



Co-Design for Impact: Utilising consumers' lived experience to improve quality and safety

Workshop Facilitators: Associate Professor Bernie Harrison, Ms Shelley Thomson

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Acknowledgement of country

We would like to acknowledge the traditional custodians of this land and pay my respects to Elders past, present and future for they hold the memories, the traditions, the culture and hopes of Aboriginal and Torres Strait Islander Australians



Session Objectives

- Identify leadership styles
- Demonstrate how to involve consumers in co-designing
- Examine the personal experiences of three women diagnosed with early breast cancer
- Illustrate the power of lived experiences
- Highlight how honest conversations drive continuous improvement



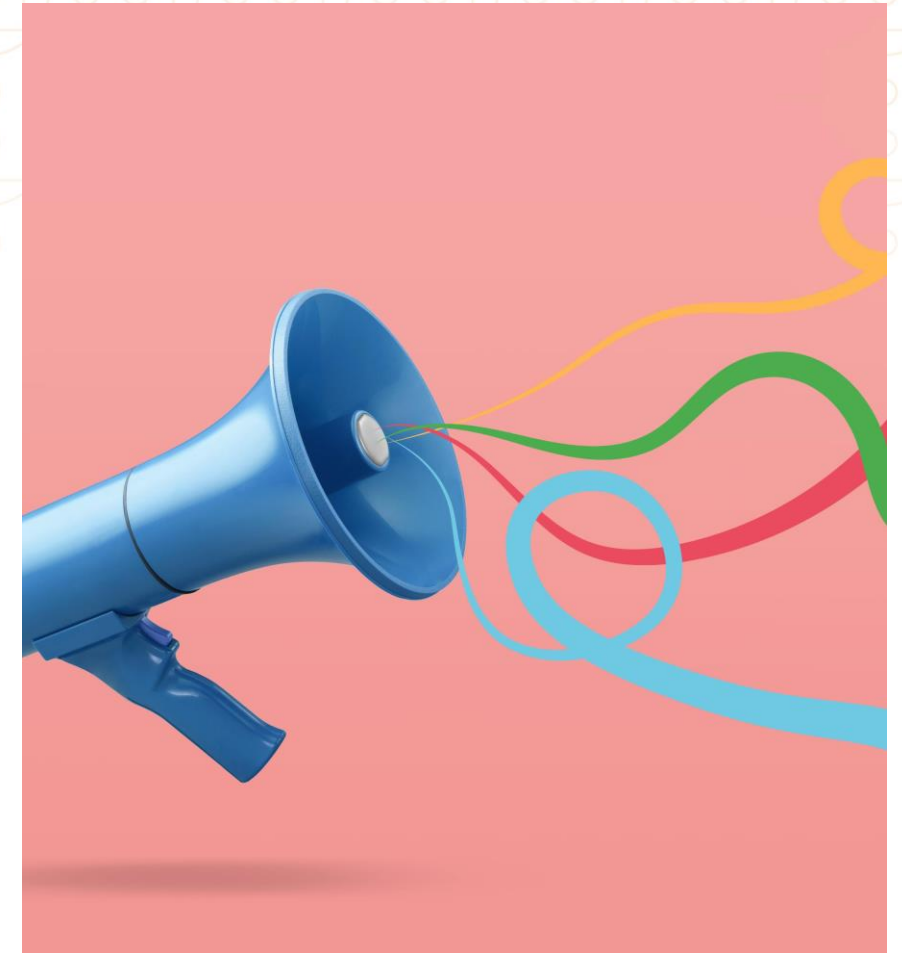
Image source: Metro North Health, QLD

Leadership

A group of business professionals in an office setting. In the foreground, a woman with dark, wavy hair, wearing a light blue button-down shirt, is pointing her right hand towards the camera. Behind her, a man in a white shirt and tie looks on. To the left, another man in a blue shirt is visible. The background shows office blinds and several colorful sticky notes (yellow, pink, blue) attached to a whiteboard or wall. The entire image has a blue tint.

