

Fostering a Consumer/Patient-Centric Culture in Health and Community Services

A Checklist for Leaders

Health and community services organisations have been moving to a model of consumer/patient-centric care for some time.

Much progress has been made. In partnership with its clients, Insync has measured the Net Promoter Score (NPS) for 75 services and programs over the last few years.

Encouragingly, the average NPS is **+45 – with some organisations exceeding +70**. These high NPS results are driven both by a positive consumer/patient **experience** and meaningful **outcomes** being achieved.

In many cases, 80% or more of consumers/patients indicate high satisfaction with their experience in areas like:

- They listen to me
- They treat me with dignity and respect
- They do what they say they will do

A similar proportion are satisfied with the outcomes being achieved in areas like:

- I feel more hopeful about my future
- I am supported to achieve my goals
- Overall, I am satisfied with the service I received

Naturally, some certain services and programs are receiving feedback that is much less favourable. The key issues typically involve:

- Not achieving outcomes (e.g., taking too long to find accommodation)
- Not feeling listened to
- Not being able to access services in a timely manner

The role of leaders cannot be underestimated. There is plenty of evidence that shows how important leaders are for building, maintaining, and enhancing a consumer/patient-centric culture.

The checklist on the next page highlights the things that leaders in the most successful organisations are doing. Completing this self-assessment will help you identify what you and your leadership colleagues could do differently or better to enhance your organisation's consumer/patient culture.

Adopting a continuous improvement mindset and regularly assessing how you are fostering a consumer/patient-centric mindset throughout the organisation will help to improve the consumer/patient experience and lead to better outcomes. The goal is to create a culture where every employee is dedicated to meeting consumer/patient needs and exceeding their expectations. This, in turn, will enable you to deliver your mission, build your reputation, retain high-performing employees, and achieve your organisation's goals.



Fostering a Consumer/Patient-Centric Culture Throughout Your Organisation



A Checklist for Leaders

| Do you... | Rarely | Sometimes | Mostly | Always |
|---|--------|-----------|--------|--------|
| Lead by example - demonstrating a commitment to consumer/patient centricity in your actions and decisions? | | | | |
| Clearly articulate your vision - making sure everyone in the organisation understands why consumer/patient centricity is important and how it aligns with the organisation's goals? | | | | |
| Involve employees - encouraging them to share their ideas on how to better support and care for consumers/patients and recognise those who exemplify consumer/patient-centric behaviour? | | | | |
| Invest in training programs and resources - helping employees develop the skills and knowledge they need to deliver exceptional consumer/patient care and support? | | | | |
| Invest in processes and technology - making it easier for employees to access and record the required information and to care for consumers/patients as effectively as possible? | | | | |
| Collect and analyse consumer/patient feedback - through surveys, reviews, and other channels to identify areas for improvement and to make data-driven decisions? | | | | |
| Deal with mistakes and poor consumer/patient experiences as constructively as possible - looking for opportunities to learn and improve before blaming individuals? | | | | |
| Celebrate achievements and successes in delivering exceptional consumer/patient experiences and outcomes - recognising all those involved? | | | | |
| Regularly reinforce the message - keeping the message of consumer/patient centricity alive by regularly discussing it in team meetings, training sessions, and internal communications? | | | | |