

# PARTNERING WITH CONSUMERS



**Helene Anderson-Bell**  
**NUM 2**  
**NICU John Hunter Children's  
Hospital**

Vic Health Education Team  
celebrating more than 10 years of  
collaboration of health education

AUSTRALIA  
VIETNAM VOLUNTEERS  
RESOURCE GROUP INC



HCMC -2016

# HỢP TÁC VỚI KHÁCH HÀNG



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Xin chao!  
Tôi tên là Helene

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## Partnering with consumers

In 1978, the Declaration of Alma Ata stated that ***'The people have the right and duty to participate individually and collectively in the planning and implementation of their health care.'*** Since then, there has been an emergence of policies promoting the rights and responsibilities of consumers and carers within the healthcare system, and an increasing focus on consumer and carer participation and collaboration in the planning, design, delivery and evaluation of health care.

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## Hợp tác với khách hàng

Năm 1978, theo tuyên bố của Alma Ata: ***'Con người có quyền và nghĩa vụ tham gia vào quá trình lên kế hoạch và thực hiện chăm sóc sức khỏe cho chính họ.'*** Đã có những chính sách khuyến khích quyền lợi và trách nhiệm của khách hàng và người cung cấp dịch vụ y tế, tăng cường tập trung vào việc tham gia và hợp tác giữa khách hàng và người cung cấp dịch vụ trong việc lập kế hoạch, thiết kế, cung cấp và đánh giá chất lượng chăm sóc sức khỏe.

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There has been a slow but steady shift towards the recognition that healthcare providers, healthcare organisations, consumers and carers are all partners in the healthcare system.

The way that health care is organised and delivered is important to consumers; both as individuals who may be receiving care and as citizens interested in maintaining the efficiency and effectiveness of the health system.



Có sự chuyển đổi tuy chậm nhưng vững chắc trong nhận thức rằng người cung cấp dịch vụ y tế, các tổ chức y tế và khách hàng đều là những đối tác trong hệ thống chăm sóc sức khỏe.

Cách thức tổ chức và cung cấp dịch vụ chăm sóc sức khỏe đóng vai trò quan trọng đối với khách hàng; với tư cách cá nhân lẫn tư cách của công dân quan tâm đến việc duy trì hiệu quả và năng lực của hệ thống y tế.



There is evidence to show that the involvement of consumers in service planning, delivery, monitoring and evaluation is more likely to result in services that are more accessible and appropriate for users.

Effective partnerships with consumers and carers exist when they are treated with dignity and respect, when information is shared with them and when participation and collaboration in healthcare processes are encouraged and supported to the extent that consumers & carers choose.

Có bằng chứng cho thấy sự tham gia của khách hàng vào việc lập kế hoạch, cung cấp, giám sát và đánh giá dịch vụ khiến dịch vụ trở nên dễ tiếp cận và phù hợp hơn với khách hàng.

Việc cộng tác giữa khách hàng và người cung cấp dịch vụ trở nên hiệu quả khi họ được tôn trọng và cư xử đúng mực, khi thông tin được chia sẻ và việc hợp tác trong quá trình chăm sóc sức khỏe được khuyến khích và hỗ trợ đến mức họ lựa chọn.

## Benefits to partnering with Consumers

Delivering care that is based on partnerships provides many benefits for the healthcare consumer, provider, organisation and system. These include-

- ♦ Improved clinical outcomes including associations with decreased re-admission rates
- ♦ Decreased rates of healthcare acquired infections
- ♦ Improved delivery of preventive care services
- ♦ Improved adherence to treatment regimens as well as
- ♦ Reduced hospital costs &
- ♦ Reduced length of stay.

## Lợi ích trong hợp tác với khách hàng

Cung cấp dịch vụ chăm sóc dựa trên việc hợp tác với khách hàng đem lại nhiều lợi ích cho người sử dụng dịch vụ, người cung cấp dịch vụ, các cơ sở y tế và hệ thống y tế, bao gồm:

- ♦ Cải thiện kết cục lâm sàng, kể cả giảm tỷ lệ tái nhập viện
- ♦ Giảm tỷ lệ nhiễm trùng bệnh viện
- ♦ Cải thiện cung cấp dịch vụ y tế dự phòng
- ♦ Cải thiện tuân thủ điều trị
- ♦ Giảm chi phí nằm viện &
- ♦ Giảm thời gian nằm viện.

