

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:

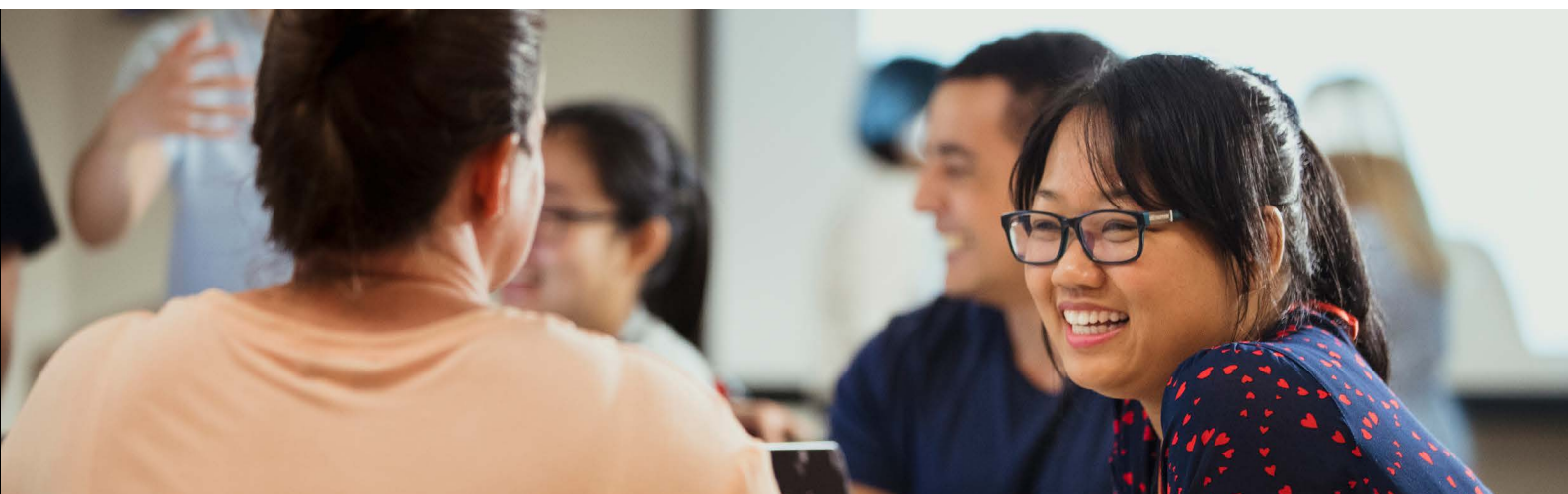
- Not achieving outcomes (e.g., taking too long to find accommodation)
- Not feeling listened to
- Not being able to access services in a timely manner

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.

**Net Promoter Score (NPS) is a registered trademark, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld.*



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



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?				