

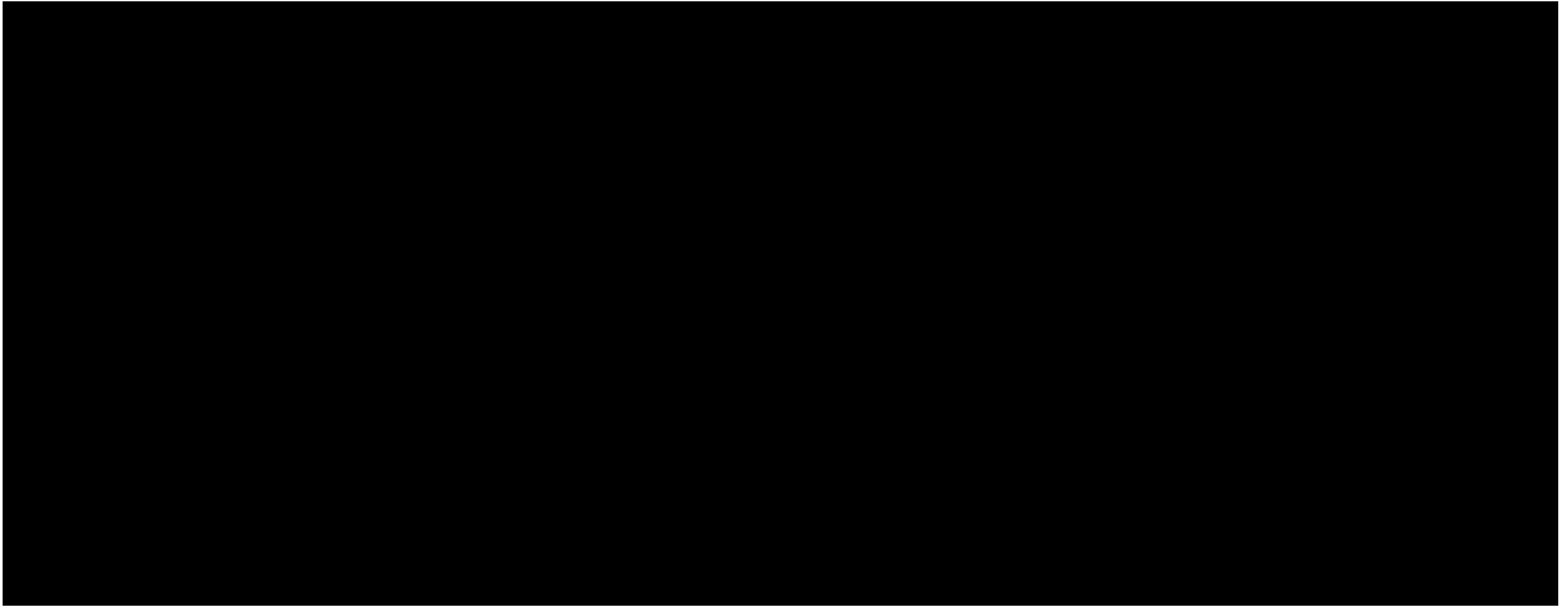
***Understanding the
tension of consumer
choice & quality under
the new standards***

***(It Is Not Always About
the Nail)***



It is not about the Nail

<https://www.youtube.com/watch?v=-4EDhdAHRog>



What are we going to cover

- On what basis do I make my observations (insights)?
- What gives rise to these tensions:
 - The new Standards and a new focus – what this means for your operation?
 - What is Quality?
- What needs to be put into place to manage these tensions successfully
- The tensions the new system produces with consumer choice and quality – real world examples using the new standards
- What has the nail got to do with anything?
- Some thoughts to leave you with

Experience

- CDC in Home Care since 2011
- CDC in Residential care since 2015
- Trained over 2,000 staff in CDC in both Home Care and Residential care
- Developed a number of service models and systems for home care
- Developed the only full CDC model for Residential care
- Conducted a number of trials and implementation of CDC in residential care
- Conducted hundreds of interviews/surveys with consumers and relatives on their experience of aged care
- Industry experience – Represented in the early days of the new aged care system

