



HEALTH CONSUMERS'
COUNCIL
YOUR VOICE ON HEALTH

Waste Not Want Not Consumer View

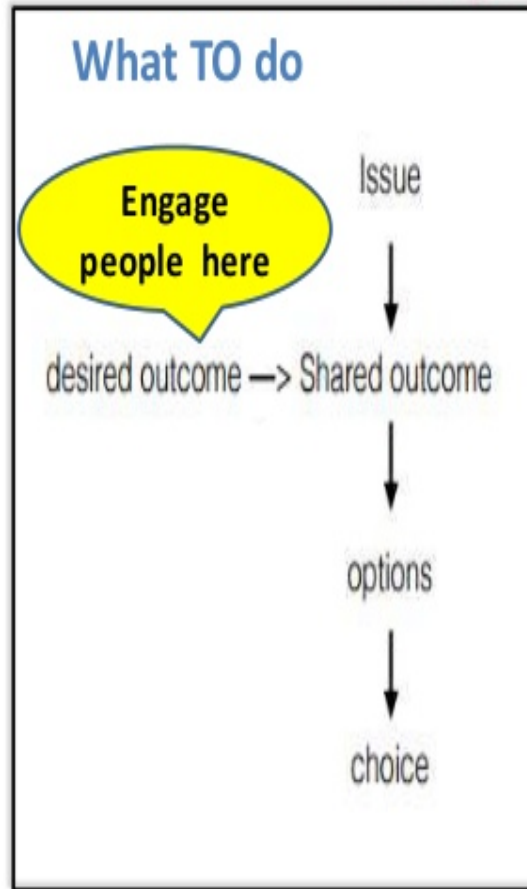
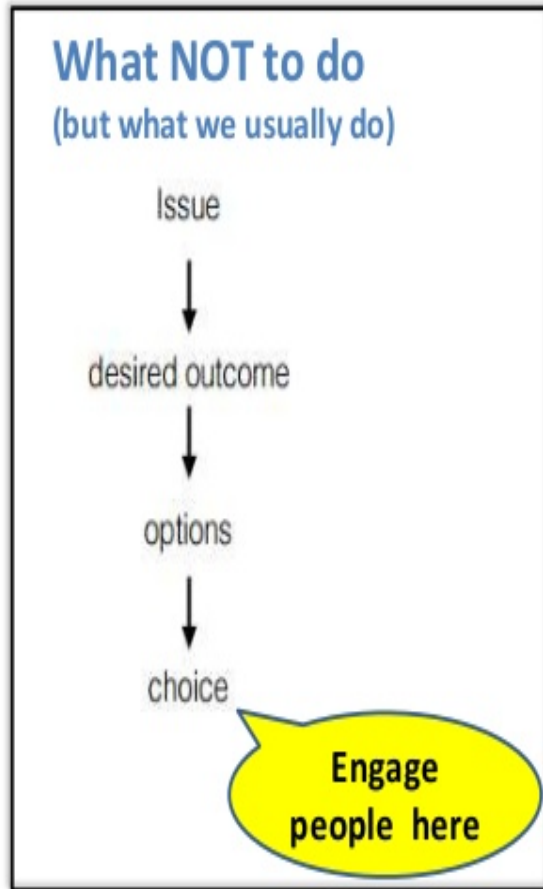
Pip Brennan, Executive Director,
Health Consumers' Council (WA) Inc.

Acknowledgement of Traditional Owners

We acknowledge the Whadjuk Noongar people who are the Traditional Owners of this Land and pay respect to all Elders past, present and future. We extend our respect to all other Aboriginal and Torres Strait Islander Cultures.



Mark Jaben on the science behind resistance



We don't need buyers (who "buy-in" to change)

[#S4CA @Sch4Change](#)

We need investors

REACTANCE: what is it?



The instantaneous reaction to being told what to do

“Unpleasant motivational arousal that emerges when people experience a threat or loss to their free behaviours”

Steindl and colleagues 2015

Choosing Wisely

Choosing Wisely has been identified as a potential enabler for change through its clinician-**led** and consumer-**centred** approach.

The focus on engaging clinicians and other health professionals to lead the initiative is what sets Choosing Wisely apart from other quality improvement campaigns.

<http://www.choosingwisely.org.au/getmedia/042fedfe-6bdd-4a76-ae20-682f051eb791/Choosing-Wisely-in-Australia-2017-Report.aspx>

Choosing Wisely



**Choosing Wisely
Australia**

An initiative of NPS MedicineWise

“An important conversation
about unnecessary tests,
treatments and procedures.”

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**Register now: 2018 Choosing Wisely
Australia National Meeting, 30 May**

Four Corners



I think if patients know that a treatment doesn't work, I don't think anyone in their right mind would have the procedure.

