

Be the change you want to see:

Leading change in consumer partnerships

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NEW YORK TIMES BESTSELLING AUTHOR OF
THE CHECKLIST MANIFESTO

Atul Gawande



Being Mortal

Medicine and What Matters in the End



www.newyorker.com



Dr. Bill Thomas is a US physician, specialising in geriatric medicine. He is the founder of the Eden Alternative and Green House Project, a writer and musician.

‘What he saw gnawed at him.’

‘The staff saw nothing especially problematic about the place.’.

‘He didn’t want to go along with what he saw.’

‘Thomas, however, seemed to have something in mind that was more extensive...’

‘Let’s try two dogs.’

‘The code doesn’t allow that.’

‘Let’s just put it down on paper.’


‘Staff said he would get used to it, but he couldn’t.’

‘He went to management... with an idea that seemed in line with past improvements.’

‘Dr Thomas, I can’t picture doing this.’
‘You’ve got to prove to me that this is something that has merit.’

‘Culture is the sum total of shared habits and expectations.
Culture has tremendous inertia.’

‘The inhabitants of Chase Memorial Nursing Home now included one hundred parakeets, four dogs, two cats, plus a colony of rabbits and a flock of laying hens...’



‘Gradually people started to accept that filling Chase with life was everyone’s task.

And they did so not because of any rational set of arguments or compromises, but because the effect on residents soon became impossible to ignore:

The residents began to wake up and come to life.’