The New Standards – Consumer Outcomes

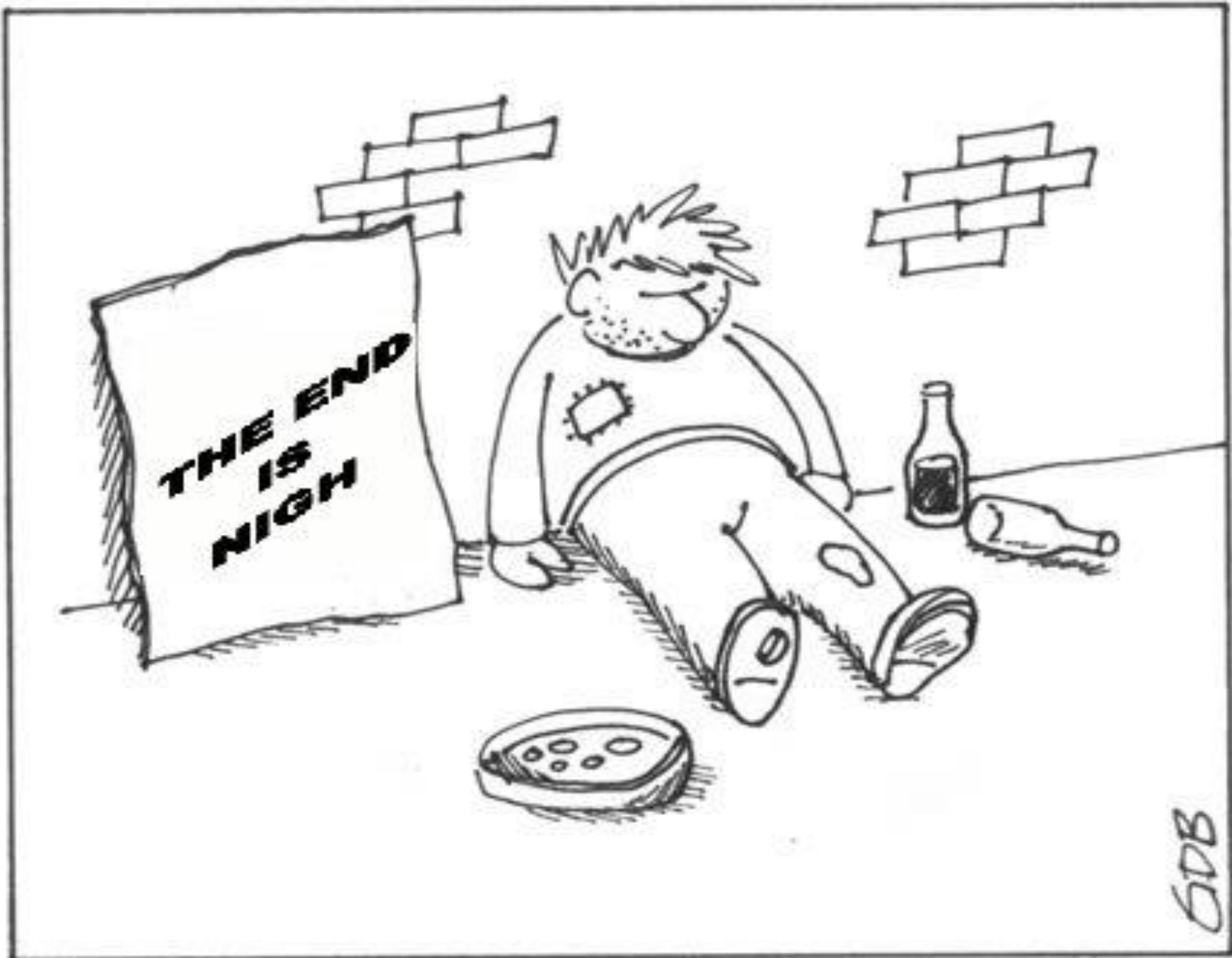
- 1) **I am treated with dignity and respect**, and can maintain my identity. I can make informed choices about my care and services, and live the life I choose.
- 2) **I am a partner in ongoing assessment** and planning that helps me get the care and services I need for my health and well-being.
- 3) **I get personal care, clinical care**, or both personal care and clinical care, **that is safe and right for me.**
- 4) **I get the services and supports for daily living** that are important for my health and well-being and that enable me to do the things I want to do.
- 5) **I feel I belong and I am safe** and comfortable in the organisation's service environment.
- 6) **I feel safe and am encouraged and supported to give feedback** and make complaints. I am engaged in processes to address my feedback and complaints, and appropriate action is taken.
- 7) **I get quality care and services when I need them** from people who are knowledgeable, capable and caring.
- 8) **I am confident the organisation is well run.** I can partner in improving the delivery of care and services.