<http://www.abc.net.au/4corners/wasted-promo/6804302>

Four Corners



GPs feel that they need to do more tests, refer patients on and that's partly driven when GPs don't feel they are clinically certain... It's also driven by patients expecting to be referred on or expecting tests

<http://www.abc.net.au/4corners/wasted-promo/6804372>



Four Corners - Wasted - Facebook Comments -

Joanna Joyce Very interesting program. Enlightening to know about the relationship between injury and pain and the spectrum of diagnosis and management. It seems that if we want equitable public healthcare for the future we are going to need to do some spring cleaning. Hopefully this will be done on a needs-basis, rather than by lobbyists on a wants-basis.

https://www.facebook.com/pg/abc4corners/posts/?ref=page_internal



Facebook Comments - Wasted - Four Corners

[Darlene Doll Daley](#) My father had private health, and prostate cancer for 16 years..... every time at end stage cancer, that he was admitted to hospital, via an ambulance, he was taken for an unnecessary \$470 xray not covered by insurance...but ordered by a doctor not reading a patients history.
Its an absolute disgrace. The point is this type of blatant image ordering is what is costing the health system.

[https://www.facebook.com/pg/abc4corners/posts/?ref=page_ternal](https://www.facebook.com/pg/abc4corners/posts/?ref=page_internal)



Facebook Comments - Wasted - Four Corners

Darlene Doll Daley ...

But my worst experience, was an hour after the hospital informed us he passed away, the PINDARA PRIVATE HOSPITAL on the Gold Coast rang us, to ask if we could get the body picked up ASAP as they had no morgue. My parents were married 50 years and I will never forget the way we were treated.....disgracefully

https://www.facebook.com/pg/abc4corners/posts/?ref=page_internal

Patient Stories



Marshall Ganz

“Stories not only teach us how to act – they inspire us *to* act. Stories communicate our values through the language of the heart, our emotions. And it is what we *feel* – our hopes, our cares, our obligations – not simply what we *know* that can inspire us with the courage to act.

[#S4CA @Sch4Change](#)

[Telling Your Public Story, Marshall Ganz](#)

<http://theedge.nhs.uk/school/2018-resources/module-4-from-me-to-we-mobilising-and-organising/>

From Patient Opinion



#biasforaction

I took my husband to the Emergency Department at QEII Medical Centre in Nedlands. He has suffered two heart attacks before and on this occasion was concerned about palpitations and very low blood pressure. Although the ED was extremely busy, the staff were wonderful and did a great job **with limited resources**. The outcome was positive and we left feeling extremely grateful for the expertise and empathy of these exceptional people.

[https://www.patientopinion.org.au/opinions/65](https://www.patientopinion.org.au/opinions/65739)

739



Over the last 10 years
\$486 million
Knee **MRIs**



From Patient Opinion - Torn Ligament

My child was brought in by ambulance on with a sporting injury. My child's ankle was heard snapping on the field. They were taken for an x-ray where nurse read it and told my child they could go home. My child was in agony. We requested an MRI and were told it was not necessary.

I had to pay to see a GP who referred my child for an MRI. That cost me \$325 as I was told they do not bulk bill ankle MRI's. My child has just been informed that they will need surgery as their ligament is totally torn.

Why was this MRI not done in hospital? Why did he receive such poor, or should I say, no care?

<https://www.patientopinion.org.au/opinions/66145>

#biasforaction
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Choosing Wisely – Torn Ligament

The screenshot shows the NPS MedicinesWise website interface. At the top left is the NPS MedicinesWise logo with the tagline 'INDEPENDENT. NOT-FOR-PROFIT. EVIDENCE BASED.' and a 'LOG IN / SIGN UP' link. A purple navigation bar contains 'Home', 'Medical Info', 'CPD', 'Australian Prescriber', 'RADAR', 'MedicineInsight', and a search bar. Below this is a breadcrumb trail: 'Home | Medical Info | Consumer Info | Ankle sprains: 10 things you should know'. The main content area features a red article card with the title 'Ankle sprains: 10 things you should know', a 'SHARE' button, and an '8 min read' indicator. To the right, a red header bar shows '3 of 10' with navigation arrows. The article text includes: 'You don't need an ultrasound to diagnose your ankle sprain', 'Your health professional diagnoses which structure in your ankle has been damaged and how badly it's been damaged.', 'An accurate diagnosis will help your health professional to recommend the most effective and safest treatment.', and 'However, making an accurate diagnosis can sometimes be a challenge. Damage to different structures can cause similar symptoms such as pain.'