It starts with feedback

- In your role you have received feedback from a survey of breast cancer patients with a new diagnosis of breast cancer
- There are a number of important issues to be addressed and it is clear that the consumers have some very clear views about the service.
- You too can see that there are opportunities for improvement.
- You have come to this workshop because you want to learn about co-design methodology
- You are aware of pockets of resistance in the organisation and a culture of 'telling' rather than asking.
- We now ask you to join us as we work together to hear from consumers and build a strategy for how we can lead this in our own organisations.



Leadership – how do we do this?

Identify leadership styles that foster trust among senior leaders, frontline clinicians, and consumers.

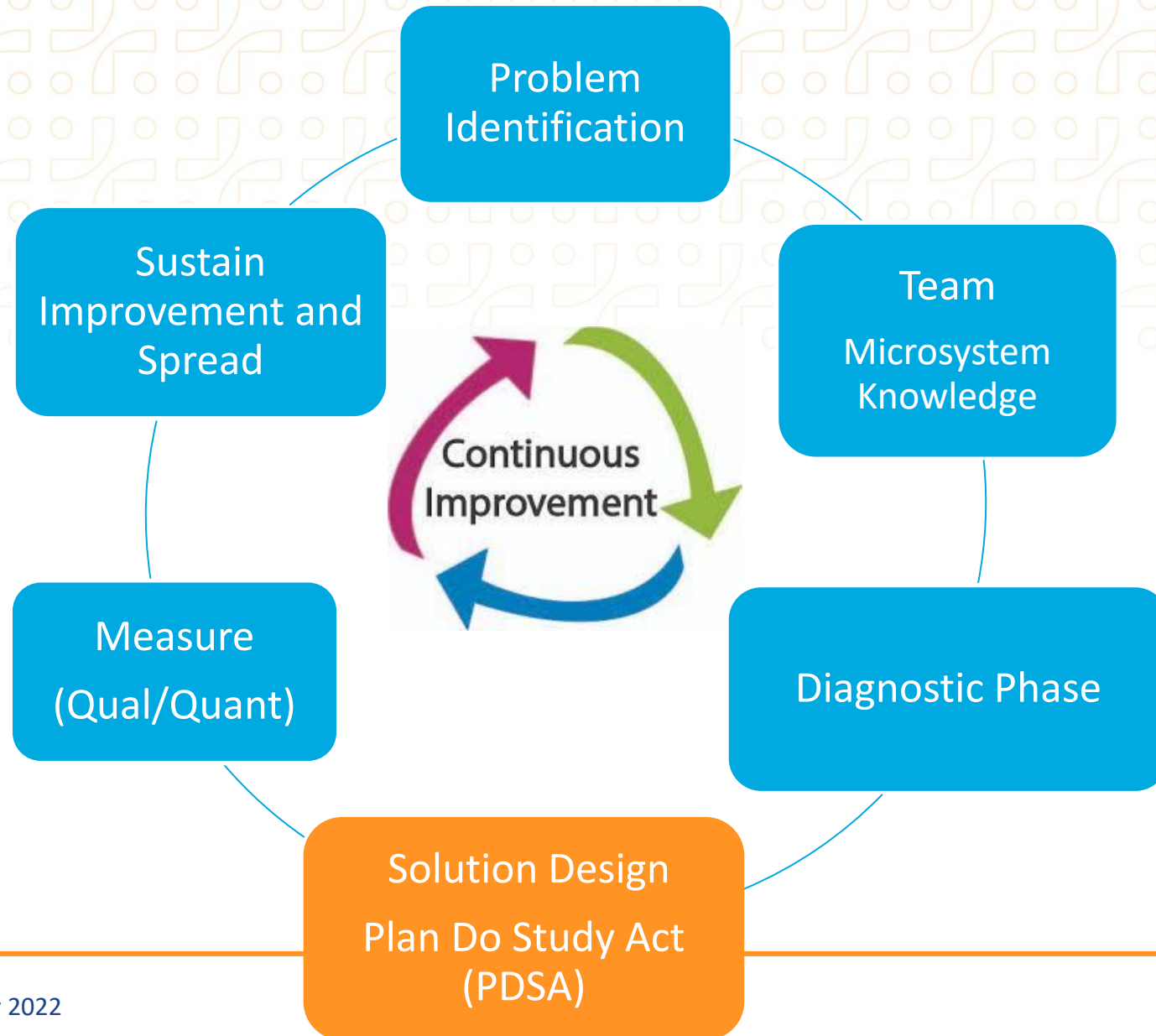
In Breakout groups discuss the following leadership challenges within your group.

