

BSV Client Centric Framework

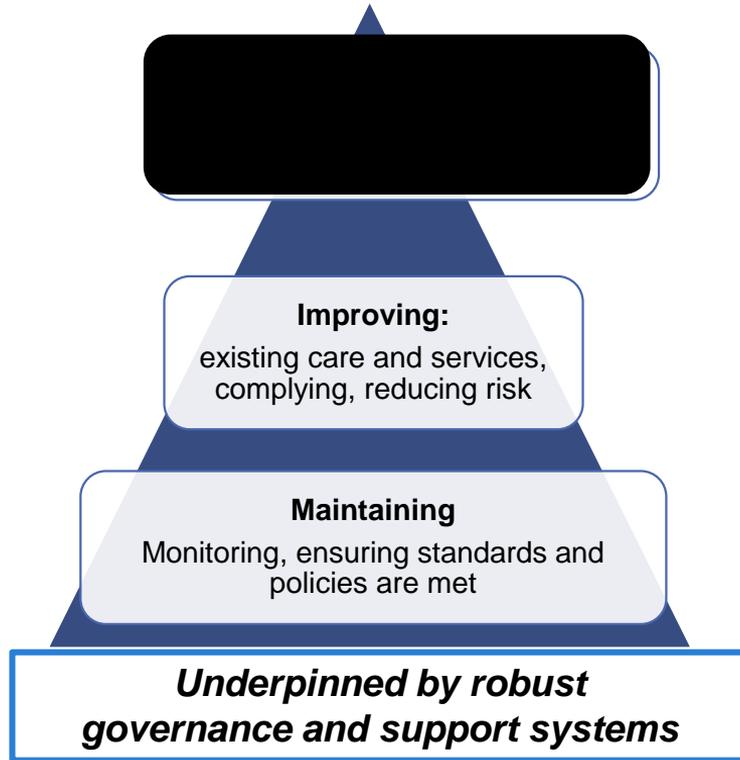
Dr Cathy Balding

2018

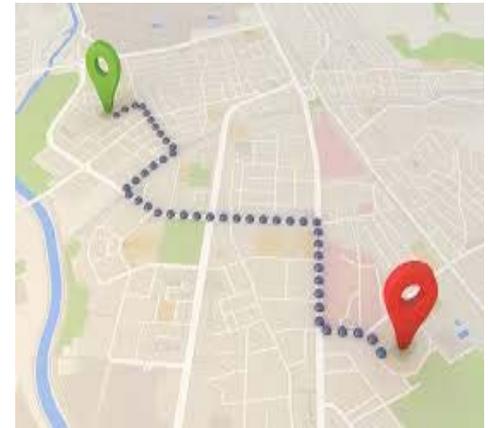
Key questions for 21st Century Human Services Leaders

- **How good is the quality of care and services your organisation provides today?**
- **How good will it be this time next year?**
- **What's your specific role in making that happen?**

Purpose



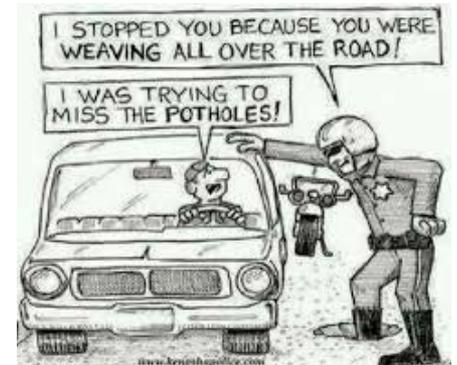
If your quality and clinical governance system isn't deliberately designed to move your service from where you are to where you want to go, you may not be going very far



GET CLEAR ON WHAT YOU WANT TO ACHIEVE – AND PURSUE IT RELENTLESSLY

**‘IF YOU ARE NOT CRYSTAL CLEAR ABOUT WHAT
IT IS YOU HAVE COME TO DO, YOU’LL JUST END
UP WEAVING ACROSS ALL ISSUES AND NEVER
GETTING PROFOUND CHANGE DONE
IN ANY OF THEM’**

(Julia Gillard, 2018)



SHARED PURPOSE AND GOALS is the starting point



*If a man doesn't
know to which port
he is sailing, any
wind is favourable
(Seneca)*



BSV Client-centric Framework

Aim: To develop a client-centric framework to both assess and guide BreastScreen Victoria business.

