



Consumers Health
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Older Consumers: Choice, Challenges and Rights in changing markets

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Consumers shaping health

Consumer Choice

Whole of person care:

- Communication
- Information
- Empowered to make decisions
- Understand rights to choose who, where and how they are treated.
- Coordination between health and social care



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Consumer Control

- Patients as partners and experts of their own care
- Engaged in decisions and management of condition
- Patient-reported outcomes and experiences



Person-centred care is the foundation for achieving safe, high-quality health care. Studies have shown that person-centred care can contribute to:



Better patient and community experience

- ✓ Improved patient satisfaction
- ✓ Improved patient engagement
- ✓ Improved community perceptions of healthcare organisations



Better workforce experience and improved wellbeing

- ✓ Improved workforce satisfaction
- ✓ Improved workforce attitudes
- ✓ Less workforce turnover
- ✓ Reduced emotional stress for the healthcare workforce
- ✓ Improved workforce wellbeing



Better clinical outcomes, safety and quality

- ✓ Lower mortality
- ✓ Reduced readmissions
- ✓ Reduced length of stay
- ✓ Reduced healthcare acquired infections
- ✓ Improved treatment adherence



Better value care through lower costs of care

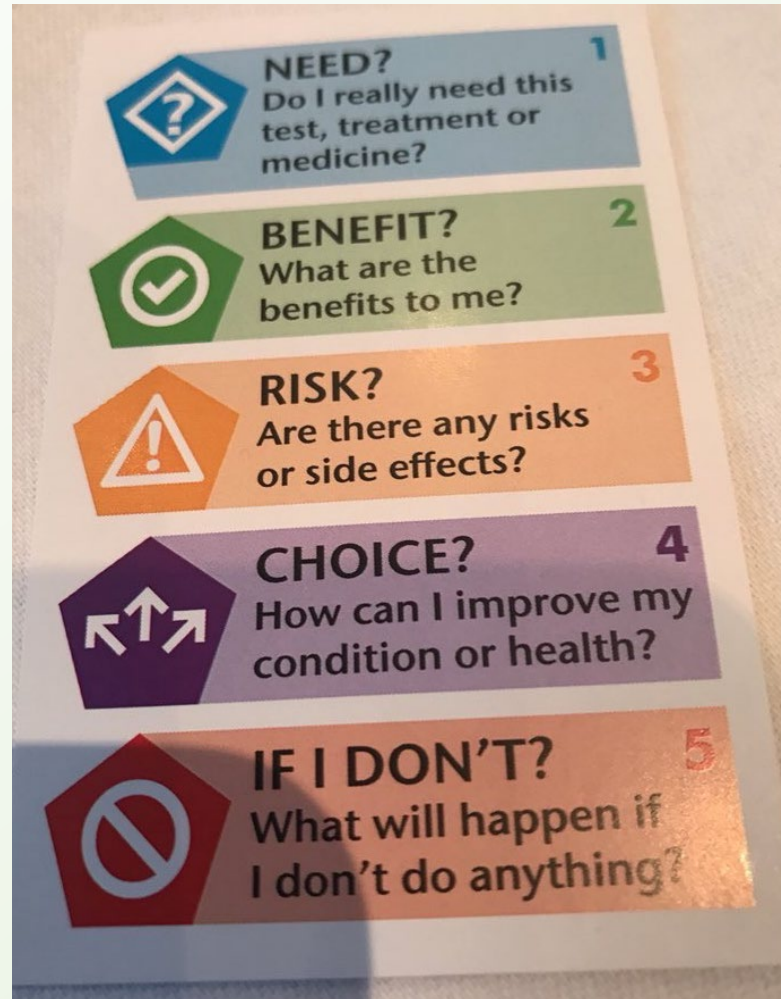
- ✓ Shorter length of stay
- ✓ Lower costs per case
- ✓ Better utilisation of low versus high cost workforce members
- ✓ Less workforce turnover

Barriers, Risks and Opportunities

- Cost
- Access
- Information of options and risks
- Health literacy
- Informed choices



Choosing Wisely Campaign



Source: Choosing Wisely

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Design Thinking