One person to report back.

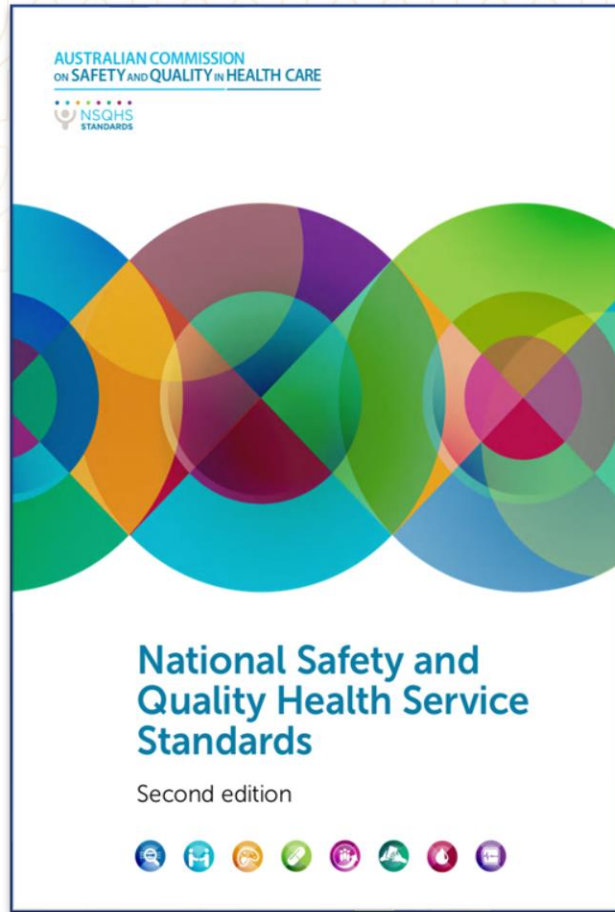
- Create a compelling vision – ideas for this?
- Collaboration – practical approaches?
- Empathy – is this important?
- Metrics – what is the value proposition?
- What will success look like short term and long term?



Quality Improvement Methodology



A Patient-Partnership Approach is Mandated in Health Care



2017



2019



2021



2023



Involving Consumers in Co-designing Healthcare Services

Co-design

Co- stands for community, conversation or collaboration. It is about **bringing together consumers, carers, families** (lived experience) **and multidisciplinary teams** (professional expertise) to jointly make decisions to improve services, informed by each other's expertise.

Design is about **planning, designing, testing, delivering and evaluating services** in partnership with each other.

Goal: To create an **equal and reciprocal relationship** between all stakeholders to **create solutions that are more relevant, effective, and satisfying** to the people who will use them.

References:

<https://aci.health.nsw.gov.au/projects/collaborative-cultures/background/definitions>

<https://www.tacsi.org.au/news-ideas/unpacking-codesign>



Image source: The Australian Centre for Social Innovation (ATCSI)

Co-design Toolkits



There are many tools and methods available for co-design such as brainstorming, feedback, journey mapping, prototyping, testing, or gamification. Each tool and method has its own strengths, weaknesses, and suitability for different purposes and contexts.

