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

What NOT to do
(but what we usually do)

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Issue
↓
desired outcome
↓
options
↓
choice
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Engage people here

What TO do

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Issue
↓
desired outcome → Shared outcome
↓
options
↓
choice
```

Engage people here

We don’t need buyers (who “buy-in” to change)
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 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.

Choosing Wisely
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/6814372
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.
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
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_internal
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

“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.”

Marshall Ganz

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

Telling Your Public Story, Marshall Ganz
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/65739

#biasforaction
Over the last 10 years
$486 million
Knee MRIs
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?

Ankle sprains: 10 things you should know

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.
Ankle sprains: 10 things you should know

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](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.
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 ...

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**

#S4CA @Sch4Change
“Resources” for change

Based on principles from Albert Hirschman and Marshall Ganz

old power  new power

diminish  grow

Economic resources (structure)
- money
- materials
- technology

Social resources (agency)
- relationships
- commitment
- community
An Invitation

Expression of Interest - Join the Community of Practice

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

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

Patient Experience Week 2018 - Friday 27\textsuperscript{th} April


- Breakfast - Beyond the Stethoscope
- Gathering of Kindness
- Announcement of HCC Consumer Excellence Awards
  (nominations open to 31\textsuperscript{st} March)
Final thought...

Find your 3%!

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

Source: Organisational Network Analysis by Innovisor