



HEALTH CONSUMERS'
COUNCIL
YOUR VOICE ON HEALTH

Free Event

Join the Conversation Create a SHARED VISION



PATIENT EXPERIENCE WEEK (PXW) COMMUNITY CONVERSATION

April 27 2017 | 9:00-16:00

Bendat Centre, 36 Dodd St WEMBLEY

Priorities created will be presented at the
Leadership Breakfast, April 28.

#hccpxw #WhatMatters2U

Register online now at www.hconc.org.au/hccpxw

or call (08) 9221 3422

PATIENT EXPERIENCE WEEK (PXW)

PROMOTIONAL TOOLKIT

The full Patient Experience Week (PXW) promotional toolkit is available at www.hconc.org.au/hccpxw-promotional-toolkit

SOCIAL MEDIA



What Matters 2 U? Join the Conversation – Twitter

Here are some examples of tweets you could send out with the above images:

1. Join the CONVERSATION & ASK... [#WhatMatters2U](#)? As a [#healthconsumer](#) [#carer](#) [#communitymember](#) WhatMatters2U most about the [#patientexperience](#)?
2. Join the CONVERSATION & SHARE... [#WhatMatters2U](#)? As a [#healthprofessional](#) [#Whatmatters2Me](#) most about the [#patientexperience](#) is... [#hccpxw](#)

What Matters 2 U? Join the Conversation – Facebook

Here are some examples of posts you could send out with the above images:

1. Calling Health Professionals to Join the CONVERSATION & ASK... What matters to you? As a health consumer/ carer/ community member what matters to you most about the patient experience?
[#WhatMatters2U](#) [#healthconsumer](#) [#carer](#) [#communitymember](#) [#healthprofessional](#) [#patientexperience](#) [#patient](#) [#hospital](#) [#hccpxw](#) [#Australia](#) [#Perth](#) [#WesternAustralia](#) [#CompassionateCare](#) [#partneringwithconsumers](#) [@hconcwa](#)
2. Calling Health Professionals to Join the CONVERSATION & SHARE... What matters to you? As a health professional what matters to me most about the patient experience is...
[#WhatMatters2U](#) [#healthconsumer](#) [#carer](#) [#communitymember](#) [#healthprofessional](#) [#patientexperience](#) [#patient](#) [#hospital](#) [#hccpxw](#) [#Australia](#) [#Perth](#) [#WesternAustralia](#) [#CompassionateCare](#) [#partneringwithconsumers](#) [@hconcwa](#)

What Matters 2 U? Stories Project - Written

As a forerunner to PXW, HCC are posting positive stories on the @hconcwa Facebook and Twitter Social Media Channels. Some stories will also feature on the website on www.hconc.org.au/hccpxwprojects. Posts describe a situation where an individual's actions have made a positive difference and been personally rewarding (This is why I get up in the morning, etc.).

Story brief:

- A paragraph (approx. 100 words) on an experience in healthcare as a staff member, volunteer, intern, health consumer, where you believe you have made a difference, however small, to an individual or group in Western Australia.

Include:

- What matters to you? - <insert your organisation> Staff Story
- Hash tags - #WhatMatters2U #hccpxw
- Link - www.hconc.org.au/hccpxw
- Tag HCC - @hconcwa
- Photo - a photo of the relevant person

The stories will be reposted on the Health Consumers' Council (WA) Facebook page. If you need any assistance to write your story, please contact Lucy Palermo via email lucy.palermo@hconc.org.au or call 6311 9710.

Here is an example:



What matters to you? - HCC Staff Story

'2 years ago, I answered a call from a consumer living in NSW. She asked if there was an equivalent individual advocacy service in her state. I wanted to help, but the individual advocacy service is unique to WA. I gave her the details for Health Consumers NSW, who offer systemic health advocacy. She shared her story with me. At the end of the call she said, 'I know you can't help, but thank you. You're the first person who took the time to listen.' It made me realise even being heard by one person can make a difference.' Lucy Palermo, HCC Marketing & Communications Coordinator [#BeingHeard](#) [#makingadifference](#) [#WhatMatters2U](#) [#hccpxw](#) [#empathy](#) [#values](#) [#patientexperience#advocacy](#) [#WesternAustralia](#) [#compassionatecare](#) [#healthywa](#)

What Matters 2 U? Stories Project - Video

If you prefer you can share your story in a short film. Describe a situation where your actions have made a positive difference and been personally rewarding (This is why I get up in the morning, etc.).

Story brief:

- 1-2 minutes on an experience in healthcare as a staff member, volunteer, intern, health consumer, where you believe you have made a difference, however small, to an individual or group in Western Australia.

Include:

- What matters to you? - <insert your organisation> Staff Story
- Hash tags - #WhatMatters2U #hccpxw
- Link - www.hconc.org.au/hccpxw
- Tag HCC - @hconcwa

PXW Community Conversation

Free Event

HEALTH CONSUMERS' COUNCIL
YOUR VOICE ON HEALTH

Join the Conversation
Create a SHARED VISION

ASK... What matters to you?
SHARE... What matters to me is...
about the patient experience is...
Starting a new conversation about...
patient improvement priorities

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#hccpxw #WhatMatters2U
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Powerful change can happen when there is a shared vision of what works. Join the Health Consumers' Council and the Australasian College of Health Service Management as we start a new conversation about Patient Experience.