Being Mortal by Atul Gawande

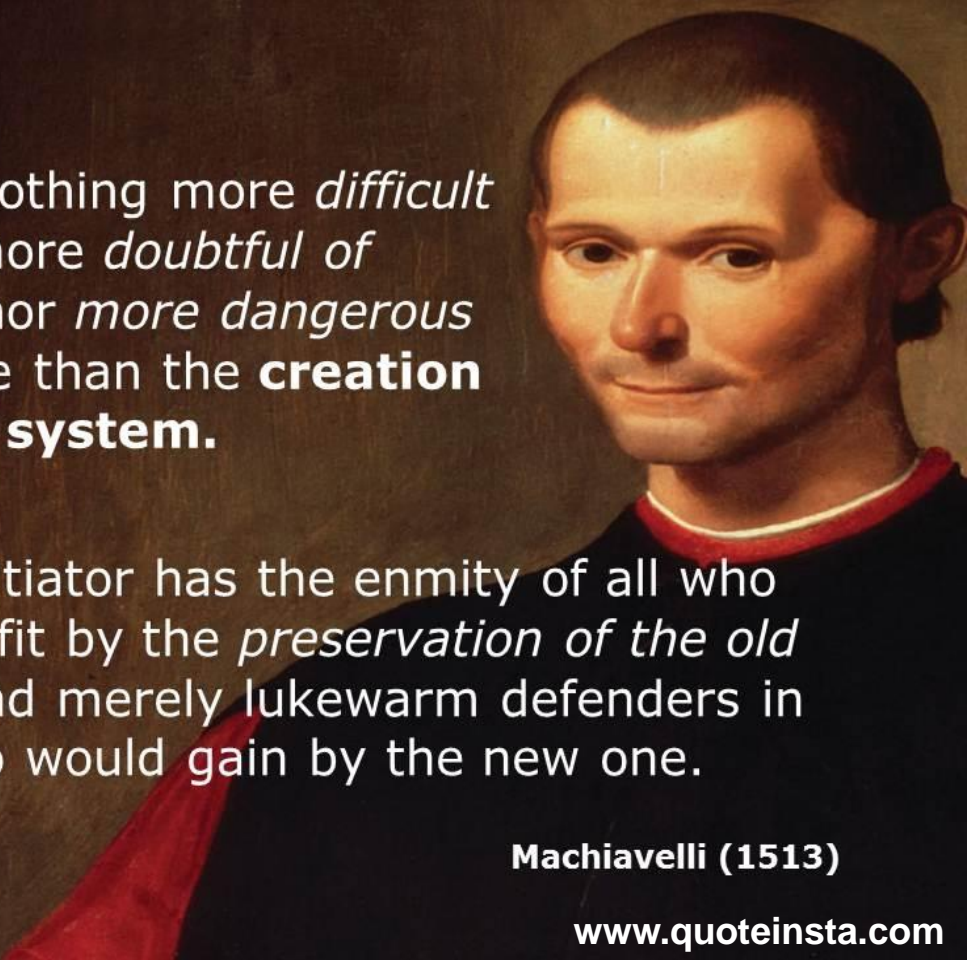


Leading change

1. Know our goal
2. Partnership is a team sport
3. Discover what may inspire people to change
4. Bird by bird
(A patient urgency)



Leading change is not easy. We need to know where we're going and why..

A portrait of Niccolò Machiavelli, a man with short dark hair, wearing a dark tunic with a red collar. He is looking slightly to the left with a serious expression.


There is nothing more *difficult to plan*, more *doubtful of success*, nor more *dangerous to manage* than the **creation of a new system**.

For the initiator has the enmity of all who would profit by the *preservation of the old system* and merely lukewarm defenders in those who would gain by the new one.

Machiavelli (1513)

www.quoteinsta.com





What's your goal for
consumer participation in health? Why?



My goal and motivation



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Partnership is a team sport

- Consumers
- The rest of the team



Consumers as members of the team

- Bring them in today
- Respect their knowledge, skills and experience
- Listen
- Give them power

Listen



Listen



Listen: What do consumers want to change?




The Royal Children's Hospital Melbourne

Family Advisory Council

Intravenous cannula (IV)

Information for parents and carers

What are the risks?
Risks with inserting IVs can include infection, leaking of the fluid into the surrounding skin if the IV becomes dislodged or blocked, and inflammation of the vein.
If the IV blocks, falls out or starts to look red or feels sore and the treatment is still needed, then it will need to be replaced.
If you're concerned about the IV please let RCH nursing or medical staff know.

What care is given after the procedure?
Once the IV is in it may feel uncomfortable. Some children are very aware that the IV is in place, but most are very adaptable and often are not limited by having the IV in.
Depending on you or your child's medical condition they may still bathe with their IV in place. The staff will cover it with a waterproof dressing and will also inspect the IV regularly.
The IV will be removed when you or your child no longer requires the treatment. As with insertion, we can use various distraction techniques to assist with IV removal.
You and your child can discuss events so they can make sense of what has occurred.
The RCH has diverse techniques in place to minimise pain and stress during such procedures. We aim to work together with families to ease this process and are open to suggestions or questions at any time.

The Royal Children's Hospital Melbourne
50 Flemington Road Parkville
Victoria 3052 Australia
TELEPHONE +61 3 9345 5522
www.rch.org.au

The Children's
Excellence in
clinical care,
research and
education


The Royal Children's Hospital Melbourne


Monash Children's Research Institute


THE UNIVERSITY OF MELBOURNE

Give them power

- Do our consumers have power to make decisions?
- If so, do their decisions lead to changes?
- Are we afraid of what they might do?

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Discover
what may
inspire others
to change



Inspiring change in others

- Start by listening. Understand their issues.
- Find common ground.
- Give meaning and conviction to the change.
- Roll with resistance
 - Don't argue against it
 - Find solutions (what would help?)
- Optimism, optimism, optimism

