

JustHealth Consultants is the consultancy service of AHHA, launched to support Australian healthcare organisations at national, state, regional hospital and community levels across all sectors to meet complex governance and organisational requirements of today's healthcare system.

**SERVICE EXAMPLE:**

## WESTERN NSW PHN EXTERNAL STAKEHOLDER ENGAGEMENT REVIEW

<b>Client</b>	<b>Western New South Wales Primary Health Network (WNSW PHN)</b>
<b>Services</b>	<b>Stakeholder consultation, research</b>
<b>Context</b>	<p>WNSW PHN was seeking to understand and improve their external stakeholder engagement. The PHN works closely with a diverse range of external stakeholders, including those in the health sector, like general practice, Aboriginal health services, and other health care providers, in addition to those outside the health sector, such as government, education, and the community.</p> <p>Strong and positive engagement with these stakeholders is essential but challenging, as they are not a homogeneous group, have a wide range of perspectives and priorities, face different challenges, and have had different experiences working or not working with the PHN.</p> <p>In seeking to understand and improve the way it interacts and engages with stakeholders within its region, WNSW PHN commissioned the Australian Healthcare and Hospital Association (AHHA), an independent third party, to undertake a review of its stakeholder engagement.</p>
<b>Approach</b>	<p>In determining the key stakeholders for this project, a commencement workshop was held with representation from the PHN Executive and Board. This was also informed by a review of background documentation including the annual General Practice Engagement Survey, and reports and data collected by the PHN illustrating how the organisation works with external stakeholders.</p> <p>The review consisted of a series of roundtables, focus groups and interviews across the diversity of stakeholders in the Western NSW region. The consultation process was structured to explore how the PHN is perceived to uphold the drivers of trust; credibility, reliability, and intimacy/humanity, over self-interest. Exploring these areas enabled a better understanding of the dynamics of stakeholder relationships, and the identification of areas for improvement distinct from specific programs or activities undertaken by the PHN.</p>

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AHHA engaged a First Nations advisor with lived experience to facilitate discussions alongside AHHA staff to ensure that consultation activities were culturally safe and impactful.

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**Result**

Supported by both the review of evidence and the stakeholder consultation, AHHA developed a comprehensive report that:

- Captured the feedback and advice from external stakeholders
- Summarised the effectiveness of the PHN's current engagement strategies and the perception of its value as a partner
- Provided a series of recommendations for improving engagement.

The final report and recommendations were provided to the PHN in January 2022 and presented to the PHN's Board in February 2022.

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**Date completed** March 2022

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