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Partnering with Consumers

AHHA/CHA
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Key Problem Areas

- The health industry's mindset in relation to consumers
 - Predominantly anecdotal
 - Necessary to engage for regulatory purposes
 - Clinicians 'own' your personal health data
- Information silos – no interoperability
- Lack of transparency for clinical quality outcomes
- A reactive system rather than a proactive one
- Payment mechanisms provide wrong incentives

Gaining feedback from consumers



Patient complaints – how actively are they investigated and by whom?



Patient / family feedback at point of care – key KPI for industry leaders



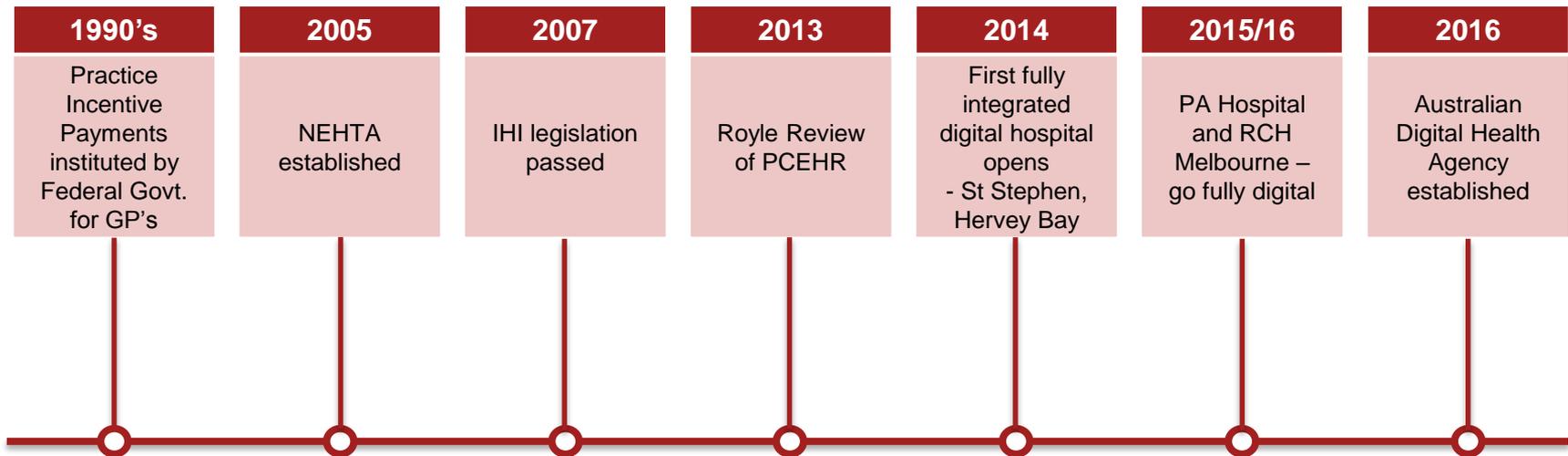
Development of care pathways – increasing use in the digital world. Genuine opportunity for consumer input to improve information flow.

My Premise

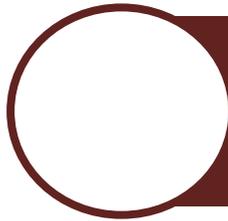
The rapidly evolving digital agenda in health in Australia has the potential to inform and empower consumers for their own health journey.

The question is how can consumers most effectively influence that agenda.

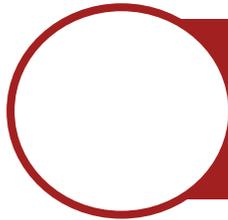
The National Australian Digital Health Journey so far



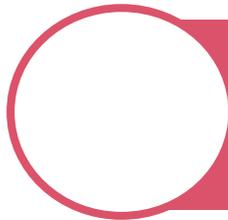
Digital Health – benefits for consumers



MyHealth Record – personal health information for all Australians by end 2018



Consumer friendly health apps



Personal digital health data directed to the consumer will start to shift the power base in healthcare

Suggested reading: The Patient Will See You Now – Dr Eric Topol

Transparency of clinical outcome data – the next major battle ground



By hospital



By doctor



Risk adjusted

Consumers can be a successful lobby group on this issue as digital health rolls out.

N.B. ACSQHC – Atlas of Clinical Variation