



## Healthcare Funding and Patient Experience

Ipsos-Eureka Social Research Institute is committed to the important role research and consumer consultation can play in improving healthcare systems.

Even though public health resources are increasingly stretched these days, we believe there is a great deal that can be done to improve service delivery through better planning and co-ordination to meet the specific needs of clients – even without the luxury of boosting individual area resources.

Our consultants have been a driving force in health and human services research for more than twenty years. Ipsos is well known for its 'flagship' syndicated survey *Health Care & Insurance – Australia*, conducted on a biennial basis since 1987, involving 5,000 adult Australians on more than 100 health and health insurance issues. We understand the Australian health consumer and the trends in this sector.

We have a sound understanding of health care, hospitals, and human services around Australia. We also have a strong track record in the successful completion of a diverse range of large scale and challenging surveys investigating patient needs and patient experience and 'journey'.

We keep abreast with the latest developments in healthcare. We are also willing to tackle challenging issues, such as assisting authorities with community mental health issues. Our consultants are passionate about developing actionable healthcare strategies and solutions.

### What we provide

Stakeholder consultations: We use various methods for accessing stakeholder opinion and detailed descriptions of personal experiences to improve understanding of the social processes that occur as part of the healthcare experience. These methods include:

- in-depth interviews
- stakeholder and expert workshops
- discussion groups
- surveys (in person, mail, online, phone, and combinations thereof)

We also are proficient in:

- literature reviews
- program/policy evaluation
- policy/strategy development and testing

- conducting clinics to assess usability of equipment/devices used by people with disabilities

### International affiliations

We have strategic consulting partners in various corners of the globe, both within and outside the Ipsos group. Our colleagues at Ipsos-MORI in the UK and their counterparts in North America are often consulted for complex studies where relevant knowledge and experience is advantageous.

Ipsos-Eureka Social Research Institute is also the Australian and NZ representative for the National Research Corporation (Nebraska, USA) giving us exclusive access to the NRC's suite of tools for public and private sector healthcare improvement. This includes the world-acclaimed NRC+Picker suite of patient experience measurement tools and on-line data reporting and Action Plan delivery.

### Expertise

Our consultants possess relevant tertiary qualifications and extensive experience in human services. Several have previously worked as healthcare professionals. Where there is a need to supplement our capacity or skills in order to undertake a particular project, we employ highly specialised experts who are based across Australia, including regional and rural areas.

### Working relationships

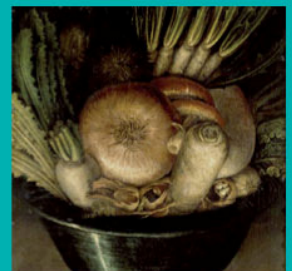
We form close working relationships with our clients. Ipsos-Eureka's relationship with our clients does not end at the completion of a project. We strive to build our knowledge and understanding of partner organisations to inform quality future research now and in the future.

### Clients

Our clients include local, state and commonwealth government departments and agencies, public and private services, consumer groups and peak bodies. Some clients we have conducted health system and human services research with have included:

*The Australian Department of Health and Ageing, Department of Human Services (VIC), NSW Health, the Cancer Institute NSW, Diabetes Australia, Australian Health Insurance Association and the Australian Medical Association.*

Up close we see certain details. But when we step back we discover something else.





## Past/Present Projects

### NSW Health - Patient Experience Survey (current)

This project is arguably Australia's most comprehensive analysis of patient feedback in the public health sector. Feedback is sought from eight different patient categories serviced by more than 400 facilities across NSW, with each facility receiving its own comprehensive Action Plan report on outcomes for each patient category. Over 200,000 patients are invited to participate. This project uses the acclaimed NRC+Picker survey suite, exclusive to Ipsos (in Australia and NZ).

### Healthcare & Insurance – Australia Report (since 1987)

This biennial report is a syndicated research study, tracking Australians' attitudes to a wide range of health issues. Over 5,000 adults were interviewed on more than 100 health and health insurance issues. Trends and benchmarking across Australia were outlined in a clear and comprehensive report. Strategic, custom-designed workshops were also conducted with report subscribers.

### Department of Health & Ageing Consumer Survey – Informed Financial Consent (2005-07)

For three years, Ipsos has conducted a complex consumer survey to investigate the attitudes and knowledge of people with private health insurance regarding scheduled fees and the extent to which they are provided with informed financial information by medical professionals and hospitals. The study informed government about areas where informed financial consent could be improved.

### Department of Human Services (VIC) – Consumer Consultations to inform the development of the Victorian Paediatric Rehabilitation Service

This challenging project involved in-home consumer consultations with adolescents and families of children requiring specialist rehabilitation services across Victoria. It explored met and unmet needs, experiences with existing services, and preferred models of service provision. This study involved liaison with key staff at Monash Medical Centre, the Royal Children's Hospital, and consumer/carer support groups.

### NSW Health (in conjunction with the Cancer Institute NSW) - Oncology Services Patient Satisfaction Survey (current)

This survey seeks detailed feedback from patients as they move through their treatment 'journey'. The research demanded a comprehensive examination of how diagnoses are communicated to patients, treatment planning, aspects of chemotherapy treatment, treatment by healthcare professionals, pain management and more.

## Our portfolio leaders

### Adam Rowland

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Adam Rowland has over 10 years experience in market and social research. He has extensive experience in the conduct, analysis, and reporting of qualitative and quantitative research with diverse target audiences, including: people from non-English speaking backgrounds, primary school aged children, local and state government representatives, and senior executives from large multi-national organisations.

### Graeme Peacock (Patient Experience)

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Graeme has considerable experience in health sector research. At Ipsos, Graeme has been responsible for large scale survey projects for the NSW Health Patient Survey, involving more than 400 health facilities, and the Member Experience Survey, undertaken for a national private health insurer and involving 65,000 acute care patients treated at 144 private hospitals across Australia. He is also one of the key authors of Ipsos' biennial syndicated study, Health Care and Insurance, Australia, conducted since 1987.

### Dan Evans (Patient Experience)

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Dan has been responsible for managing a number of high level projects for various government agencies, including the NSW Health Patient Survey, the NSW Cancer Institute Private Hospital Patient Survey involving 5,000 cancer patients and the Member Experience Survey.

Offices in Canberra, Sydney, Melbourne and Brisbane

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