

CONSUMER ENGAGEMENT PROGRAM

Process Evaluation Report

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EXECUTIVE SUMMARY

NPS MedicineWise is committed to the principles of consumer engagement. A *Consumer Engagement Plan* has been developed to ensure consumer needs and insights are incorporated into Australian Government Department of Health Quality Use of Medicines (QUM) Grant programs and activities.

This report outlines the process evaluation findings for the consumer engagement program from the beginning of the QUM Grant period in January 2020 until November 2021. Evaluation measures were based on the principles of consumer engagement. Recommendations from the process evaluation will be considered in decision-making to improve engagement processes and practices.

Methods of evaluation included: monitoring and collation of participation and demographic data, stakeholder feedback, document reviews, surveys of staff and consumer representatives and interviews with Consumer Engagement Champions.

Key process findings

The main process evaluation findings measured against each principle of consumer engagement are outlined in Table 1, together with the overall status of achievement.

Delivery against the principles of the program have been mostly met in this period. The biggest challenge has been attaining levels of diversity among consumers and consumer representatives. Several opportunities and recommendations for improvement in engagement processes, practices, training and feedback to consumers on input and outcomes are identified in the report.

Table 1. Process evaluation findings and status against principles of consumer engagement

Principles of Consumer Engagement	Evaluation Finding	Status of Engagement Principle
Participation	<ul style="list-style-type: none"> – Consumer representatives have been involved at six different stages of QUM projects – 57 consumer engagement activities reported across 44 different projects – Successfully engaged five peak consumer organisations to work on consumer engagement – High retention of consumer organisations and consumer representatives – All key Advisory and Expert Working Groups now have at least one consumer representative member – The attendance rate of consumer representatives at Advisory and Expert Working Group meetings is currently 70-100% 	Achieved
Diversity and inclusion	<ul style="list-style-type: none"> – Consumer engagement is occurring at three levels, with 170 instances of consultation and involvement, 88 instances of collaboration and 13 instances of empowered engagement – Consumer representatives are commonly female, English speaking, university educated and living in metropolitan areas – Baseline demographic statistics for consumer representatives indicate that further strategies need to be developed to increase diversity of representation – NPS MedicineWise is working to establish new relationships with a broader range of consumers and stakeholder groups 	Not yet achieved

Principles of Consumer Engagement	Evaluation Finding	Status of Engagement Principle
Leadership and support	<ul style="list-style-type: none"> – The organisation’s commitment to consumer engagement is articulated on the NPS MedicineWise website – 65% of staff indicated attending one or more training sessions on consumer engagement – 20 staff participated in the Consumer Engagement Champion Training – 98% of participants were ‘very satisfied’ or ‘satisfied’ with the Consumer Engagement Champion training – Increases of 50-87% in participant knowledge of consumer engagement were observed after Consumer Engagement Champion training – A high baseline of agreement with the corporate KPI was achieved, with 77% of staff believing it is important for consumers to be engaged at each stage of a project – Over two-thirds of staff felt supported by their manager to upskill in consumer engagement and would always consider integrating consumer engagement into their work 	Achieved
Meaningful and mutual benefit	<ul style="list-style-type: none"> – QUM programs started in this Grant period incorporated consumer engagement activities and insights from the outset – 85% of identified programs, products and services developed or implemented to November 2021 incorporated consumer engagement activities and consumer insights – 100% of stakeholder organisations were ‘satisfied’ with their level of participation in QUM work – 100% of consumer representatives on advisory groups ‘strongly agreed’ that working with NPS MedicineWise was a positive experience – 100% of consumer representatives on advisory groups felt that their time and input into engagement activities was valued by NPS MedicineWise 	Achieved
Accountability	<ul style="list-style-type: none"> – The <i>Consumer Engagement Plan</i> has prompted the review or revision of key NPS MedicineWise policies and procedures – New processes and consumer engagement documents have been developed to assist staff to effectively engage with consumers – An evaluation plan was developed in consultation with the Consumer Advisory Group to assess consumer engagement activities and enable continuous quality improvement – 67% of consumer representatives have been provided with feedback on the outcomes of their contribution to date – 77% of NPS MedicineWise staff were ‘very satisfied’ or ‘satisfied’ with consumer engagement activities they participated in – Overall, the consumer engagement program has been delivered to budget and agreed timelines – Appropriate processes and systems are in place to manage any identified risks 	Achieved
Ethical, respectful and valued	<ul style="list-style-type: none"> – 100% of consumer data is stored securely as per the Privacy Policy – 100% of consumers and consumer representatives are informed about consent and confidentiality and anonymity of their data – A process of recognition and reward has been established to recognise the contribution of consumers and consumer representatives 	Achieved

Key recommendations

The following recommendations are based on findings from the process evaluation, including feedback from NPS MedicineWise staff, consumers, consumer representatives and consumer organisations.