A photograph of three women walking away from the camera on a paved path in a garden. They are seen from behind, with their arms around each other in a supportive gesture. The woman on the left has her hair in a braid and wears a grey long-sleeved shirt and dark shorts. The woman in the middle has her hair in a ponytail and wears a plaid dress. The woman on the right has shoulder-length hair and wears a white short-sleeved shirt and a leopard print skirt. The background is filled with lush greenery and trees, and the overall lighting is soft and slightly dim, suggesting dusk or dawn. The image has a blue-tinted overlay.

Case Study:
Experiences of three women
diagnosed with early breast cancer

Case Study

Zoe recently felt a palpable mass in her breast. She visited her GP who referred her for a mammogram. The mammogram revealed a breast abnormality and a biopsy revealed a carcinoma.

When the biopsy results were available Zoe was given the diagnosis, and she met with a surgeon to discuss treatment options.

In consultation with her family and medical professionals, Zoe chose a treatment pathway.

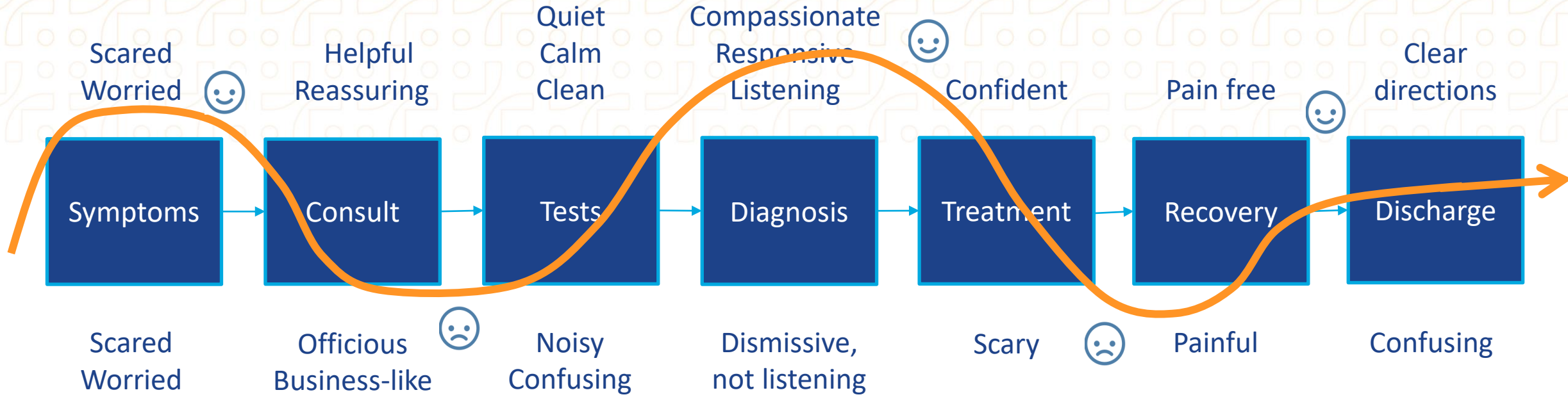
Zoe recovered from her treatment and has been having regular check-ups since...



