



Royal Flying Doctor Service  
WESTERN AUSTRALIA

# Consumer Advisory Framework 2024-2027

Partnering with our patients and  
the communities we serve.

# Consumer Advisory Framework

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## 1. Introduction

The Royal Flying Doctor Service (Western Operations) is proud to serve the people of Western Australia, providing aeromedical, remote primary health clinics, telehealth and other services to meet the health care needs of people living, working and travelling in regional and remote areas.

Patient care is at the centre of everything we do; and we are committed to improving health access and outcomes for people living in regional and remote areas.

It is essential we have input from our consumers to provide the best possible care and meet the expectations of our patients and the communities serve. We take a personal and dignified approach to all our interactions with patients and consumers, and interact with patients with respect, involving them in all decisions about their care.

## 2. Our Mission

To provide excellence in aeromedical and primary health care services across Western Australia.

## 3. Our Values



## 4. Our Purpose

The purpose of the Consumer Advisory Framework is to provide guidelines for the RFDS to listen and partner with patients, consumers and the communities we serve to make our health care and services better.

## 5. Our goals

Through this framework, we will ensure:

- patients understand, feel involved in and are confident about their care;
- RFDS WO has quality patient and consumer feedback that provide evidence for future decision-making and to keep improving; and
- we are inclusive and make extra effort for hard-to-reach groups particularly Aboriginal people, people living with a disability and older Australians.

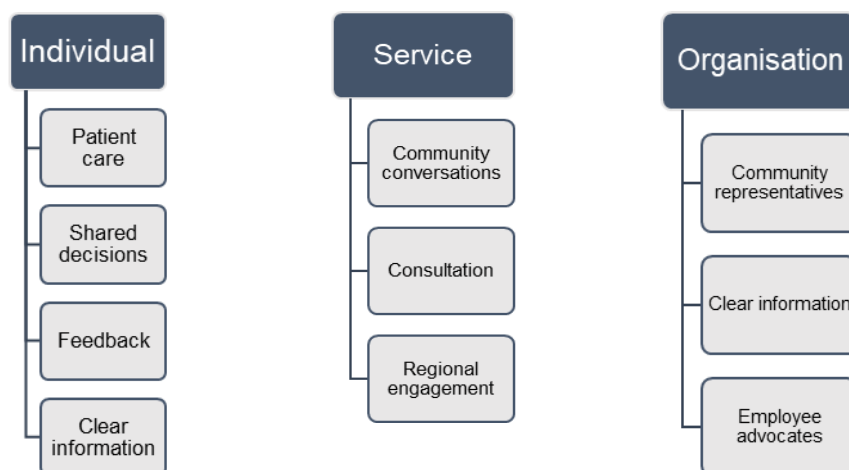
This will be achieved by placing patients and community representatives at the centre of our thinking, planning, care and decision-making by providing genuine opportunities to share their experiences, perspectives and skills.

## 6. Definitions

Consumers are defined by RFDS as anyone who has used (or potentially could use) our services, along with the people who support them, such as family members and carers. Consumers also include the communities, organisations and others who have a stake in the safe and effective delivery of RFDS services. The RFDS Consumer Advisory Framework uses the terms **Community Advisor** and **Community Advisory Group** to reflect the common language of our audiences and provide a more accessible style of communication to encourage broad engagement.

## 7. Principles

We will use our **‘10 tools to partner with our patients and communities’ plan** to ensure effective engagement at the level of individual patients and consumers, a service or program level and as a whole organisation. The plan will be based on the following three pillars:



Community Representatives will be appointed for their ability to represent our patients and communities. They will represent a diversity of:

- location
- culture
- age and gender
- ability
- interests and skills
- RFDS experiences.