Adapted from Helen Bevan, Rocking the boat and staying in it
www.slideshare.net

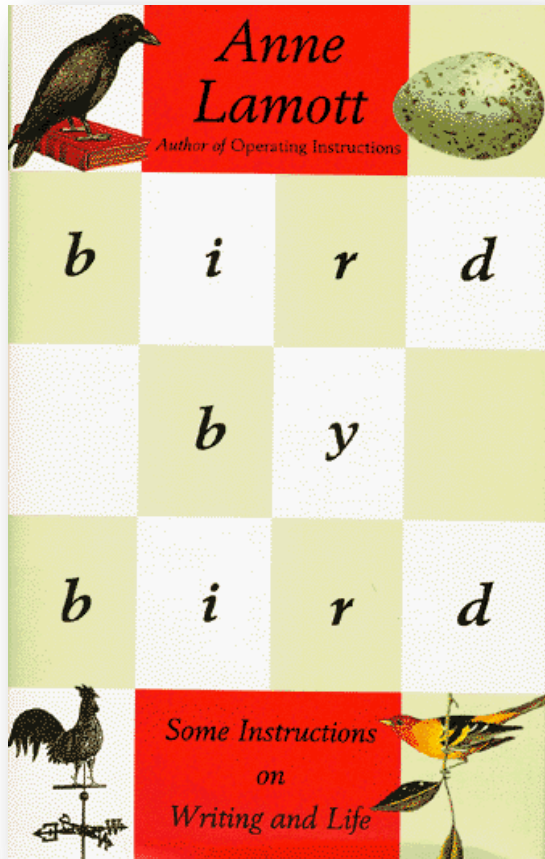




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A patient urgency



- We need real consumer partnerships today
- But change takes time
- And patience
- And culture change
- And persistence
- Maybe we need to take it patient by patient



Changing the toilet roll

YouTube^{AU}



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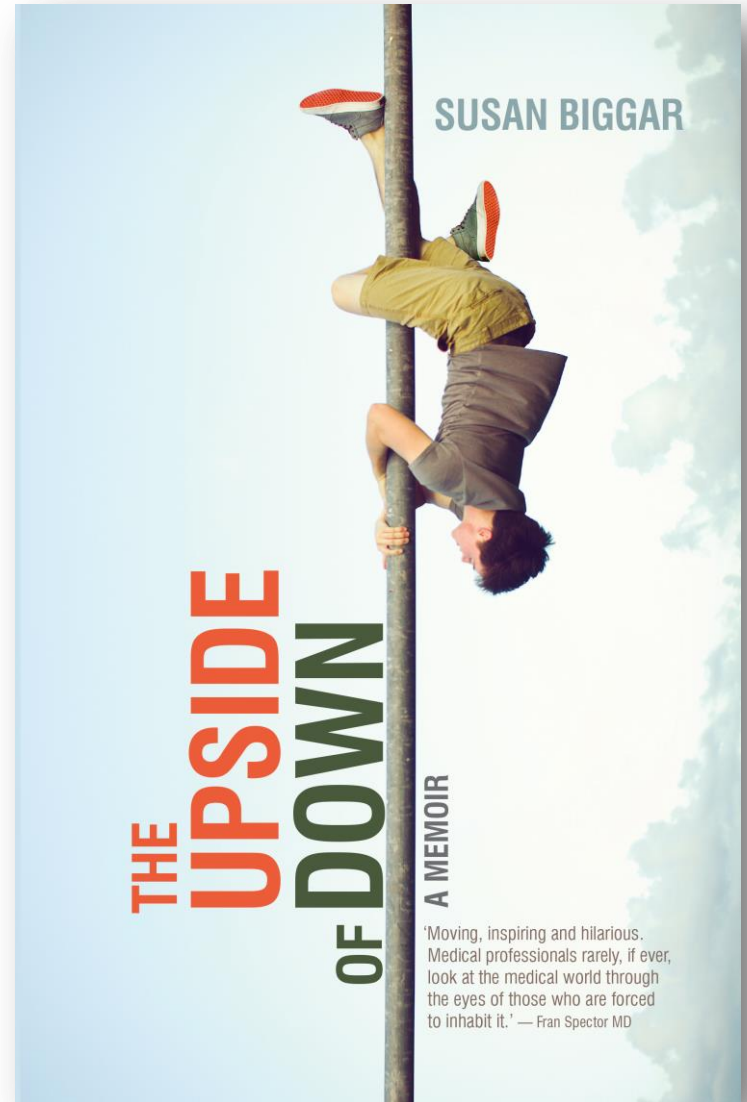
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Thank you

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Health Issues Centre

Consumer voices
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