The New Standards

1. The New Standards and the ability to meet these will depend on how providers actually engage and supply services
2. You have to ask yourself one important question?
3. Do you, as a provider, pass the “|” test as perceived by the consumer and their families?

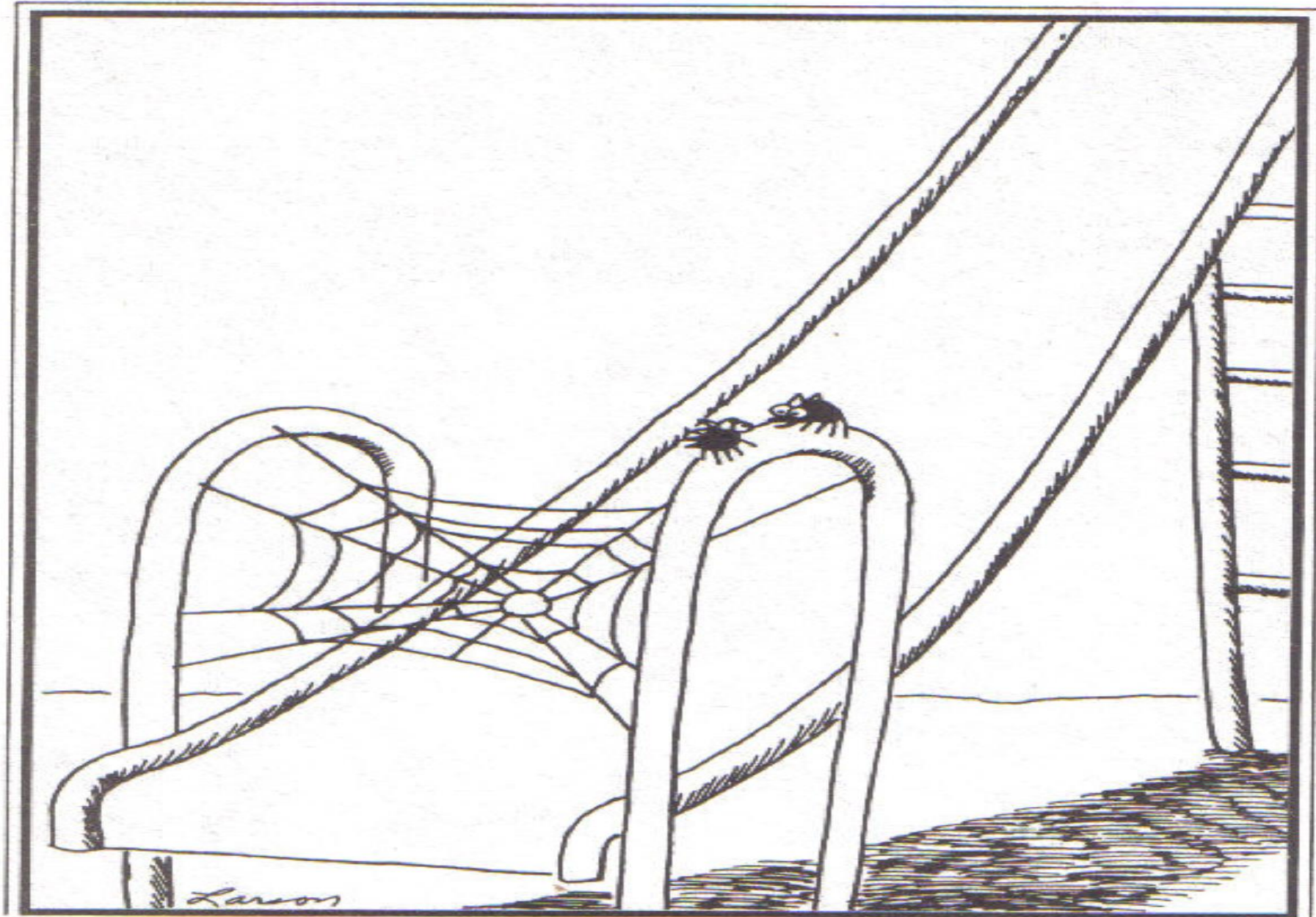
1



2



I can't hear you!
La-la-la-la-la-la-la!
I can't hear you!