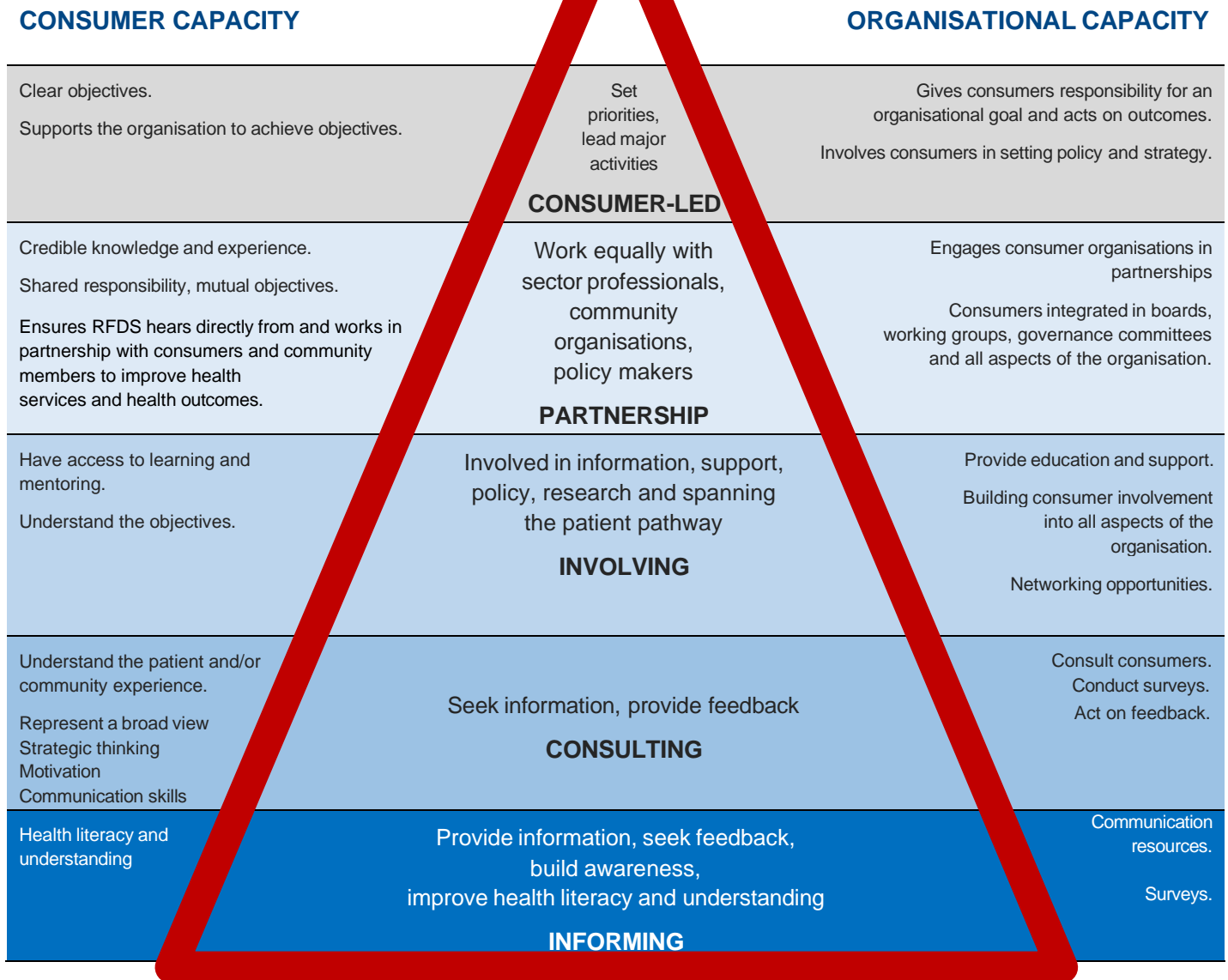
## 8. Approach

The Consumer Advisory Framework will meet or exceed the accreditation requirements set out in the Australian [National Safety, Quality and Health Service Standards \(Standard 2: Partnering with Consumers\)](#) set by the Australian Commission on Safety and Quality in Health. NSQHS Standards provide consistent standards about the level of care consumers can expect from Australian health services.

RFDS commits to a range of participation opportunities to maximise inclusion and give consumers choice in their level of involvement. This will consider areas of interest, physical location, personal capacity, professional experience and available time.