- ▷ Develop additional strategies and avenues for recruiting a larger, more diverse pool of consumers, consumer representatives and consumer and community organisations
- ▷ Use a broader range of methods for engaging with consumers and take a multiple methods approach where possible to obtain richer feedback and input
- ▷ Continue to work with key stakeholder organisations at pre-conception, planning and strategic levels of projects to be undertaken to ensure needs of consumer groups are adequately met
- ▷ Equip managers and decision-makers with the information they need to plan consumer engagement activities and support their staff to implement these activities across approved workplans
- ▷ Continue to implement and improve feedback processes to ensure consumers, consumer representatives and consumer organisations that contribute to NPS MedicineWise activities receive feedback on the outcomes of their contribution
- ▷ Recognise and account for processes of consumer engagement in project timelines and allocated resources (i.e., budget and effort) across all NPS MedicineWise workplans
- ▷ Review the payment process for remunerating consumers who engage with NPS MedicineWise to agree expected payment timeframes and update payment forms
- ▷ Consider ongoing mechanisms for protecting the confidentiality of consumer data in accordance with data security and privacy requirements
- ▷ Consider potential ways to engage with Aboriginal and/or Torres Strait Islander stakeholders or professionals to lead consumer and stakeholder engagement with Aboriginal and/or Torres Strait Islander consumers, consumer representatives and organisations.

BACKGROUND

NPS MedicineWise has developed a *Consumer Engagement Plan* to ensure that consumer needs and insights are incorporated into QUM Grant programs and activities at all stages of planning, development, implementation and evaluation. The aim of consumer engagement is to improve QUM, build consumer health literacy and improve health outcomes.

Key components of consumer engagement at NPS MedicineWise include:

- ▷ seeking expert advice and insights from consumers, consumer representatives and consumer organisations
- ▷ incorporating insights into programs, products and services
- ▷ building stakeholder and organisational capacity through training and support to undertake consumer engagement
- ▷ monitoring consumer engagement processes and assessing engagement strategies.

Principles of consumer engagement

NPS MedicineWise is committed to the following principles of consumer engagement, which have served to guide the approach to consumer engagement activities.

- ▷ **Participation:** a broad range of engagement strategies should be incorporated to ensure accessibility for all, particularly those experiencing the greatest need and with the least opportunity to influence
- ▷ **Diversity and inclusion:** consumers and their families/significant others are a diverse group e.g., their health, cultural, age, gender, socio-cultural, economic and geographic circumstance. Engagement opportunities need to be accessible and inclusive, with flexibility and a range of options
- ▷ **Leadership and support:** organisational culture must support and value consumer engagement, through leadership, training, knowledge, skills and processes
- ▷ **Meaningful and mutual benefit:** all consumer engagement opportunities are meaningful, involving consumers at the earliest opportunity, clearly identifying and explaining the role of consumers, informing consumers of the purpose of their participation, including the decision-making processes, the ability to influence outcomes and ensuring access to information and means to participate
- ▷ **Accountability:** consumer engagement activities are transparent and establish clear and measurable criteria. Continuous improvement processes are incorporated including ongoing and regular review and evaluation
- ▷ **Ethical, respectful and valued:** the needs of consumers and their families/significant others, benefits of consumer engagement and processes are respected and valued.

Process evaluation provides information about how well a program has been implemented or delivered. Evaluation measures addressed in this process evaluation report were based on the principles of consumer engagement. Findings from the process evaluation will be used to improve engagement with consumers and to inform future activities.

This report outlines the process evaluation findings for the consumer engagement program from the beginning of the QUM Grant period in January 2020 until November 2021.

PRINCIPLE 1: PARTICIPATION

Section summary

- ▷ The aim of providing a wide range of opportunities for consumer engagement has been achieved, with 57 engagement activities offered across 44 different projects
- ▷ Consumer representatives have been involved at six different stages of NPS MedicineWise projects
- ▷ NPS MedicineWise has successfully engaged five peak consumer organisations to work on consumer engagement
- ▷ Retention of consumer organisations and consumer representatives working on programs, products and services has been high
- ▷ All key NPS MedicineWise Advisory Groups and Expert Working Groups now have at least one consumer representative as part of their membership
- ▷ The attendance rate of consumer representatives at Advisory and Expert Working Group meetings and workshops is currently 70-100%

Types and stages of engagement activities

The *Consumer Engagement Implementation Plan* aimed to provide a range of opportunities for consumer input and engagement. This aim has been achieved, with the consumer engagement tracking tool (to mid November 2021) recording 92 consumers, consumer representatives and consumer organisations participating in:



Consumers, consumer representatives and consumer organisations have been involved in consumer engagement at six different stages of NPS MedicineWise projects. The most common stage of engagement has been during the development stage, which offered the opportunity for consumers to be involved in tasks such as usability testing, content development, policy and process development (Table 2).

In the past year, consumer representatives have become integral, valued project team members and have undertaken pieces of work such as the health literacy audit and stakeholder scanning.