## Not all consumers & carers are the same

Consumers and carers can be

- ♦ people who currently use your health service or
- ♦ people who have used your service in the past;
- ♦ they can be representatives of community groups,
- ♦ can be interested in contributing to your organisation as a patient, as a general consumer of health services or as a citizen interested in improving health care generally.

It is often useful to include a range of consumers and/or carers in your partnership activities to ensure that different voices contribute to the design , delivery & evaluation of health services.

## Không phải tất cả khách hàng và người chăm sóc đều giống nhau

Khách hàng và người chăm sóc có thể là:

- ♦ Người hiện đang sử dụng dịch vụ chăm sóc sức khỏe của bạn;
- ♦ Người đã từng sử dụng dịch vụ của bạn;
- ♦ Đại diện của cộng đồng,
- ♦ Có thể quan tâm đến việc đóng góp cho cơ sở y tế của bạn với tư cách là bệnh nhân, người sử dụng dịch vụ y tế hoặc một công dân quan tâm đến việc cải thiện hệ thống chăm sóc sức khỏe nói chung.

Việc quan tâm đến các đối tượng khách hàng và/hoặc người chăm sóc khác nhau trong các hoạt động hợp tác là có ích, đảm bảo có sự đóng góp từ những phương diện khác nhau vào việc thiết kế, cung cấp và đánh giá dịch vụ y tế.



## Engaging consumers

Within Hunter New England Health, we engage with consumers & carers via feedback through surveys, focus groups, patient stories, committees, compliments and complaints processes. Also incident management systems is increasingly being seen as a useful mechanism for establishing partnerships, informing quality improvements and improving consumers'



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## Gắn kết với khách hàng

Trong tổ chức Hunter New England Health, chúng tôi gắn kết với khách hàng và nhân viên y tế thông qua các cuộc khảo sát, các nhóm quan tâm chính, trường hợp cụ thể của khách hàng, nhóm đại diện, những lời khen và than phiền. Hệ thống quản lý sự cố ngày càng được xem như cơ chế hữu hiệu nhằm thiết lập mối liên hệ hợp tác, cải tiến chất lượng và trải nghiệm cho khách hàng



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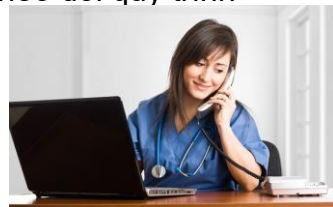
## Follow up Phone Calls

- Follow up phone calls are an important part of Hunter New England's Health's commitment to Excellence for every patient, every time
- Making the calls allows staff to follow up with patients after their encounter with our health service, check up on patient safety & to obtain feedback
- A simple call can reduce adverse events & provides an opportunity to clarify the patient's understanding of discharge & medication instructions care & appointments.



## Theo dõi bằng điện thoại

- Theo dõi bằng điện thoại là một phần quan trọng trong cam kết của Hunter New England's Health đối với mọi khách hàng, bất kể thời gian
- Gọi điện thoại giúp nhân viên có thể dõi theo khách hàng sau khi khách hàng bắt đầu sử dụng dịch vụ y tế, kiểm tra mức độ an toàn và nhận phản hồi
- Một cuộc gọi đơn giản có thể giảm thiểu tác động bất lợi, tạo điều kiện làm rõ sự hiểu biết của khách hàng về quá trình điều trị và xuất viện cũng như theo dõi quy trình chăm sóc và hẹn khám.




## Follow up phone calls

- Follow up phone calls are generally undertaken within 24-48 hours of the patient being discharged or transferred
- Long term outcomes of follow up phone calls may include-
  - ♦ Decrease in readmission to hospital
  - ♦ Improved patient outcomes & satisfaction
  - ♦ Provide positive feedback & recognition to staff &
  - ♦ Identify opportunities to improve clinical practice
  - ♦ Staff members acknowledged as “doing a good job” are thanked by way of a personal email
  - ♦ Areas for improvement are acknowledged & directed to the Director of Newborn Services/Nurse Manager

## Theo dõi bằng điện thoại

- Thường được thực hiện trong vòng 24-48 giờ sau khi bệnh nhân xuất viện hoặc chuyển viện
- Kết cục lâu dài:
  - ♦ Giảm tỷ lệ tái nhập viện
  - ♦ Cải thiện kết cục và mức độ hài lòng của bệnh nhân
  - ♦ Mang lại cho nhân viên phản hồi và nhận thức tích cực và
  - ♦ Nhận diện cơ hội giúp cải thiện thực hành lâm sàng
  - ♦ Nhân viên được công nhận là “đã làm việc tốt” qua thư điện tử cá nhân
  - ♦ Các lĩnh vực cải thiện được công nhận và được báo cáo trực tiếp đến Trưởng khoa Sơ sinh/Y tá trưởng