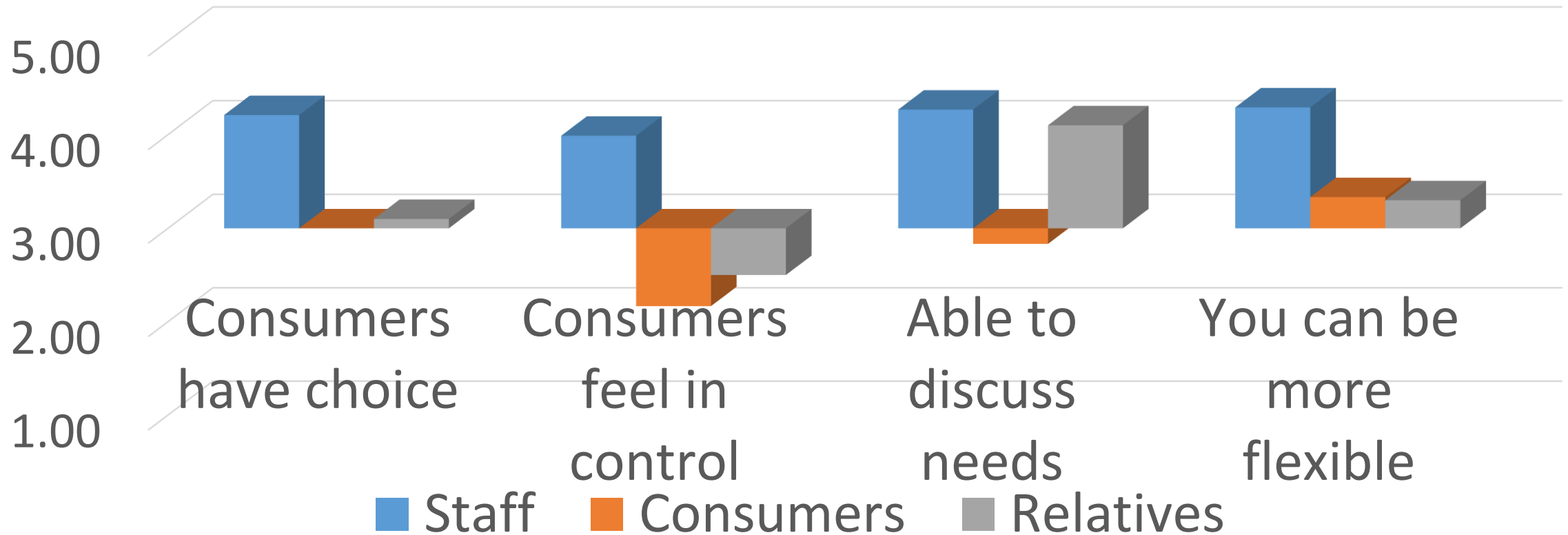
"If we pull this off, we'll eat like kings."

Perception is Reality



Perception versus Reality

Comparison of Answers to Questions



What is Quality?

What is quality and how are you going to be measured?

Quality - 2 main factors to consider

1. Quality of Workmanship - skill in:
 - Performing the required work
2. Quality of Service (Customer):
 - How the customer feels about the service experience
 - Will they buy again?

The New World of Quality

1. In the new world of aged care, Quality is about having – Quality of Service as the driver supported by Quality of Workmanship
2. No longer will it be adequate to demonstrate that Quality of Workmanship is good. Such as generic statements:
3. “We give good care”
4. If the consumer and family are unhappy with the Quality of Service and no solid relationship has been built then no amount of Quality of Workmanship will negate how they feel

A way to deal with these tensions

1. Build a relationship with both the consumer and the family that allows for an open discourse that is continual and ongoing
2. Have systems in place which employ Engagement, Service and Financial models that create trust between all parties and will allow areas of tension to be managed
3. Abandon task focused services and the policy rigour that haunts institutional care