The framework should influence the BSV culture and seek to establish measurable links to clinical outcomes and an improved experience for BSV clients.

Why a client – centric framework? (1)

Because what you hope is happening at point of care may not always happen

- Board and executive have aspirations for what they want to happen at point of care, but the vision weakens the further it travels
- Staff have similar aspirations to Board and senior management, but the similarity is lost in translation, with much individual interpretation
- The further you get from the top, the less understanding there is about what the organisational quality system is aiming to achieve, so the focus becomes ‘doing quality’, mostly for accreditation purposes: audits, P&P, meeting standards, collecting data etc...

Which can result in ‘hitting the target but missing the point.’

Why a client-centric framework? (2)

Because we haven't got it right for every person, every time, yet

'I needed a more informed and empathic response to my issues from the person on the other end of the phone.'

'When I was called into get my bad results, I should not have been kept waiting for an hour and a half – and then confronted by a doctor with no people skills.'

'I didn't know I was having a biopsy when I was called back - that was a shock - and that I could have brought someone with me for support.'

BSV Consumer- Client Framework Components

BreastScreen Victoria aims to provide a client-centric, high quality experience for every woman every time. The BreastScreen Best Care Framework and Plan helps achieve this by:

1. **Defining** a client-centric, high quality experience for every woman accessing BSV services ('Best Care')
2. **Identifying** the roles, support and systems required to achieve it for every woman, every time, using BSV values as the foundation
3. **Planning** the key steps to implementing Best Care for every woman, every time
4. **Showing** how the NAS support Best Care as a means to this end, rather than an end in themselves.

BREASTSCREEN BEST CARE
A BreastScreen Victoria framework for creating a client-centric, high quality experience for every woman, every time.

The BSV CC framework supports the achievement of the BSV strategic plan

It is the *operationalising framework and plan* for BSV Strategic Plan KRA 6: **Client-centric Care: 'Women's needs are the driving force and services are designed around women.'**

It also supports the achievement of other elements of the strategic plan:

KRA 1: *Quality* - Provide a High Quality Service

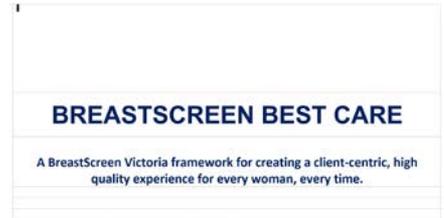
KRA 3: *Workforce Development* - Sufficient clinical and non-clinical workforce to meet service delivery and coordination requirements