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Facility: \_\_\_\_\_

**INPATIENT FOLLOW-UP PHONE CALL**

Q130 - 2011  
MHS 2004240 - 6437th Army of Public Health  
440 Dupont Avenue, Suite West 2030  
DOR 20150111 - Fortna PH 24011111  
www.vva.org/2011

Vana

COMPLETE ALL DETAILS OR AFFIX PATIENT LABEL HERE

Date discharged: 7/1/15  
Phone number where patient can be reached: 0921579176  
Contact attempt: \_\_\_\_\_  
1. Date: 15/7/15 Time: 12:30  
2. Date: / / Time: \_\_\_\_\_

Phone call with: Patient ID: Other ID: Name: Richard Relationship: Wife

Address: Hills Mtn / 180 Waterloo name

Introduction: My name is your name? I am a volunteer at name of hospital.

Question: Could I take a few minutes of your time to ask you a few questions about your care?

Explanation: You were discharged from name of unit yesterday. I wanted to call and ask how you are today, is that okay?  
YES  NO  Thank you for your time

Question: Responses (PTO to write further comments)

How are you today?  
Comments: Richard is a very nice man, he is happy in his room, he is comfortable and he is happy to be in the hospital. He is a very nice man, he is happy in his room, he is comfortable and he is happy to be in the hospital.

Did a member of our staff talk to you about your follow-up care?  
Yes  No  N/A  Comments: Richard is a very nice man, he is happy in his room, he is comfortable and he is happy to be in the hospital.

Do you understand the medications you are taking?  
Yes  No  N/A  Comments: Richard is a very nice man, he is happy in his room, he is comfortable and he is happy to be in the hospital.

Have you made your follow-up appointments with your doctor or clinic?  
Yes  No  N/A  Comments: Richard is a very nice man, he is happy in his room, he is comfortable and he is happy to be in the hospital.

Do you have any other questions or concerns?  
Yes  No  N/A  Comments: Richard is a very nice man, he is happy in his room, he is comfortable and he is happy to be in the hospital.

Is there anything you would like to acknowledge as doing a good job during your stay in hospital?  
Comments: Richard is a very nice man, he is happy in his room, he is comfortable and he is happy to be in the hospital.

Can you tell me why they did a good job?  
Comments: Richard is a very nice man, he is happy in his room, he is comfortable and he is happy to be in the hospital.

Thank you for taking time to speak to us about your care.

Date: 15/7/15 Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Facility: \_\_\_\_\_

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Date/Time: \_\_\_\_\_

**SIGN, DATE AND RECORD DESIGNATION FOR ALL ENTRIES**

Richard & Brandon

- Both already at the bedside, I must appear to be happy the body by the hand to change the bed. When appeared to be "not sleeping" - must have been asked to "look down" - a nurse told "I had a rough night" - must have been asked to "look down" - a nurse told "I had a rough night" - must have been asked to "look down"
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- Chris Baker - Absentee - nice friendly - very good - kept track of the patient - must have been asked to "look down" - a nurse told "I had a rough night" - must have been asked to "look down"
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## PETS-Patient Experience Trackers

- Implemented as a source of listening to our patients & clients to respond to what they are telling us
- PETS is an electronic consumer feedback system with a touchpad, that offers a simple & fast solution to measure consumer experience
- Consumers can respond to five questions that have been developed to provide staff & managers with highly actionable feedback
- PETS enables Health Leaders, Managers & front line staff to
  - ♦ Have a better understanding of what consumers think about the service they receive


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## PETS-Patient Experience Trackers

- Được triển khai nhằm lắng nghe bệnh nhân và khách hàng, từ đó có phản hồi phù hợp
- PETS là một hệ thống phản hồi điện tử cho khách hàng với chỉ 1 phím chạm, cung cấp giải pháp nhanh và đơn giản để đo lường trải nghiệm của khách hàng
- Khách hàng có thể trả lời 5 câu hỏi để cung cấp phản hồi cho nhân viên và nhà quản lý
- PETS giúp nhà lãnh đạo, quản lý:
  - ♦ Hiểu rõ hơn khách hàng nghĩ gì về dịch vụ cung cấp

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# PETS

- ◆ Highlight areas where improvement initiatives could be focused
- ◆ Measure the effects of changes in practice on service delivery & the consumer experience