Ankle sprains: 10 things you should know

SHARE 8 min read

There's a good chance of having an ankle sprain once in your life

Most ankle sprains happen when your foot twists the wrong way and twists

3 of 10

You don't need an ultrasound to diagnose your ankle sprain

Your health professional diagnoses which structure in your ankle has been damaged and how badly it's been damaged.

An accurate diagnosis will help your health professional to recommend the most effective and safest treatment.

However, making an accurate diagnosis can sometimes be a challenge. Damage to different structures can cause similar symptoms such as pain.

Choosing Wisely Resources...

...**the research shows** that a history and physical examination performed by an experienced health professional is just as accurate at diagnosing an injury, if not more accurate, than an ultrasound. It's recommended that your health professional only refer for an ultrasound when the diagnosis after a history and physical examination is still unclear AND if confirming diagnosis with an ultrasound will change the treatment you receive.

Choosing Wisely Resources...

Ankle sprains: 10 things you should know

SHARE

8 min read

diagnose your ankle sprain

Even though your ankle hurts, it doesn't mean you need an X-ray

There are 3 grades of ankle sprain

You can help with treatment in the first few days after injury

6 of 10

You can help with treatment in the first few days after injury

If your health professional has decided (following a history and physical examination) that your injury will settle with simple treatment such as rest and ice, you can manage your injury yourself under their supervision in the first few days.

RICE

- ▶ **Rest** - avoid using the injured joint for at least 2 days.
- ▶ **Ice** - apply ice packs for 20 minutes every 2 hours (never apply ice directly to skin - it can burn)
- ▶ **Compression** - firmly bandage the injury.
- ▶ **Elevation** - lie or sit with leg raised.

Still not sure, so.... Dr. Google

ANKLE LIGAMENT RECONSTRUCTION SURGERY

Ankle ligament reconstruction surgery is usually carried out to treat sprains and instability.

<https://www.fortiusclinic.com/conditions/foot-and-ankle/treatments/ankle-ligament-reconstruction-surgery>

Surgical Treatment

Surgical treatment for ankle sprains is rare. Surgery is reserved for injuries that fail to respond to nonsurgical treatment, and for patients who experience persistent ankle instability after months of rehabilitation and nonsurgical treatment.

Choosing Wisely Resources...

8% of consumers were aware of the 5 Questions resource with 14% of 16-24 years old and 13% of 25-34 year olds surveyed reported having seen the resource

Testing concepts: Focus groups were engaged to test messages and assumptions about Australian attitudes to unnecessary healthcare with Choosing Wisely messaging. This will ensure messaging is relevant within the individual hospitals, and more broadly among the community. It's important to test the viability and effectiveness of ideas early, and with health professionals and consumers

From Patient Opinion – Torn Ligament

Dear *Torn ligament*

Thank you for taking the time to share your recent experience of Sir Charles Gairdner Hospital. I am very sorry to hear of your child's injury and the distressing pain it caused. I also wish to acknowledge that the care your child received whilst in our Emergency Department did not meet your expectations. **I completely appreciate the need for you to fully understand the decisions for your child's treatment pathway and I am sorry this was not explained to you at the time.**

So that I am able to help you with your questions, I encourage you to contact the Patient Liaison Service at Sir Charles Gairdner Hospital ...

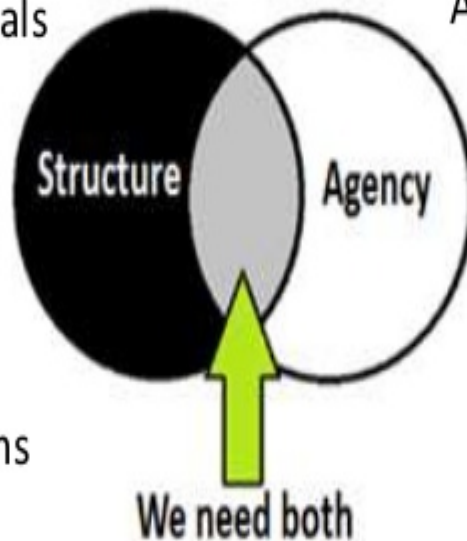
<https://www.patientopinion.org.au/opinions/66145>

#biasforaction

The design dilemma at the heart of change



Restructuring
Performance goals
Compliance
Regulation
Competition
Programme
Management
Incentive systems