Expertise is found at both ends of the discussion between patient and healthcare provider. It is in administration, in hospitals and community settings. It is found in homes, with our carers and the community at large.

So join the conversation to create a shared vision, SHARE... What matters to me about the patient experience is... and ASK... What matters to you about the patient experience?

KEYNOTE Jason A. Wolf is a respected speaker, writer and leader on patient experience excellence, high performance cultures, leadership and organisational change. He is the President of The Beryl Institute, USA.

At the Community Conversation you will:

- Hear from Patient Experience leader Jason Wolf from the Beryl Institute, USA about what works and what's next.
- Be inspired by clinician consumer partnerships that drive patient experience excellence.
- Develop a shared statement of key patient experience improvement priorities, by exploring the theme, 'What matters to you?'.
- Shape what will be presented from the Forum's conversations the very next morning to the Australasian College of Health Service Management, Health Leadership Breakfast.
- Start the conversations that will lead to new innovations and change in your own practice and world after the event.
- See who is up for the 2017 Consumer Excellence Awards Ceremony held after the Community Conversation.

Please note morning tea and lunch are provided.

FREE! Places are limited!
Register online at www.hconc.org.au/hccpxw or call (08) 9221 3422

HEALTH CONSUMERS' COUNCIL
YOUR VOICE ON HEALTH

Pictured: PXW Community Conversation Poster & Flyer

PXW Community Conversation – Twitter

Here are some examples of tweets you could send out with the above image/s:

1. Register now FREE #PatientExperience #Community #Conversation! Join the Conversation Create a Shared Vision! #hccpxw <https://www.eventbrite.com.au/e/patient-experience-week-pxw-community-conversation-tickets-31346065927>
2. Register 4 #Free #PatientExperience #CommunityConversation! Join the Conversation, SHARE #WhatMatters2U #hccpxw <https://www.eventbrite.com.au/e/patient-experience-week-pxw-community-conversation-tickets-31346065927>

PXW Community Conversation – Facebook

Here is an example of a post you could send out with the above image/s:

Join the CONVERSATION, Create a SHARED VISION

Register now! Places are limited so don't miss out on FREE PXW Community Conversation Apr 27 | 9:00-16:00 | WEMBLEY

Expertise is found at both ends of the discussion between patient and healthcare provider. It is in administration, in hospitals and community settings. It is found in homes, with our carers and the community at large.

So join the conversation to create a shared vision, SHARE... What matters to me about the patient experience is... and ASK... What matters to you about the patient experience?

Priorities created will be presented at the Leadership Breakfast, Apr 28

#FreeForum #CommunityConversation #hccpxw #WhatMatters2U#WhatMatters2Me #PatientExperience #Patient #Health #Healthcare#positivechange #healthcarerights #healthrights #healthconsumer#partneringwithconsumers #hospital #healthservice #healthreform#patientsafety #consumerengagement #consumerrepresentation

Include:

- Link - <https://www.eventbrite.com.au/e/patient-experience-week-pxw-community-conversation-tickets-31346065927>
- Tag HCC - @hconcwa

Health Consumer Excellence Awards Call for Nominations



Pictured: Health Consumer Excellence Awards Poster

HCE Awards Call for Nominations General – Twitter

Here is an example of a tweet you could send out with the above image:

Nominate now & honour the everyday #heroes in #health! #WesternAustralia

Include:

- Hash tags - #WhatMatters2U #hccpxw #healthcare #WesternAustralia #CompassionateCare
- Link - www.hconc.org.au/hceawards
- Tag - @hconcwa @WAHealth
- Image – Poster of the awards or the person you would like to nominate

HCE Awards Call for Nominations Compassionate Care – Twitter

Here is an example of a tweet you could send out with the above image:

New [#compassionatecare](#) award in collaboration with [@WAHealth](#) nominate now 4 HCE Awards!
www.hconc.org.au/hceawards [#hccpxw](#) [#whatmatters2u](#)

Include:

- Hash tags - #WhatMatters2U #hccpxw #healthcare #WesternAustralia #CompassionateCare
- Link - www.hconc.org.au/hceawards
- Tag - @hconcwa @WAHealth
- Image – Poster of the awards or the person you would like to nominate

HCE Awards Call for Nominations General – Facebook

Here is an example of a post you could send out with the above image:

Nominate now!!! Do you know a health professional or organisation that has demonstrated excellence in healthcare? Who will you nominate?

Honour the everyday heroes in health for excellence in healthcare and nominate now for the Health Consumer Excellence Awards 2017! Nominations close March 31, 2017. If you need assistance contact HCC on (08) 9221 3422 and ask for Lucy Palermo.