Benefits of using PETS is that it is very easy to use & takes less than a couple of minutes to complete

The PETS system highlights areas where staff are providing excellent service as well as areas that consumers identify for improvement

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# PETS

- ◆ Tập trung vào những lĩnh vực có thể bắt đầu cải thiện
- ◆ Đo lường hiệu quả các thay đổi trong quá trình tiến hành cung cấp dịch vụ và trải nghiệm của khách hàng

Lợi ích: dễ sử dụng và chỉ cần vài phút để hoàn thành

Hệ thống PETS xác định những lĩnh vực đang được cung cấp dịch vụ tốt và những lĩnh vực cần cải thiện từ phản hồi của khách hàng

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## PETS- Patient Experience Tracker

**READY**

**CYPFN: ACUTE CARE**

Please take a moment to provide us with your feedback

Did each staff member treat you/your child in a friendly and respectful manner?

Were staff available when you needed to speak to or had any queries for them?

Has your child's plan of care been discussed and written on the care board in a way you understand?

Did you feel confident that staff were washing or disinfecting their hands?

Overall, how satisfied were you with the care you received today?

THANK YOU FOR YOUR FEEDBACK

**NSW GOVERNMENT** | **Health** Hunter New England Local Health District

**ALWAYS** **MOST OF THE TIME** **SOMETIMES** **SELDOM** **NEVER**

**ALWAYS** **MOST OF THE TIME** **SOMETIMES** **SELDOM** **NEVER**

**YES** **SOMEWHAT** **NO**

**ALWAYS** **MOST OF THE TIME** **SOMETIMES** **SELDOM** **NEVER**

**EXTREMELY SATISFIED** **SATISFIED** **NEITHER SATISFIED NOR DISSATISFIED** **DISSATISFIED** **EXTREMELY DISSATISFIED**

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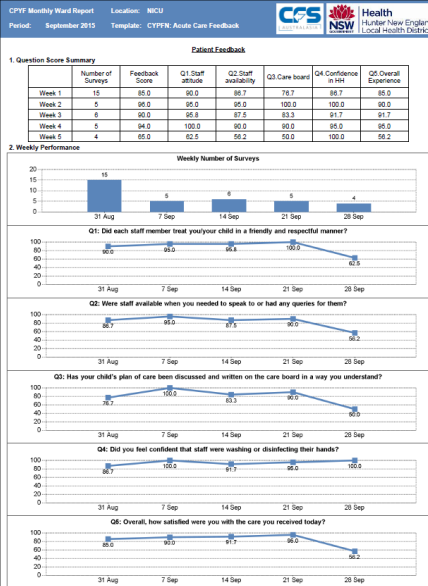
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# PETS results NICU September 2015

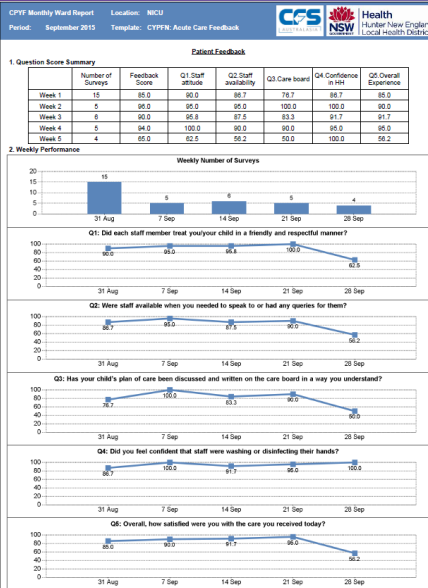


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# Kết quả PETS NICU 9/2015



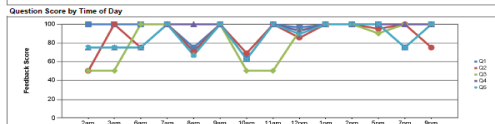
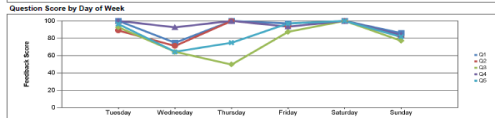
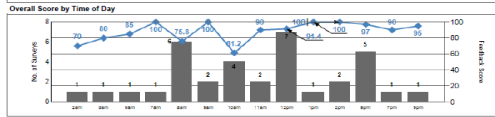
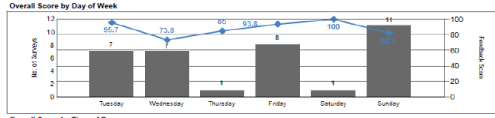
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# PETS results NICU September 2015