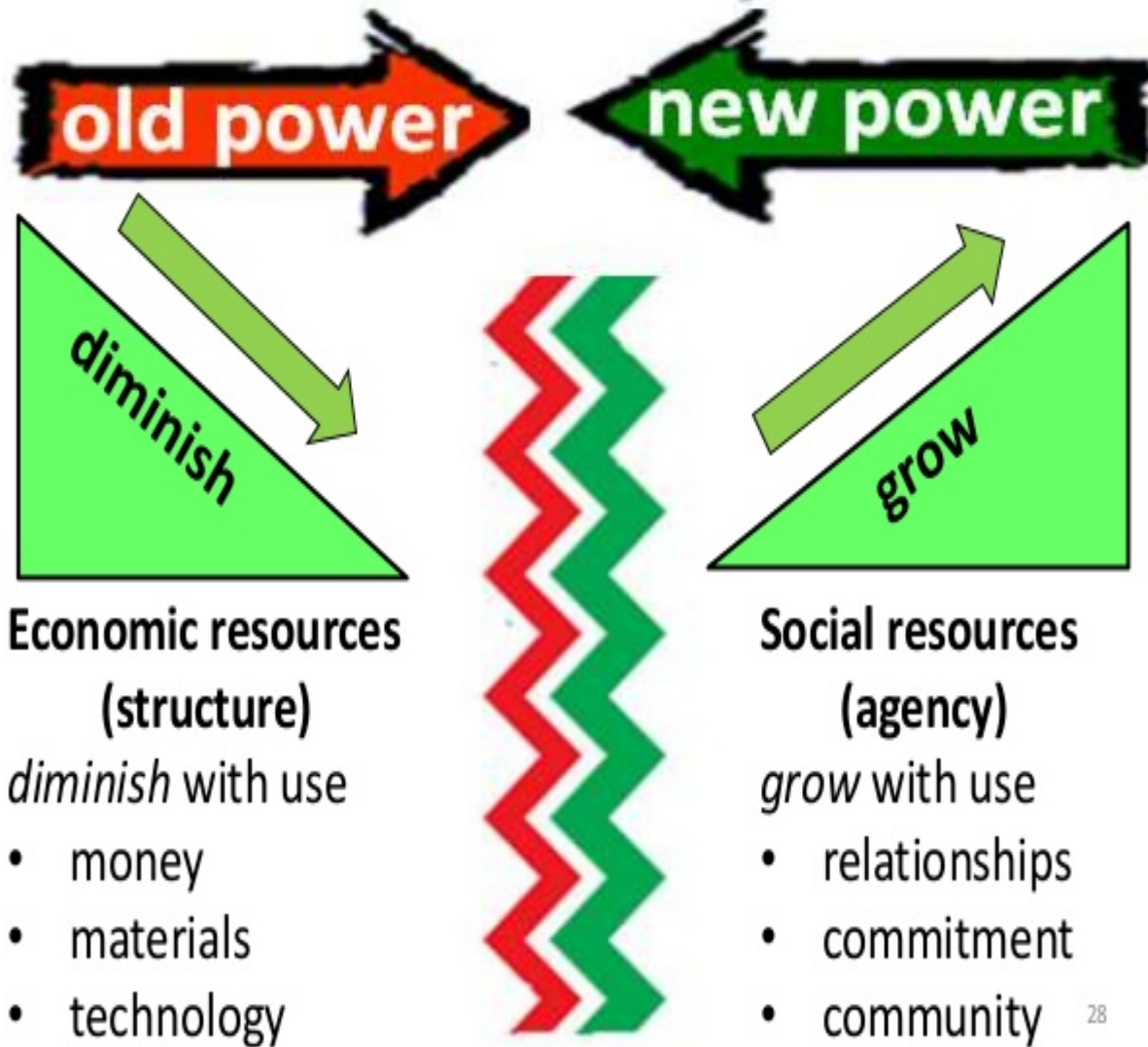


Activation
Ability to make choices
Capability
Leaders everywhere
Social action
Solidarity
Social movements

The predominant approach in recent years has been **STRUCTURE**
but globally there is a big shift towards **AGENCY**

“Resources” for change

Based on principles from Albert Hirschman and Marshall Ganz





HEALTH CONSUMERS'
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WAPHA
WA Primary Health Alliance



An Australian Government Initiative

An Invitation

Expression of Interest - Join the
Community of Practice

<https://www.eventbrite.com.au/e/consumer-engagement-community-of-practice-expression-of-interest-tickets-43740756781>

5th April - Community of Practice Face to
Face Event -
9am-12.30 at Maylands Dome

<https://www.eventbrite.com.au/e/consumer-engagement-community-of-practice-perth-tickets-43740279353>

5th April - Community of Practice Face to
Face Event -

Another Invitation

Patient Experience Week 2018 - Friday 27th April

<http://www.hconc.org.au/patient-experience-week-2018/>

- Breakfast - Beyond the Stethoscope
- Gathering of Kindness
- Announcement of HCC Consumer Excellence Awards
(nominations open to 31st March)



Final thought...

Find your 3%!



Just 3% of people in the organisation or system typically influence 85% of the other people

