

Report back on consultations to inform HCA's new Strategic Plan 2016

Sixty four individuals representing members, organisational members and stakeholders provided feedback and advice to the Health Consumers Alliance (HCA) through an online survey held in April and May 2016. This compares to the 2012 survey which was completed by 60 respondents. Six key informant interviews were conducted with executives and leaders in the health sector. Feedback relates to HCA's current performance and advice was provided in relation to future opportunities.

Vision and Mission

There was improvement in respondents' perceptions of our achievement of HCA's vision and mission, with 63% of respondents indicating that HCA is doing well and 23% of respondents being unsure about HCA's performance. This compares to the 2012 survey result of a 39% positive rating and 50% being unsure about HCA's performance.

Net Promoter Score

A Net Promoter Score is calculated in response to the question: 'How likely is it that you would recommend HCA to a friend or colleague?' HCA's performance in this survey compares positively with the 2012 survey, achieving a Net Promoter Score improvement up 17 points from our 2012 survey.

Strengths

The survey used an appreciative enquiry approach and some common themes emerged when respondents were asked to identify key strengths of HCA. Key strengths identified included: engagement and networking; work approach and responsiveness; and policy and advocacy work; communication and information; and the people.

Comments included:

'Capacity to engage with the SA community on health issues and get information about how people are experiencing access to these services on the ground.'

'Credibility' 'Approachable' 'Passionate people'

'Advocacy for patient-centred principles.'

'Training – excellent quality.'

'Strategic influence.'

Priorities

Survey respondents were also asked to comment on HCA's work in relation to key priorities of Transforming Health, mental health and primary health and prevention.

Key themes evolved in relation to Transforming Health, primary and mental health, with respondents indicating that they would like to see HCA have a stronger voice, advocating for



more consumer engagement, consumer centred care, support for vulnerable populations and holding SA Health more accountable.

‘Highlight that Transforming Health has some commendable goals in terms of safety, quality and access, but also some appalling mistakes in planning and in consultation.’

‘Promoting what consumers see as important to primary health and prevention.’

‘Hand back the money taken for Transforming Health so HCA can speak freely.’

‘Be involved in facilitating the cultural shift to person centred care.’

‘Reflect the consumer concerns evident in the media.’

‘Form a good relationship with the Minister and the doctors.’

Key informant interviews

Six interviews were conducted with health executives and leaders who work with HCA. Responses were positive on HCA’s performance, the priorities chosen and the partnerships developed.

Comments included:

‘Keep promoting the link between safety and quality and improved consumer outcomes.’

‘Great at systemic advocacy – we need individual advocacy and health care planning.’

‘Making a significant difference – willingness to work in partnership.’

‘Your work is really important for us now.’

‘You have a lot to be proud of.’

Conclusion

HCA thanks all who provided feedback. We have achieved improvement in our work – yet there is still more to do. Some respondents would like HCA to take a more assertive or even combative approach to our advocacy. We have not chosen that path.

Instead, HCA has sought to take an appreciative approach to our work. After all, the vast majority of people working in the health system are there to make a positive impact on the health of Australians. When care is not ideal or mistakes are made, they should be openly acknowledged in a timely manner with the interests of consumers and improvement as the focus.

HCA seeks to increase the standing and influence of health consumers in our health system. We do this by building constructive partnerships with consumers, government, clinicians, administrators and researchers. We do not seek the role of critic, but rather the role of critical friend and community channel to health services.

The HCA Board and staff have considered the survey results in detail and have drafted a new set of Strategic Directions based on your feedback. We will be providing a full report on our achievements at our AGM. We look forward to discussing the new Strategic Directions with HCA members.