CPYF Monthly Ward Report Location: NICU  
Period: September 2015 Template: CYPFN: Acute Care Feedback



**LEGEND:**

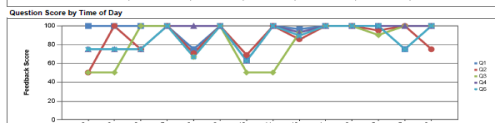
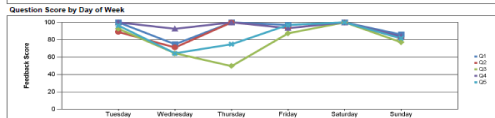
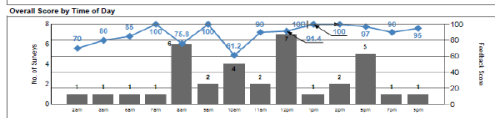
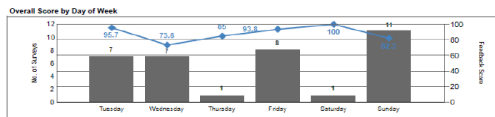
- Q1 Did each staff member treat you/your child in a friendly and respectful manner? Staff attitude
- Q2 Were staff available when you needed to speak to or had any queries for them? Staff availability
- Q3 Has your child's plan of care been discussed and written on the care board in a way you understand? Care board
- Q4 Did you feel confident that staff were washing or disinfecting their hands? Confidence in HH



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# Kết quả PETS NICU 9/2015

CPYF Monthly Ward Report Location: NICU  
Period: September 2015 Template: CYPFN: Acute Care Feedback



**LEGEND:**

- Q1 Did each staff member treat you/your child in a friendly and respectful manner? Staff attitude
- Q2 Were staff available when you needed to speak to or had any queries for them? Staff availability
- Q3 Has your child's plan of care been discussed and written on the care board in a way you understand? Care board
- Q4 Did you feel confident that staff were washing or disinfecting their hands? Confidence in HH





## Children Young People & Families Advisory Council

The Children, Young People and Families Family Advisory Council (CYP&F FAC) was set up to provide a consumer perspective on key strategic issues including -

- ♦ Infrastructure improvement
- ♦ Planning
- ♦ Policy development
- ♦ Quality of services
- ♦ Patient care and safety
- ♦ As well as service expansion within hunter new england local health district (hne lhd).



## Hội đồng tư vấn cho trẻ em, thanh niên và gia đình

CYP&F FAC được thành lập nhằm cung cấp quan điểm của khách hàng về một số vấn đề mang tính chiến lược bao gồm -

- ♦ Cải thiện cơ sở hạ tầng
- ♦ Lập kế hoạch
- ♦ Phát triển chính sách
- ♦ Chất lượng dịch vụ
- ♦ Chăm sóc người bệnh và an toàn người bệnh
- ♦ Mở rộng dịch vụ trong HNE LHD

## Family Advisory Council

- The FAC gives advice to the Director of CYP&F on ways to help improve the experiences of children, young people and their families' access and use services within HNE LHD. This committee is responsible for -
  - ♦ Providing district wide representation of families who use Children, Young People and Families services
  - ♦ Working in partnership with families across Hunter New England and CYP&F staff to enhance family centred care
  - ♦ Raising significant issues and recommendations of a systemic nature from a family perspective which it would like the Director of CYP&F and Executive Team to consider.

## Hội đồng tư vấn gia đình

- FAC cho người đứng đầu CYP&F lời khuyên để cải thiện trải nghiệm của trẻ em, người trẻ và gia đình họ về sử dụng dịch vụ trong HNE LHD. Hội đồng này có trách nhiệm -
  - ♦ Cung cấp đặc điểm chung của các gia đình trong khu vực có sử dụng dịch vụ dành cho trẻ em, người trẻ và gia đình
  - ♦ Hợp tác làm việc với các gia đình trong Hunter New England và nhân viên CYP&F để nâng cao chất lượng chăm sóc gia đình
  - ♦ Đặt ra các vấn đề nổi cộm và khuyến nghị về bản chất có tính hệ thống của quan điểm gia đình cần được người đứng đầu CYP&F và nhân viên thực hiện xem xét.