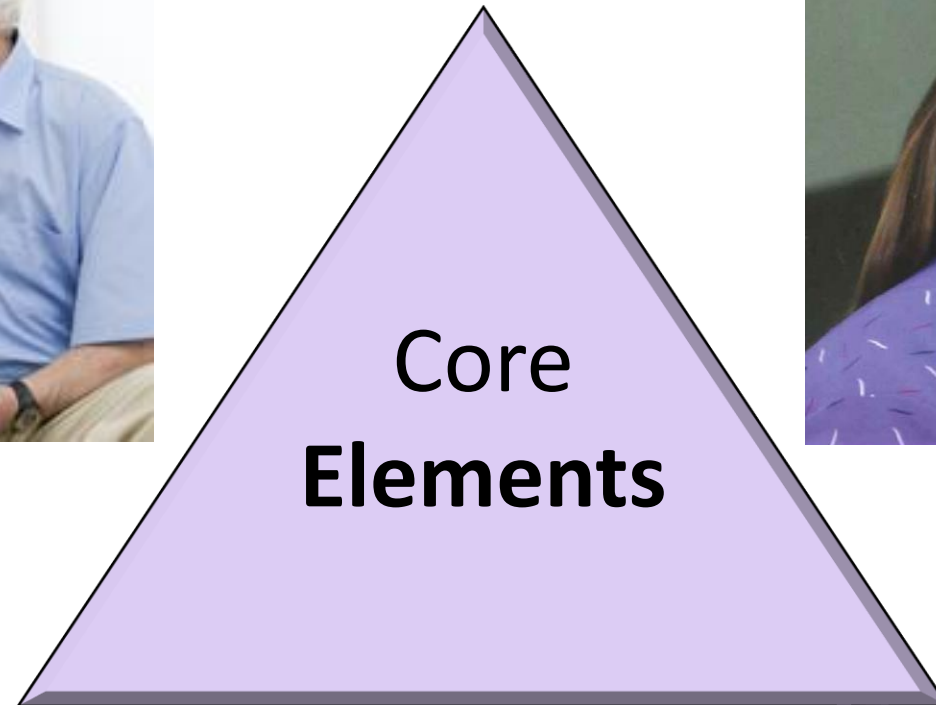
Relationship Based Service – What it involves



