

## The Shared Value of Consumer Engagement – Anne Darton<sup>1</sup>, Dale Forbes<sup>2</sup>

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### Background

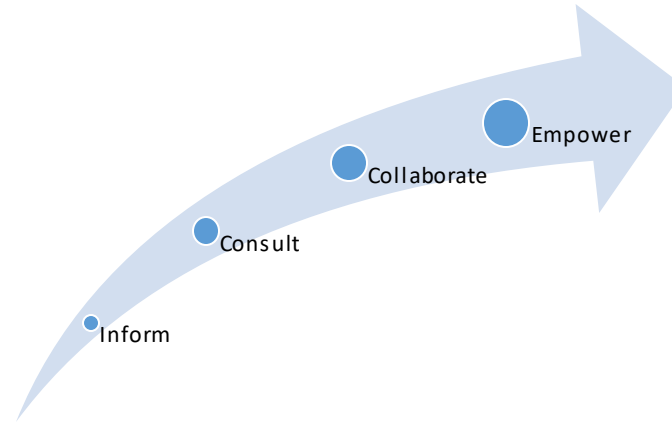
The National Safety and Quality Health Service Standards provide a national mandate for Health Services to engage meaningfully with consumers. However, there is no consistent approach to achieving this in the provision of a clinical burn services across Australia. The role of consumer representatives in a burn service is vital. The shared value can be realised when clinicians and consumers partner to co design innovative health care improvements.

### Consumer Engagement

Consumer engagement provides an empathetic and respectful framework that brings together professional knowledge and best practice evidence and lived experience to design, implement and evaluate improvements, activities, products and services.

Consumer engagement is the process for incorporating consumer and community aspirations and needs into decision making and service planning, delivery and evaluation.<sup>1</sup> Consumers and community members should be partners in health care planning, design, delivery, monitoring and evaluation. Consumer engagement commonly occurs at a number of levels; starting at; inform, before moving to consult, involvement and collaborate, and then on to empower.<sup>2</sup>

1. WA Health. (2007). Consumer Carer & Community Engagement Framework  
 2. Adapted from Carman, K.L., Dardess, P., Maurer, M., Sofaer, S., Adams, K., Betchel, C. & Sweeney, J. (2013). Patient and family engagement: A Framework for understanding the elements and developing interventions and policies. Health Affairs 32(2): 223-231.



- **Inform:** consumers who are members of ACI Burn Network receive information about the group's activities e.g. by being subscribed to the mailing list.
- **Consult:** consumers are invited to provide feedback about products and services developed by the ACI Burn Network through membership to Network or by being part of a community based organisation involved in the ACI.
- **Collaborate:** consumers are represented on SBIS Executive Committee, and can make recommendations and influence decisions regarding Burn Network activities, products and services.
- **Empower:** this is where consumers co-lead the development, design, implementation and evaluation of ACI Burn Network activities, products and services e.g. initial co-design projects.

### NSW ACI Statewide Burn Injury Service

The NSW Statewide Burn Injury Service has embedded consumer participation in its burn service using a number of strategies. These are based on the principles of equal partnership, openness, respect, empathy and designing together. Key initiatives include the SHARE Peer Support Program, Patient Reported Experience Measures (PREMs) Project and the Beyond Burns Online Hub Project.

**Next steps:** All burns services embrace consumer representation and embed it meaningfully in the delivery of their burn service



**Beyond Burns**