## Partnering with Consumers

- Areas where partnering with Consumers has been used within Hunter New England Health-
  - ♦ Development of Parent Fact sheets
  - ♦ Provide feedback on the design & layout of parent areas when new wards/units are being developed & designed
  - ♦ Input into the development of an Aboriginal culturally sensitive cot card for NICU & maternity services
  - ♦ Input into the contents of handbooks given to parents
  - ♦ Input into artwork that is used within the Children's Hospital

## Hợp tác với khách hàng

- Lĩnh vực hợp tác với khách hàng tại Hunter New England Health-
  - ♦ Phát triển Tài thông tin về phụ huynh
  - ♦ Cung cấp phản hồi về thiết kế khu vực dành cho phụ huynh khi đơn vị/khoa mới được thiết kế và hoạt động
  - ♦ Những điều cần thiết để tiến hành:
    - Cung cấp nội, cỡ phù hợp với văn hóa người bản địa tại NICU và khoa Sản
    - Nội dung handbook dành cho các bậc phụ huynh
    - Các tác phẩm nghệ thuật sử dụng trong bệnh viện nhi.

# Examples of completed consumer feedback form

**Kaleidoscope** Health NSW Hunter New England Local Health District

**Consumer Feedback Publication Form**

Thank you for taking the time to review and give us feedback on the publication that has been developed to provide information to children, young people and their families. This form should take about 5 minutes to complete. Responses will be anonymous and confidential and will only be used to help us improve this publication.

Name (Optional): Serena Walker Phone No (Optional): 0494061776

The publication you have been requested to review is called: Parent and care boards

I am a (Optional):  Child or young person  Parent  Carer  Grandparent  Other

Please tick the box:

Information in the publication	Yes	No	Partly	Comment
Is it easy to understand?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Did it explain medical terms well?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>I think upon no medical terms to explain</u>
Did the information have enough details?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Was it helpful?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Did it give you choices for further reading?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>I don't think further reading for parent care board is needed</u>

Publication Quality	Yes	No	Partly	Comment
Is it easy to read?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is it easy?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the print large and clear enough?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there good use of colour?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If it has pictures are they helpful?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does it have a good layout that is easy to follow?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

If you have any concerns and would like to speak to someone independent of this survey, please contact Camilla Aakre on (02) 4988 8838. If there is anything we have not covered and you would like to tell us, please turn the page over and provide comments.

When parents/carer come in to visit their baby the nurses should go through the plan for the day and if the parents/carer have anything to add. This ensures that the nurses have filled out the care board.

When a new admission comes the nurse introduces the parents/carer to the care board. This allows them to know what it's all about and the purpose of it.

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# Các ví dụ về phiếu phản hồi của khách hàng

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# Parent Pamphlets

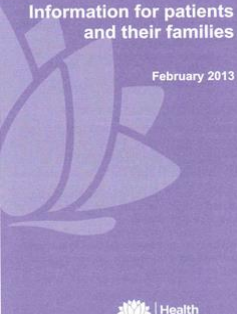
  
**We value your feedback**  
How to lodge a compliment or complaint




 Health  
Hunter New England  
Local Health District

**Compliments and Complaints**  
Information for patients and their families

February 2013




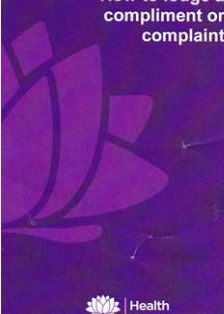
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# Tờ rơi/handbook dành cho phụ huynh

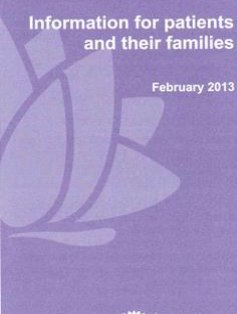
  
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“The purpose of the health system is caring for patients. It is their health system, their facilities, staff and services. They too will respond with respect if that is their experience”

(Commissioner Peter Garling, 2008)

“Mục đích của hệ thống chăm sóc sức khỏe là chăm sóc bệnh nhân. Đó là nhiệm vụ của hệ thống chăm sóc sức khỏe, các tiện ích và trang thiết bị, đội ngũ nhân viên và dịch vụ. Họ đều phải phản hồi lịch sự nếu như đó là trải nghiệm của họ”

(Commissioner Peter Garling, 2008)

THANK YOU FOR  
HELPING BABIES  
LIKE ME.  
LOVE ISA

THANK YOU FOR  
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LOVE ISA

# CẢM ƠN



**Thank  
You!!!**

[www.thebodyinformation.com](http://www.thebodyinformation.com)