
MEMO

To: Board Members
From: Judith Holmes, Consumer Council Chair
Date: 17 October 2018
Subject: **Consumer Council Report**

Status

This report contains:

- For decision
- Update
- Regular report
- For information

The Consumer Council met at the Marlborough Community Health Hub on Monday 15 October 2018.

The Council enjoyed a tour of the Health Hub. It was interesting seeing the transformation of the building and hearing about the current and further future planned collaboration between different services within the space.

The Council had previously read an article about The Health Care Home Model of Care programme. This was followed up by a presentation at The Hub. The Council sees the Health Hub as a pragmatic and considered roadmap toward achieving the goals of whole person, consumer focused, in place healthcare. The Council suggested GP practices use focus groups of current patients to gather insights to feed into their future patient engagement plans as the projected 80% of practices come under the auspices of The Home Health Hub. Spoken communications with patients and videos about various aspects of health and sickness while in waiting rooms and during appointments are seen as being the most important element in terms of gaining a high level of patient engagement in treatment. The Council believes that the day of brochures and posters on walls are all but over and now represent “white noise” in the background and are frequently seen as lacking modernity and/or relevance to them.

A Council member who had a raft of medical issues including, but not limited to, Type II diabetes shared her three year story through major health challenges through to what appears to have been the cure as a result of publically funded weight loss surgery. Her discussion included the process and criteria for being accepted for surgery as well as the significant health benefits achieved following surgery. The Council considered the outcomes and learnings from this story:

- the value of weight loss surgery for improving her health outcomes
- the importance placed on selection criteria to increase the likeliness of success following surgery (i.e. physical vs mental barriers to weight loss)
- the consequences of imposing strict selection criteria, such as creating incentives for patients to meet criteria.

The longest discussion following the telling of the Council member's story was on the value of telling consumer or patient stories. In particular, whether the storyteller gets any value, or worse if they are negatively impacted by telling their story. Some of the considerations were:

- Is it the correct audience to learn and act on their learnings from the story?
- Are there positive outcomes and changes that will occur as a consequence of the story being shared?

- Are there risks for the consumer in sharing their story - is there an emotional toll, could their story or message be misunderstood, could the audience react negatively or without empathy to the story?

The Council are interested in further understanding how patient stories are told and, if and how they add value to decision making at Nelson Marlborough Health.

The planned November meeting will be held in Nelson and will include the Models of Care Programme and a presentation and discussion with the Health Quality and Safety Commission on the proposed Quality Safety Marker for Consumer Engagement.

Judith Holmes
Consumer Council Chair

RECOMMENDATION

THAT THE BOARD RECEIVES THE CONSUMER COUNCIL REPORT.