Include:

- Hash tags - #WhatMatters2U #hccpxw #healthcare #WesternAustralia #CompassionateCare
- Link - www.hconc.org.au/hceawards
- Tag - @hconcwa
- Image – Poster of the awards or the person you would like to nominate

HCE Awards Call for Nominations Compassionate Care – Facebook

Here is an example of a post you could send out with the above image:

Who will you nominate for the Compassionate Care Award?

This award is to acknowledge people providing direct patient care who demonstrate compassion. We are looking for compassionate individuals working in any capacity in the health service or organisation. We are also looking for compassionate teams of health care providers who demonstrate effective multi-disciplinary care. This Award is Sponsored by Western Australian Department of Health.

Health Consumer Excellence Awards 2017 nominations close March 31, 2017. If you need assistance contact HCC on (08) 9221 3422 and ask for Lucy Palermo.

Include:

- Hash tags - #hccpxw #HCEAwards #patientexperience #healthconsumer #healthcare#Awards #nomination #WesternAustralia #doctor #nurse #GP#compassionatecare #personcentredcare #patientcentredcare#whatmatters2U #WAhealth #health #wellbeing @HealthyWA
- Link - www.hconc.org.au/hceawards
- Tag - @hconcwa @HealthyWA
- Image – Poster of the awards or the person you would like to nominate

For other examples please see the HCC Facebook Page www.facebook.com/hconcwa

PXW Social Media Banners

Please use on your social media channels. Available at www.hconc.org.au/hccpxw-promotional-toolkit

Facebook



HEALTH CONSUMERS' COUNCIL
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REGISTERED CHARITY
australiancharityregister.org.au

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Twitter



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NEWSLETTER/ WEBSITE

Patient Experience Week Forum Text

Please copy and paste this short description of PXW 2017 and include in your newsletter, website and event calendar.

PXW General

Join us for the Health Consumers' Council Patient Experience Week Forum (HCCPXW) 2017 on April 27 Bendat Centre, 36 Dodd St, Wembley. HCCPXW 2017 will bring together health professionals, clinicians and consumers to share experiences and develop a shared statement of key patient experience improvement priorities by exploring the theme 'what matters to you?'. Listen to keynote speaker Jason Wolf Ph.D., CPXP, President, Beryl Institute, USA. Places are limited.

PXW Theme 2017

2017 Theme: What matters to you? Resonates with both health professionals and consumers. Health Consumers' Council (WA) Inc. aligns with the growing evidence that when health care staff focus on the needs and wishes of the patient, both the experience and patient health outcomes improve. Staff morale is also boosted. Budget improvements can also occur because of other factors, due for example to a reduction in repeat visits to Emergency Departments after discharge.

Health Consumer Excellence Awards Text

Please copy and paste this short description of Health Consumer Excellence (HCE) Awards 2017 and include in your newsletter, website and event calendar.

HCE Awards General

HCC Consumer Excellence Awards were created to celebrate the achievements of the unsung heroes in WA Health Care, from the administrator to the clinician, and to recognise health consumers that go out of their way to make a difference. Often, it's not the latest treatments and tests consumers seek, but a kind smile, eye contact, the willingness for someone to ask, "what matters to you?".

Compassionate Care Award

Compassionate care – it doesn't cost anything, but how common is it? Have you experienced compassionate care? Why don't you nominate a health care provider, clinician, or consumer?

HCC Consumer Excellence Awards were created to celebrate the achievements of the unsung heroes in WA Health Care, from the administrator to the clinician, and to recognise health consumers that go out of their way to make a difference. Often, it's not the latest treatments and tests consumers seek, but a kind smile, eye contact, the willingness for someone to ask, "what matters to you?". Health staff are often surprised to find out that, instead of stressing about a forthcoming surgery, the patient is worried about a pet at home, not being able to care for a loved one, or a wedding they may miss. Because of this we are collaborating with WA Health to introduce a new award – Compassionate Care.

DIGITAL/PRINT MEDIA IMAGES

All images available at www.hconc.org.au/hccpxw-promotional-toolkit and by following the links.

PXW Email Signature

You can add the landscape images to your email signature and hyperlink them to the relevant links.

www.hconc.org.au/hccpxw and www.hconc.org.au/hceawards



PATIENT EXPERIENCE WEEK (PXW)
Perth WA | April 27-28 2017
#hccpxw #WhatMatters2U

www.hconc.org.au/hccpxw
or call (08) 9221 3422

FREE Register now!



Honour the everyday **HEROES in HEALTH**
Health Consumer Excellence Awards

Nominate Now!!!
Health Consumer Excellence Awards

NOMINATIONS CLOSE March 31, 2017
visit www.hconc.org.au/hceawards
or call (08) 9221 3422

Website/ E-newsletters

Include images of the posters featured throughout on your website, social media channels or E-newsletter to promote your support of PXW and link to the relevant webpages.

Flyer

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Pictured: PXW Community Conversation Flyer Front & Back

Print Media/Posters

You can download PDF & JPG Versions of all the images to print as featured throughout.