Expectation



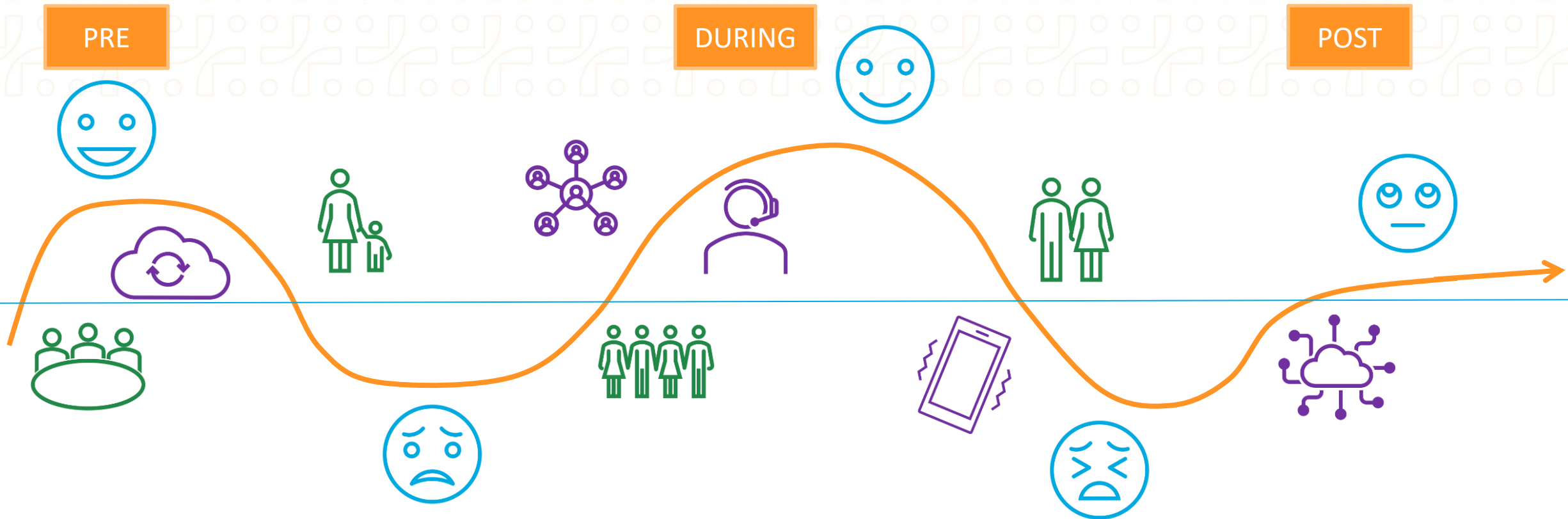
Expectation



Reality

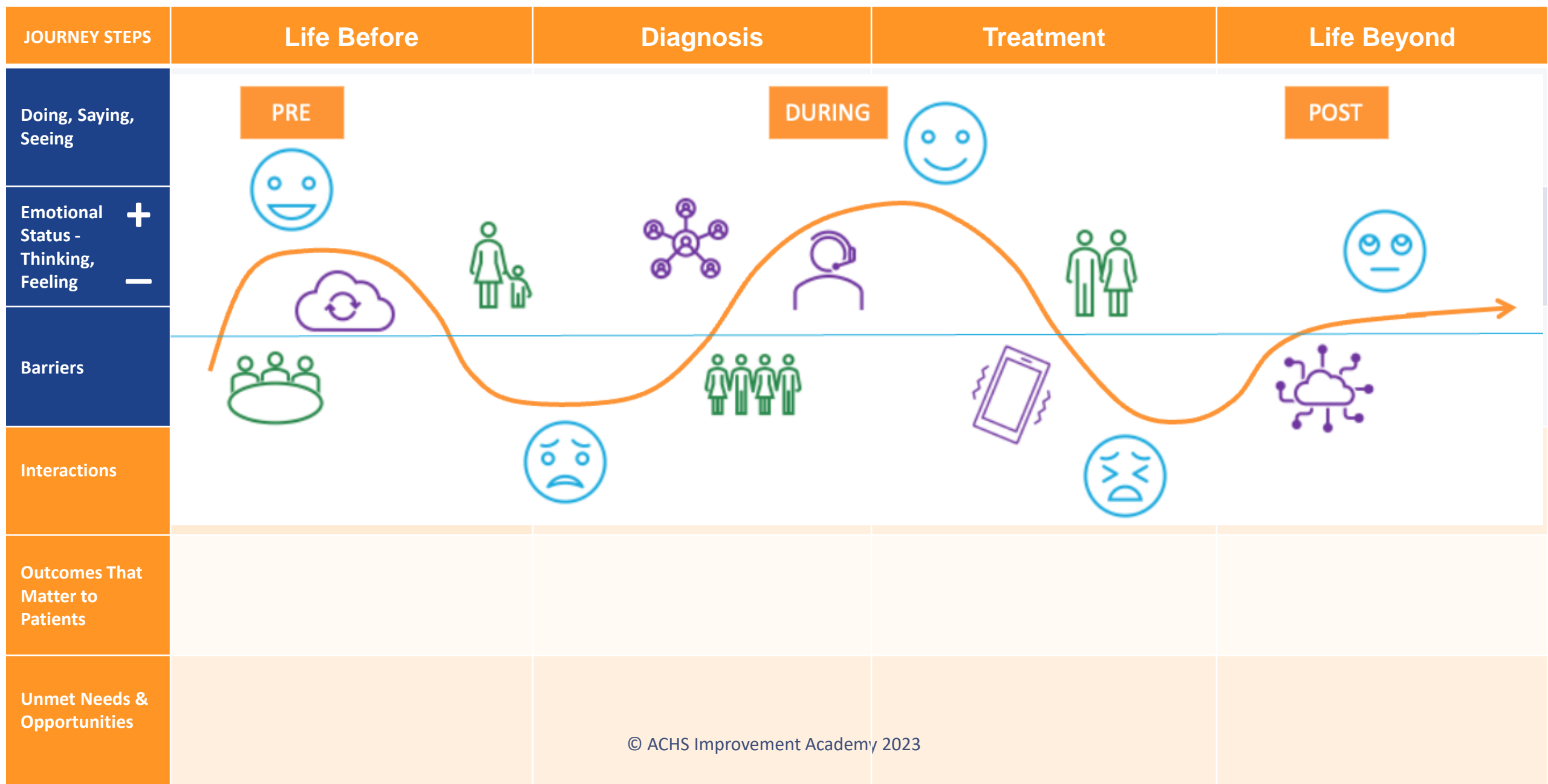
A Patient Journey Map:

Is a story of emotional “highs” and “lows”, includes all stakeholders that are part of the journey, captures interactions with the organisation via various touchpoints, and starts before and ends after the “actual service”.



Patient Journey Mapping

Persona: Zoe



Patient Journey Mapping



Persona: Zoe

JOURNEY STEPS	Life Before	Diagnosis	Treatment	Life Beyond
Doing, Saying, Seeing				
Emotional Status - Thinking, Feeling + -				
Goals				
Barriers				
Outcomes That Matter to Patients				
Unmet Needs & Opportunities				

A photograph of a woman and a young girl smiling together. The woman is on the left, looking towards the right with a warm smile. The girl is on the right, leaning her head against the woman's shoulder and smiling. Both are wearing dark clothing with small white polka dots. The background is softly blurred, showing what appears to be a bookshelf. The entire image has a blue color overlay.

The power of Zoe's lived experiences
and how they drive continuous improvement


Patient Journey Mapping



JOURNEY STEPS	Life Before	Diagnosis	Treatment	Life Beyond
Doing, Saying, Seeing				
Emotional Status - Thinking, Feeling + -	A white speaker icon with sound waves, centered on a green background.			
Goals				
Barriers				
Outcomes That Matter to Patients				
Unmet Needs & Opportunities				

Patient Journey Mapping




JOURNEY STEPS	Life Before	Diagnosis	Treatment	Life Beyond
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Patient Journey Mapping



