



HEALTH CONSUMERS'
COUNCIL

YOUR VOICE ON HEALTH

Strategic Plan 2017 - 2020

June 2017 Review



Health Consumers' Council Charter

Our Vision

Equitable, person-centred healthcare for all West Australians.

Our Purpose

To increase the capacity of all people to influence the future direction of health care and to make informed choices.

Our Values

- Respect – valuing diversity and actively seeking everyone's contribution
- Empathy – considering other peoples' world views, experiences and emotions
- Equity – advocating for the whole community
- Collaboration – working together to achieve positive outcomes
- Integrity – aligning our actions with our values
- Accountability – taking responsibility for our actions, measuring our effectiveness
- Innovation – creating new ways to achieve effective outcomes
- Knowledge – applying the latest learning to our practice and procedures



Background to HCC's Strategic Plan

At the time of reviewing this in June 2017 the health sector is undergoing a significant amount of state and federal health reform. A new Sustainable Health Review has been announced. WA is the only state which has one organisation, WA Primary Health Alliance, managing the entire state's primary health care agenda once held by Medicare Locals. WA Health has devolved management to Area Health Service Boards. The national Office of Safety and Quality in Health Services is reviewing their Standards which will require further support for the health sector to implement. WA Non-Government Organisations (NGOs) increasingly have to demonstrate they are engaging with their consumers in service planning and review. HCC is involved and affected to a greater or lesser extent in all of these reforms through our established position in WA's health sector. The opportunity there for the taking is to build on our foundation and grow into a new organisation to meet 21st century health challenges.

Due to this reform creating a dynamic environment, it is intended to have a one-year plan to build on outcomes reporting to establish effective quantitative and qualitative performance measures.

Where HCC is now

- 85% funding from WA Health
- 650 individual health consumer advocacy cases each year, including 250+ mental health consumers, 3.4 FTE Advocates
- Aboriginal Advocacy Program funding has ceased
- Consumer and Community Representative Program including Diversity Dialogues
- Membership on key committees including Clinical Senate Executive Advisory Group, WA Primary Health Alliance Strategic Group, Health Networks Co-Leads Group etc.
- 1,000+ members, 1,000+ twitter followers, website with integrated blog

Where we want to be by 2020

- 50/50 WA Health and diverse income streams
- 3,000 consumers assisted by co-located advocates in key metropolitan and rural sites.
- Online self-advocacy resources for consumers to understand health rights, health navigation
- Revamped Aboriginal Program with Cultural Competency training in health complaints
- Re-vamped Consumer and Community Program with HCC endorsed Consumer Representatives and an engaged network of Consumer Advisors; enhanced cultural competency training
- Diverse new networks from partnering with other health NGOs and advocacy networks.
- 1500+ members both individual and corporate, 5000+ social media followers, regular blogs and guest blogs, updated content



How we are going to get there – HCC Strategic Objectives 2017 -2020

Support individuals and community through advocacy and health literacy

Drive effective consumer, community, clinician and stakeholder engagement

Identify and communicate health trends and awareness to key stakeholders

Maintain an effective and innovative organisation



Strategic Objective One

Support individuals through advocacy and health literacy

Strategies

- Build on existing HCC's individual advocacy service, including the Aboriginal Advocacy service.
- Engage and empower diverse individuals and communities through advocacy and education to navigate, access and provide feedback to the health system
- Develop web-based tools for the community to support self-advocacy and improve health knowledge.
- Support the development of advocacy skills for community sector advocates.

Activities

- Investigate partnerships with health services to co-locate independent advocates.
- Partner with WA Primary Health Alliance to develop consumer resources for Health Pathways.
- Review HCC's website and social media platforms to ensure alignment with strategic objectives, e.g. ensuring disability access, other languages etc.
- Consumer/Community resources on Consumer Rights produced in a variety of languages.
- Formalise relationships with Community Advocacy Agencies and NGOs in the development of a WA Individual Advocacy Community of Practice and an Advocacy Training Program.
- Partner with Aboriginal Health Council of WA to support the Aboriginal Patient Journey Working Group.