Residents/Families



Staff

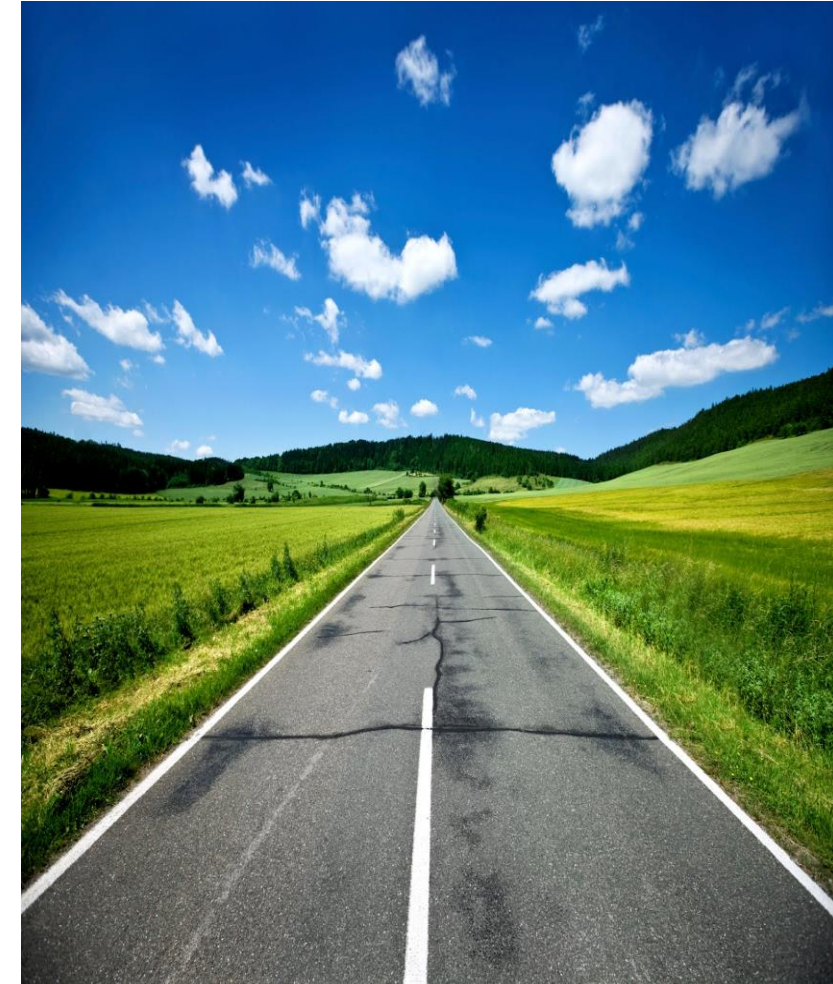


**Core
Elements**

Organisation

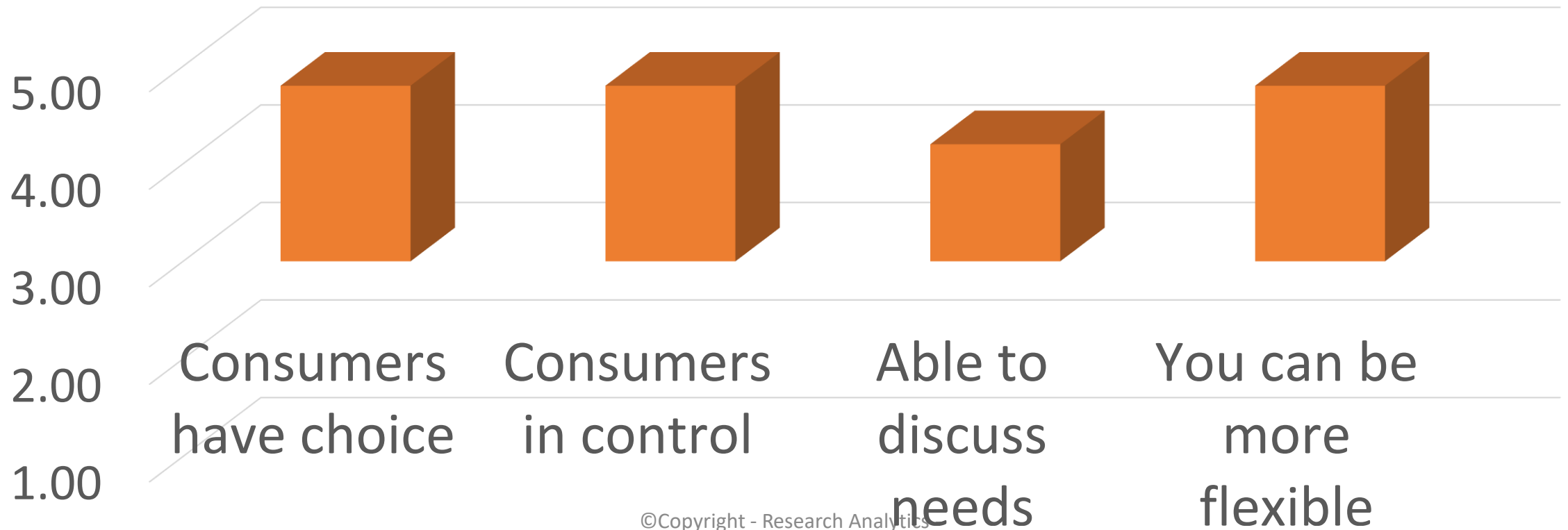
Relationship Based Service – What it involves

- **Relationship and Not Task Based**
- **A relationship is built from the very beginning**
- **Requires a way of working openly with all stakeholders**
- **Managing the tensions that arise from consumer choice and control**
- **Being willing to balance the different components of quality**



What Changes

Answers to Questions after a CDC - Relationship model is introduced - Consumers responses



Real World Examples of the Tension

1. Joe jumping out of a helicopter
2. Joan walking by herself to the bathroom
3. George wanting to drive his gopher on the road
4. Pat wants her house air-conditioned
5. Harold wants to be taken down to the pokies
6. Susie doesn't make it past her probation period because she doesn't measure up with the consumers
7. Mary wanting to order Chinese food for tea
8. Peter wanting to eat the sausage at the BBQ
9. Joey not wanting a shower – ever

Real World Examples of the tension

These cases were a matter of:

Duty of Care

Vs

Freewill – The right of Choose

Each of these cases had a different outcome – some were positive and some were sad but tensions had to be dealt with – “The Wrestler” choice

It Is Not Always About the Nail

So it is not always about what you think the person needs or for you to “fix” the problem (the nail).

