Clinician engagement

What do we want?

... a strong research culture where:

• all clinicians are providing evidence based care
• we attract doctors (both salaried and VMOs) who are researchers
• patients seek involvement in research (and clinicians offering that)
Getting started

• established communications working party
• surveyed clinicians about their knowledge of research at Cabrini
• working with our Monash Partners (NHMRC academic health science centre)

(next two slides taken from Helena Teede’s presentation February 2017)
Exhibit 5

The Panel’s vision is for ‘Better Health Through Research’

Vision

Researchers
MRIs, universities and hospitals

Healthcare Professionals
Hospitals, clinics and other

Investors
Governments, business and philanthropy

High Quality Health System & Outcomes

‘Better Health Through Research’
Stakeholder Engagement, prioritisation
Framework for implementation and impact

- Stakeholder engagement, partnership, formative research, priorities, scoping
- Evidence synthesis and guidelines
- Co designed and evidence informed studies to show efficacy
- Dissemination and scale-up
- Evaluation and translation into routine clinical practice
- Implementation research & knowledge generation to demonstrate effectiveness

Harrison, Teede et al, Midwifery 2016
How are we doing that?

1. A summer semester team of MBA students worked with us
Social Media as a communications tool makes sense. It’s accessed by more people globally than traditional media and best of all, it’s free.

An experienced social media manager can manage messages on all platforms, reply to comments and ensure posts are in line with Cabrini’s mission and values.

This is far more practical and affordable than implementing any new system.

**Social Facts**

**Australian Population on Facebook**

According to the ABS Population Clock – there are approximately 24,250,000 Australian citizens.

Of this number, there are 15,000,000 monthly active users on Facebook.

Therefore approximately 61% of the total Australian population is an active monthly user on Facebook.

Source: (socialmedianews.com. 2016)

**Key Points to Note:**

- 61% of the total Australian population is an active monthly user on Facebook;
- 1 in 6 Australians are a Daily User on Snapchat;
- As we come into the summer months we seen travel related social networking sites like TripAdvisor increase in visiters;
- Twitter has experienced stagnant user growth over the past 2 years and a considerable churn rate of new users signing up then never using the service consistently;
- Blogging is slowly decreasing in popularity;
- Google Plus also has stagnant growth and the service hasn’t increased it’s Australian user base for sometime as they attract 60,000 monthly Australian users.

Source: (socialmedianews.com. 2016)

**Group videos into categories**

- **Diverse Content**
- **Active**

Source: Smart Insights (Marketing Intelligence) 2016
2 our marketing and communications team are working with us on literature for patients
3 changes to the medical communications and expectations
4 streamlining HREC and governance reviews through Monash Partners
5 donor engagement
6 money: competitive Foundation Research Grant Round
7 consumer engagement through forums – understanding their priorities/needs
8 patient access to drugs/therapies on trial
9 improved comprehensive data collection/registries
10 public lectures; research week
11 student engagement
12 critical mass
13 International Clinical Trials stand in hospital foyer
<table>
<thead>
<tr>
<th>CONTINUUM OF ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Low</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is the nature of the engagement?</strong></td>
<td>Information is given to patients and families</td>
<td>Information is gathered from patients and families</td>
<td>Patients and families are involved in the process</td>
<td>Solutions are developed and decisions are made jointly between staff and patients and families</td>
</tr>
</tbody>
</table>

| **When to use this type of engagement?** | This is utilised to enhance knowledge and understanding. It can provide information that assists patients, and families to access services or manage their health. It can provide information on something that has been decided and is to be implemented | This is used to gather information and have discussions with patients and families | This is used to seek the views and options of patients and families and these are then incorporated into decision making about the service | This is used when Cabrini seeks to work in partnership with patients and families to identify joint solutions and develop initiatives. | This is used when Cabrini seeks to shift some or all of the decision making authority to patients and families in respect to developing solutions and ideas for implementation. |

| Influence of patients and families | Nil | Low | Some | High | Full control |