1. Outcomes

- 1.1 Increased consumer health knowledge and literacy through our advocacy service, website and other resources.
- 1.2 Connected advocacy sector to support high quality, consumer-centred and integrated individual advocacy support.
- 1.3 The voice of Aboriginal health consumers is central to service planning, delivery and review.



Strategic Objective Two

Drive effective consumer, community, clinician and stakeholder engagement

Strategies

- Develop and deliver new training programs to enhance community engagement.
- Increase the diversity of HCC's consumer and community representation and advisor pool
- Secure strategic alliances and partnerships to strengthen new consumer, carer, clinician and stakeholder engagement strategies.

Activities

- Promote and participate in Patient Experience Week events.
- Continue to develop participation of consumers, carers, community and health service providers in the Patient Experience movement.
- Develop and implement new models of consumer engagement in service planning in partnership with health services.
- Undertake a training needs analysis to inform development of training and workshops
- Host community events run in partnership with health NGOs, WA Primary Health Alliance etc. on health promotion, specific health issues and population issues to increase diversity of consumer engagement.
- Create a pool of consultants to undertake training and facilitation of fee for service HCC events.
- Partner to develop training for NGOs to engage with consumers in policy, planning and review of outcomes based contracted services.
- Develop and deliver training in both CALD and Aboriginal cultural competency for service providers.

2. Outcomes

2.1 Consumers are valued as equal and active participants in health service reform.

2.2 Health providers are supported to effectively engage with consumers.

Strategic Objective Three

Identify and communicate health trends to key stakeholders

Strategies

- Utilise data, research and inputs from HCC programs and partnerships to identify and communicate health trends to key stakeholders.
- Partner with leading health research and education institutions to enhance consumer-centred perspectives.

Activities

- Communicate with members and consumers to understand community needs and experiences with health services.
- Develop and implement a new HCC Communication Strategy to direct media and marketing activities.
- Maintain an active voice in influencing policy directions and changes to the WA Health system.
- Support WA Health Translation Network opportunities and develop other partnership consumer centred research projects.
- Publish findings of all research and evaluations in which HCC participates.
- Proactive development of HCC Position Papers and ongoing submissions to key reform agendas.

3. Outcomes

- 3.1 Community and consumer directed research undertaken in partnership with the WA Health Translation Network has resulted in positive, practical changes for WA health consumers.
- 3.2 Communications strategy enhances community understanding of the role of HCC and engagement with surveys, services.



Strategic Objective Four

Maintain an effective and innovative organisation

Strategies

- Attract and maintain an effective and empowered Team through supportive leadership, ongoing development, self-care support and well-planned work processes.
- Maintain an effective organisation through competent governance, strategic partnerships, consumer-centred leadership and outcomes based organisational management.
- Promote and support opportunities for HCC Members, Board, Volunteers and Staff to contribute to HCC policy, research and advocacy activities.
- Create diverse income streams
- Investigate “Staff Excellence Award” opportunities and foster innovation

Activities

- Develop social enterprise activities such as fee for service training, especially targeting the private health sector.
- Embed fundraising activities and fundraising targets within HCC core functions.
- Finalise review of HCC’s policies and frameworks, ensuring robust governance.
- A robust outcomes-reporting mechanism is developed with effective quantitative and qualitative performance indicators.
- Review HCC Membership policies, offerings. Consider Members vs. Followers. Survey for satisfaction
- Implement a formal programme to optimise Board Effectiveness.
- Support and align HCC workforce skills and strategies.
- Develop and implement a professional, personal and innovative development program.
- Develop an organisational stakeholder management plan including relationship management responsibilities
- Develop and align ISMART key performance indicators with HCC Strategic objectives – Inspired, Specific, Measurable, Achievable, Realistic and Timebound.

4. Outcomes

- 4.1 HCC’s well-supported team can effectively support WA health consumers.
- 4.2 Diverse streams of income to enhance HCC’s sustainability and independence.
- 4.3 Demonstrable evidence of continuously improving HCC Board effectiveness.