



Consumers
Health Forum
of Australia

Representing consumers on national health issues

Improving Ambulatory Care: Measuring Consumer Experience

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Issues Facing Consumers in Ambulatory Care

- The over-reliance on hospital based care has resulted in:
 - Increasing tertiary access blocks
 - Increasing emergency department demand
 - Long emergency department, outpatient and surgical waiting times



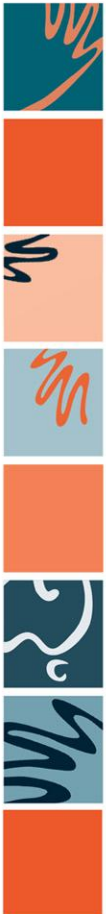
Issues Facing Consumers in Ambulatory Care

- Consumer experience could inform programs that aim to:
 - Improve admission and discharge
 - Improve fragmented, ad hoc care for chronic and long-term care
 - Help to streamline models of care
 - Reduce unnecessary referrals and visits to outpatient clinics
 - Change the practice of multi-day stay as the default for surgical and medical care



Increased Demand for Health Services

- A greater prevalence of chronic conditions and an ageing population are increasing demand for services
- By 2050, the number of people aged 65 to 84 will double, with ramifications for our health system
- Demand for services is disproportionate among the most disadvantaged



Ambulatory Care and Changing Treatment Options

- The delivery of outpatient services that meet the needs of consumers could reduce demand for acute care and reduce pressure on our hospital system
- Measuring and acting on consumer experiences in ambulatory care is the best way to achieve this





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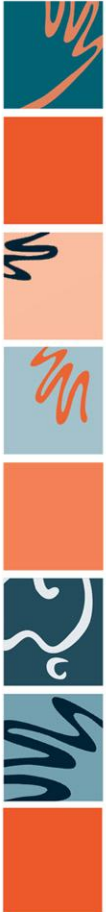
Example of Good Practice: Hospital in the Home

‘Hospital in the Home’ is an example of a program developed based on consumer input that meets consumer needs. It also benefits the system by:

- Avoiding hospital based care
- Reducing disruption to routines of daily living
- Reducing disorientation and loss of function, in particular for elderly and young patients
- Reducing risk of hospital-acquired infections.

Progress on Measuring Consumer Experience in Ambulatory Care

- National Safety and Quality Health Service Standards are being developed
- The service standards include performance measures
- Some (though not all) of the standards include measures of patient experience and satisfaction



Progress on Measuring Consumer Experience in Ambulatory Care

- Draft *Governance for Safety and Quality in Health Service Organisations* standard includes:
 - *‘Implementing well-designed, valid and reliable patient experience feedback mechanisms and using these to evaluate the health system performance’.*
- Draft *Partnering for Consumer Engagement* standard includes:
 - Measure: *‘Evidence that patient feedback and related action plans are regularly reported to the highest level of governance in the organisation’.*



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National Healthcare Agreement Performance Information

- Indicator 58 is 'Patient satisfaction and experience', measuring 'Nationally comparative information that indicates levels of patient satisfaction around key aspects of care they received'

BUT

- Consumer experience of treatment has not been measured



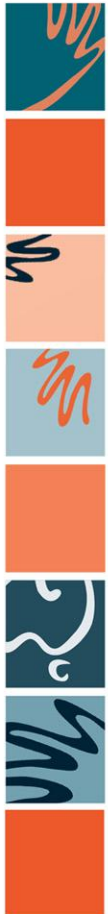
National Health Performance Authority

- CHF welcomes the establishment of the National Health Performance Authority
- CHF has called for specific direction on the areas of measurement that are to be addressed by authority

The strength of the Performance Authority would lie not in its ability to monitor activity, but to *drive improvement*

What We Need in Ambulatory Care

- National measures of patient satisfaction and experience
- Health service level consumer experience measurement that is reported – and acted upon
- Use of a range of strategies to measure patient experience
- Recognition that consumer experiences of the safety and quality of their health care should be a key measure of health system performance



An Example of Good Practice: The EuroHealth Consumer Index

- Covers 38 consumer-related healthcare performance indicators
- Used in 33 countries
- Measures include:
 - Waiting times
 - Consumer satisfaction with communication
 - Consumer satisfaction with health records
 - Consumer access to own medical information
 - Consumer involvement in decision making
- Could be used in the Australian context?

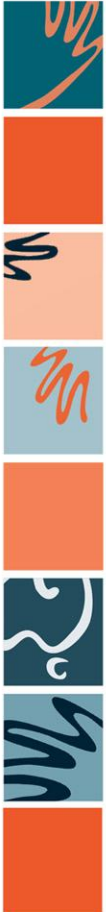




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What Must it Be?

- Uniform
 - A national and internally-consistent instrument capable of international benchmarking.
- Discerning
 - Beyond the “choice of brekkie” experience, not tending to the “7/10 result” and randomly repeated outside of environment/regimen
- Mineable
 - Standard data taxonomy with data being publicly mineable in aggregate scores at various levels.



Why is Measurement So Important in Ambulatory Care?

What Gets Measured Gets Done

- Effective models for measuring patient experience are already in use overseas
- We have seen what can happen when consumer experiences are *not* measured and acted upon
- For safe, ambulatory services that meet the needs of consumers, we must measure consumer experience



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