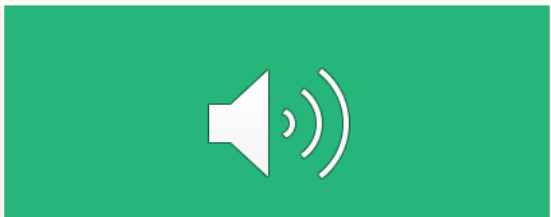
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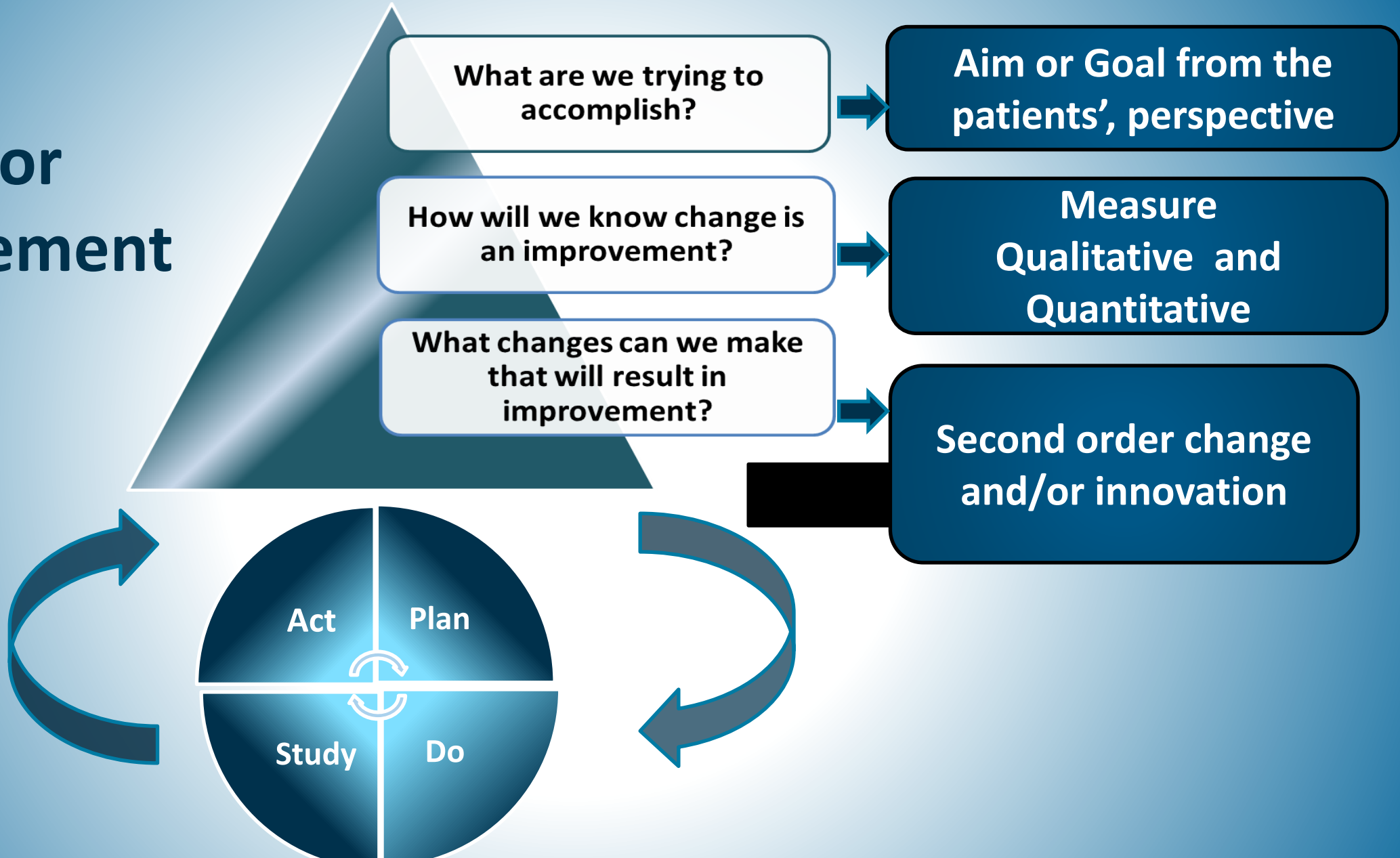


Persona: Zoe

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Model for Improvement



Testing your change ideas

Model for improvement

- What are you trying to accomplish?
 - Referral to breast care nurse
- How will you know change is an improvement?
 - Qualitative experience data and
 - number of referrals
- What changes can you make?
 - Automate referrals via an IT system
 - Develop and App
 - Etc



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Image source: Metro North Health, QLD



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