES)**
- **Head to Health (Initial Experience)**
- **Primary Priority Care Centre Experience**

NWMPHN approach to measuring consumer experience

PHN Commissioning Showcase

Caroline Shelton
Service Delivery Manager | North Western Melbourne PHN

13th September 2023

The importance of engaging with our consumers

Community participation is a pillar of our approach to improving the services we fund and programs we deliver.

Our community participation goals are to:

- Build meaningful relationships and trust with our communities.
- Ensure our programs and funded services are shared by our communities, are safe, accessible and sustainable.
- Listen to our communities to ensure that services meet their needs.



Levels of consumer experience programs

Listening to patients, providers and our communities is vital to programs' successes

National

Head to Health

Mental Health Access & Referral

- Initial Intake Experience Survey
- YES™ PHN Treatment Survey

Statewide

Priority Primary Care Centres (PPCCs)

- Pre & Post Consultation Survey

General Practice Respiratory Clinics (GPRCs)

- Patient Survey

NWMPHN

Care in Mind (CiM) Mental Health Counselling

- 3-stage You Said™/YES™ Intake & Treatment Surveys
- Provider Survey

Other:

- People Bank

Benefits

Listening to patients, providers and our communities provides benefits to all stakeholders

Benefits for the PHNs

- Benchmarking of services against other providers/program ratings.
- Can set KPIs for on-going measurement.
- Identifying service gaps early.
- Qualitative feedback gives rich personal & actionable feedback on service delivery.
- Fosters open conversations with service providers on quality improvements.

Benefits for the Consumer/Patient

- Opportunity to feel heard on what matters most to them.
- Know that their contribution helps with the on-going success of services.
- Opportunity to feedback their opinions anonymously – either positive or negative.

Benefits to the Programs & Commissioned Services

- Real time feedback that can be actioned (where appropriate) as soon as received.
- Gives providers and clinicians information about their consumers/patients to enhance care.



Consumer engagement in practice

Head to Health Initial Experience Survey
Priority Primary Care Centres Surveys

Head to Health Initial Experience Survey – Designing the ‘Who/Why?’

What is Head to Health Intake?

- Mental health assessment and referral service through various touchpoints (incl. 1800#, F2F, external referral).
- Service provided by internal PHN clinical teams as well as external commissioned service providers.

The Survey is sent to all consenting consumers the day after their assessment.

The purpose is:

- To demonstrate an interest in the consumer's view and understand their experience of service.
- To identify areas that need improved performance and improve the quality-of-service provision.

What does the survey include?

It is 13-questions long, broken into 4 sections which seeks to understand the following:

1. Why the consumer contacted Head to Health
2. What was their intake experience?
3. How would their experience have been better?
4. It also asks demographics of the consumer.

Head to Health Initial Experience Survey – Designing the ‘How?’

Program Design

- Considerations of the target
- Cadence of invitations/reminders
- Consent

Questionnaire Development

- Questions were developed by clinicians delivering the service and drew on indirect feedback from consumers and carers with lived experience.
 - Appropriateness of language
 - Clear explanation of purpose, privacy, etc.
 - Length

Testing & Validation

- Statewide (VIC) review panel

Identifying the best platform for distribution and reporting

- Cemplicity

Reviewing in practice

- Monitoring of results

Refining as needed

- Questions and frequency of invitation have been refined overtime

Reporting and analysis portal for quality improvement

A comprehensive and secure reporting portal is made available to PHNs and service providers to enable survey responses to be viewed and analysed in real-time.

Measures of experience



Portal features

- Key personnel across 27 PHNs has access to their own data and national benchmarks.
- Can be linked with other known fields of information about a consumer e.g., IAR, mode of contact, referral location.
- Self-serve analysis capabilities.
- Consent and completion rates can be tracked (in real-time).
- Users can access each (de-identified) responses and the written comments providing valuable insights for quality improvement.

Priority Primary Care Centres

What are Priority Primary Care Centres?

- Victorian model similar to Urgent Care Centres (UCCs).
- 27 Victorian Priority Primary Care Centres across 6 PHNs provide care for people with conditions that require urgent attention but not an emergency response.

Patient feedback is at the centre of understanding local and statewide improvements and benefits of PPCCs on the community and wider health network.

The Survey is a 2-step process.

1. PPCC Pre-Consultation (Clinic) Survey – completed via QR code or links whilst waiting for treatment.
2. PPCC Post-Consultation (Experience) Survey – opt-in completed via email/text message post-treatment, sent 24 hours after Pre-Consultation survey.



Priority Primary Care Centre Quick Survey

Take part in a quick survey.

We'd like to know how you found out about this service and where you would have gone if it was not available to you.

Priority Primary Care Centres are a Victorian Department of Health initiative, set up in partnership with Primary Health Networks (PHNs) to increase access to care for urgent but non-life-threatening conditions.



Scan to do our
2 minute survey

Priority Primary Care Centres

The Survey was developed to better understand:

- **How PPCCs may impact on Emergency Department and other service presentations**
If this clinic wasn't here, where would you have gone?
 - *A hospital emergency department [prompt to identify specific ED]*
- **Help improve services and the overall experience for patients who comes to the clinic.**
Overall, how would you rate the quality of the treatment and care you received?
☐ Very good ☐ Good ☐ Average ☐ Poor ☐ Very poor
- **Including providing qualitative feedback on the experience**
How could your service and experience of the clinic have been improved? _____
Based on your experience what was the best thing about this service? _____
- **Likelihood of recommending the service to others (Net Promoter Score)**
How likely are you to recommend this service to a friend or relative? Rated from 0 (not likely at all) to 10 (extremely likely)

Challenges

- Challenges in uptake leading to low response rates.
 - Working with PHNs and centres to embed the QR system into workflow.

Benefits

- Each PHN has access to their centres' data.
- Each centre has access to their own data to action any QI measures identified in the responses.

So overall, how have these surveys helped quality improvement?

- Benchmarking of service providers against national, statewide and local averages allows PHNs to work with providers to narrow any service gaps.
- Direct access into consumers' insights into levels of care.
- Actionable feedback to improve the services provided.

EXAMPLES		
<p>PHN has monthly BAU meetings with their commissioned Intake provider. Survey results discussed, actions and mitigations agreed in certain identified areas and improvements made.</p> <p>As a result, consumer experience ratings of service have increased over time.</p>	<p>Patient feedback about a specific centre was that signage was poor and it was difficult to find.</p> <p>Led to greater anxiety and frustration in accessing the service.</p> <p>PHN worked with the centre to improve signage and reduce any access stress.</p>	<p>Low consent rates for survey uptake led to a review of the consent wording.</p> <p>During this process it was identified that all consents were seen as too 'legalese' and 'scary'.</p> <p>Full review and rewording of all consent variables has led to higher consent take-up levels.</p>



Questions?

Thank you

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