KRA 4: *Relationships* - Profile BSV as authority on breast cancer screening

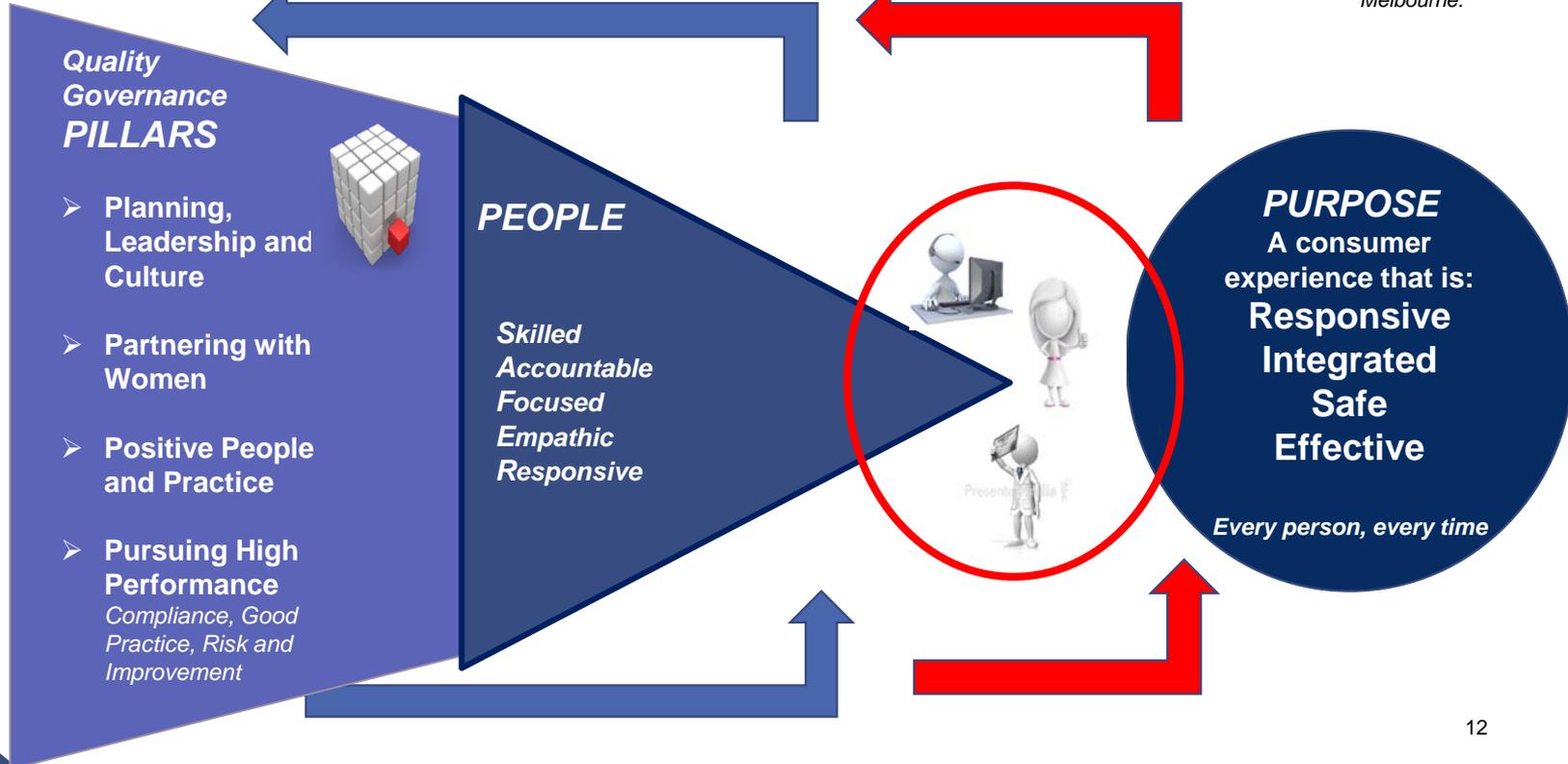
KRA 7: *Participation* - Compliance with NAS (70% of target age group attend screening) and 70% of ATSI/CALD women in target age group attend screening.

The BSV Best Care client-centric framework comprises:

- A. Purpose:** the definition of and goals for a 'BSV Best Care' client-centric, high quality experience for every woman.
- B. People:** who create and support the BSV Best Care experience.
- C. Systems and Governance:** that provide a platform for people to create and support BSV Best Care.



Bringing it all together: Consumer-centric Quality Model



Strategic to operational



Best Care at Ambulance Victoria



BEST CARE AT WESTERN HEALTH

A FRAMEWORK FOR QUALITY, SAFETY AND THE PATIENT EXPERIENCE.



Western Health

BEST CARE:

PERSON-CENTRED

CO-ORDINATED

RIGHT

SAFE



PATIENTS TO RECEIVE BEST CARE...

It is important to my family and I that:

1. I am seen and treated as a person
2. I receive help, treatment and information when I need it & in a co-ordinated way
3. I receive care that makes me feel better
4. I feel safe



FRONT LINE STAFF TO PROVIDE BEST CARE ...

1. I communicate with patients and their families and am sensitive to their needs & preferences
2. I am an active team player and look for ways to do things better
3. I am competent in what I do and motivated to provide the best care and services possible
4. I keep patients from harm



MANAGERS & SENIOR CLINICIANS TO LEAD BEST CARE...

1. I engage with and put patients first when making decisions
2. I look for ways to support staff to work efficiently and as part of a team
3. I guide, engage and support staff to provide best clinical care
4. I promote a culture of safety



EXECUTIVE & BOARD TO GOVERN BEST CARE...

I oversee the development, implementation and ongoing improvement of organisation-wide systems supporting Best Care

WE WILL DEMONSTRATE THE WESTERN HEALTH VALUES IN ALL THAT WE DO... COMPASSION, ACCOUNTABILITY, RESPECT, EXCELLENCE, SAFETY

WHAT HAPPENED NEXT???.....