It is about building an environment of:

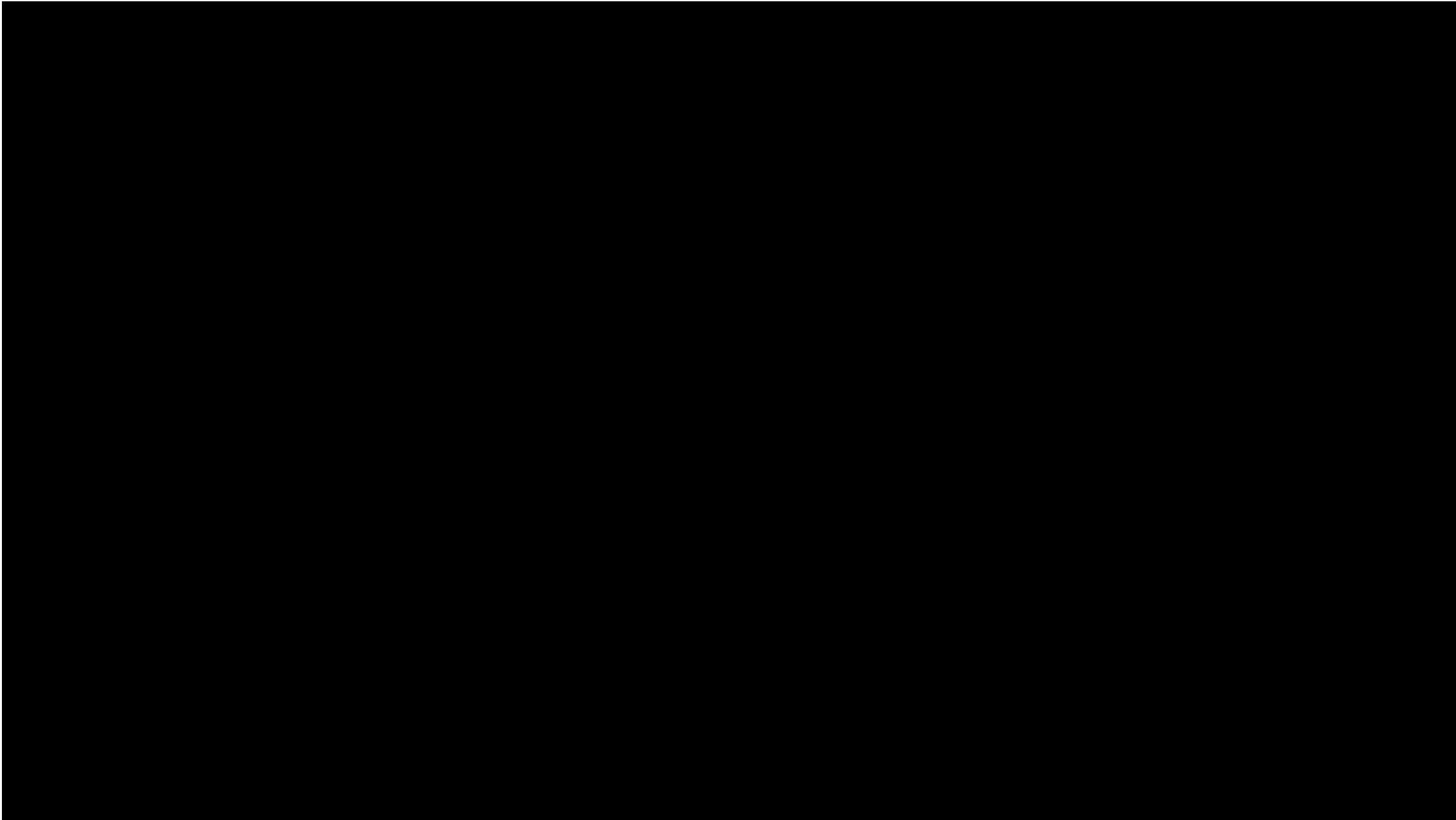
- *Trust through relationships*
- *Where tensions can be managed*
- *A true partnership with the consumers and their families*
- *A decision making process to ensure consumer involvement is central*
- *Positive results for your Service Quality*
- *Excellent Quality in Workmanship (skills)*
- *So you can eventually deal with the nail*

Some Thoughts to Leave with you

- 1) *Effectively all aged care services are Consumer Directed as of 1 July 2019*
- 2) *Rewriting your old policies, developing a new “tick list” or purchasing a template of policies and procedures will not work*
- 3) *These are doomed to failure*
- 4) *Instead of writing policies and procedures against the standards consider:*
- 5) *Writing an Operational Manual on how you go about providing your service and make reference against each standard in your manual*
- 6) *Provide a full set of Standards to your current and future consumers which highlights the consumer outcomes you will meet and how you will work with them so they can measure you against these*
- 7) *Choices matched to Resources*
- 8) *Remember – It is Not always about the nail*

I Want to Break Free

<https://www.youtube.com/watch?v=FB-AIABu-pw>





Mark Sheldon-Stemm