The following model shows the acceptable range of consumer participation:

# CONSUMER PARTICIPATION MODEL



DEGREE OF CONTROL	PARTICIPANT ACTION	DESCRIPTION
<p>HIGH</p> <p>↑</p> <p>↓</p> <p>LOW</p>	<b>Consumer-Led</b>	Consumers asked to lead a project, make key decisions, and work with the community to achieve a goal.
	<b>Partnerships</b>	Consumers and the organisation share ownership and accountability for the process and decisions made. All are equal contributors.
	<b>Involvement</b>	Consumers and communities are involved projects together with an organisation.
	<b>Consultation</b>	Consumers and communities are consulted on key issues that affect them. This may include providing a plan or completed document for feedback.
	<b>Information</b>	Consumers and communities are kept informed.

## 9. Overview: Community Advisor roles and responsibilities

RFDS community advisory roles include, but are not limited to:

Role	Description
Community Advisor - RFDS Committees	<ul style="list-style-type: none"> <li>- For example, Board Clinical Governance Committee, Management Clinical Governance Committee, Research Committee.</li> <li>- Represent the view of patients, carers and regional communities.</li> <li>- Raise strategic issues and make recommendations for RFDS to consider.</li> <li>- Review RFDS performance data such as patient safety, quality and satisfaction.</li> <li>- Attend meetings, review meeting papers.</li> </ul>
Community Advisory Group Member	<ul style="list-style-type: none"> <li>- Provide advice in areas such as effective communication with patients and carers, staff training, strategic priorities and RFDS programs and services.</li> <li>- Represent the view of patients, carers and regional communities.</li> <li>- Advise the RFDS on community issues.</li> </ul>
Armchair Advisor	<ul style="list-style-type: none"> <li>- Provide feedback on how we communicate and connect with the communities we serve. For example, review patient brochures, policies or website information.</li> </ul>
Focus Group Member	<ul style="list-style-type: none"> <li>- Provide ad hoc feedback at a community level on specific projects or programs through consultation and engagement activities such as workshops or meetings.</li> </ul>

## 10. Overview: RFDS employee roles and responsibilities

Role	Description
Board and Executive	<ul style="list-style-type: none"> <li>- Lead cultural change to ensure high levels of meaningful consumer satisfaction and experience of RFDS.</li> <li>- Provide leadership and resources to ensure the Community Advisory Framework is prioritised and delivered.</li> <li>- Promote consumer-centred care as part of RFDS' continuous improvement, strategic development and risk management.</li> </ul>
Managers	<ul style="list-style-type: none"> <li>- Support employees to recognise the value of feedback and use it to develop the organisation.</li> <li>- Understand and support the aims of NSQHS Standard 2: Partnering with Consumers.</li> <li>- Support the aims and principles of consumer-centred care to improve health outcomes.</li> <li>- Build the capability of all employees to work collaboratively with patients, communities and other consumers.</li> <li>- Set policy to facilitate consumer engagement.</li> </ul>
All Employees	<ul style="list-style-type: none"> <li>- Consistently encourage and manage feedback.</li> <li>- Foster and maintain relationships with consumers that enable them to be actively involved in decision-making.</li> <li>- Be respectful of and responsive to the preferences, needs and diversity of our consumers, their families and the communities we serve.</li> <li>- Participate in relevant professional development.</li> <li>- Participate in relevant community engagement activities.</li> </ul>

## 11. Operational Plan

An Operational Plan will be developed and implemented to achieve the aims of the Community Advisory Framework. The Plan will be reviewed and evaluated annually.

## 12. Key Performance Indicators

In addition to specific performance measures in the Operational Plan, the following KPIs will measure the success of the overall Community Advisory Framework.

AREA	KPI
<b>Representation</b>	At least two RFDS WO committees have representative opportunities available. Community Advisors represent diversity that reflects our community and patient demographics.
<b>Appointments</b>	Advisors are appointed and retained for 12 months on relevant groups
<b>Consumer information</b>	100% of materials and resources produced internally have been subject to consumer review.  Consumer publications are reviewed and endorsed by consumers.  Consumer logo will identify and confirm consumer approval.
<b>Consumer-led initiatives</b>	100% of actions initiated by representatives are investigated.  >80% of actions initiated by group are actioned.
<b>Consumer communications</b>	100% of communications to consumers occur as per communication plan and policy.
<b>Consumer satisfaction</b>	Consumer survey results indicate high satisfaction level (>85%) on services and consumer communication.
<b>Community Advisory Group</b>	Group has a minimum three members and meets at least twice per year.