Table 2. Stages NPS MedicineWise projects that incorporated consumer engagement

Level of consumer engagement	Number of instances
Governance	15
Priority setting	23
Design	40
Development	100
Implementation	46
Evaluation	48

Consumer organisations

NPS MedicineWise successfully engaged five peak consumer organisations to work on consumer engagement in this QUM grant period. This was 100% of the targeted membership for the consumer engagement program. These organisations are:

- ▷ Consumers Health Forum of Australia (CHF)
- ▷ National Aboriginal Community Controlled Health Organisation (NACCHO)
- ▷ Federation of Ethnic Communities Councils of Australia (FECCA)
- ▷ Carers Australia
- ▷ Council on the Ageing (COTA).

An agreement titled [*Working together: a partnership between NPS MedicineWise and the Consumers Health Forum of Australia*](#) was signed in May 2020, and a memorandum of understanding has been signed with NACCHO.

In addition to these peak consumer and community organisations, NPS MedicineWise consulted and collaborated with various condition specific consumer organisations to design, build and implement educational programs. For example, Asthma Australia, Dementia Australia, the National Heart Foundation and the Older Persons Advocacy Network (OPAN). Details of the agreed engagement for educational programs is laid out in the Stakeholder Engagement Plans developed for each program.

Retention of consumer organisations has been high at both a strategic and program level, with all consumer organisations working with NPS MedicineWise on multiple programs and projects throughout the QUM Grant period. In addition, condition specific organisations have been extended beyond the duration of specific programs. For example, OPAN worked on the Psychotropic medicines in aged care program and are also working on current the Safe use of medicines in older people program.

Consumer representatives

Consumer representatives on NPS MedicineWise Advisory Groups, who responded to the feedback survey (n=9) also reported participating in the following engagement activities:

- ▷ presenting or attending the National Medicines Symposium and/or Choosing Wisely Australia National Meeting (78%)
- ▷ involvement in the design or development of programs, policies or resources e.g., webinars, podcasts (56%)
- ▷ assisting with delivery of NPS MedicineWise staff training or mentoring program (55%)
- ▷ involvement in the design or review of evaluation instruments e.g., surveys (22%)
- ▷ stakeholder scanning (22%)
- ▷ providing input into MedicineInsight research (22%).

Consumers on Advisory and Expert Working Groups

The Consumer Advisory Group was established on 27 April 2020 to provide advice on best practice for consumer and community engagement and hold the organisation accountable to the consumer engagement principles. There are currently seven members serving a two-year term who are health consumers and advocates with a wealth of experience in consumer health.

Other NPS MedicineWise Advisory and Expert Working Groups funded under the QUM Grant have a target of two consumer representatives as part of their membership. This target has been achieved for all key Advisory Groups except the Good Medicine Better Health Advisory Group, where the group determined that having two consumer representatives was not appropriate (Table 3).

Overall, consumer membership on Advisory and Expert Working Groups has been stable and retention of consumer representatives has been high. Consumer representatives have provided positive feedback and indicated an enthusiasm for remaining as members for their specified terms. The Good Medicine Better Health Advisory Group has seen some changes in membership since its formation due to external factors.

Table 3. Consumer representatives on NPS MedicineWise Advisory or Expert Working Groups (number / %)

Advisory / Expert Working Group (EWG)	Total number of members	Number of consumer representatives	% of consumer representatives	Consumer representative attendance at meetings
Consumer Advisory Group	7	7	100%	100%
The Clinical Intervention Advisory Group	15	2	13%	100%
Data Governance Committee	8	2	25%	100%
Choosing Wisely Advisory Group	9	2	22%	100%
Good Medicine Better Health Advisory Group	7	1	14%	70%
Psychotropic medicines in young people EWG	10	2	20%	100%
Safe use of medicines in older people EWG	10	2	20%	100%
Heart Failure EWG	10	2	20%	100%
Psychotropic medicines in aged care EWG	11	1	9%	0%

A recruitment process was undertaken for the mentoring program, culminating in the selection of four consumer representative mentors and four consumer representative mentees. Mentors and mentees were paired, and training was provided.

The four mentees were assigned to attend and contribute on the following NPS MedicineWise Advisory Groups:

- ▷ Choosing Wisely Advisory Group
- ▷ Clinical Intervention Advisory Group
- ▷ Consumer Advisory Group
- ▷ Data Governance Committee.

PRINCIPLE 2: DIVERSITY AND INCLUSION

Section summary

- ▷ Consumer engagement is occurring at three levels at NPS MedicineWise, with 170 instances of consultation and involvement, 88 instances of collaboration and 13 instances of empowered engagement with consumers, consumer representatives and consumer organisations
- ▷ Consumer representatives who are currently working with NPS MedicineWise are commonly female, English speaking, university educated and living in metropolitan areas
- ▷ Baseline demographic statistics for consumer representatives indicate that further strategies need to be developed to increase the diversity of the consumer representatives NPS MedicineWise is engaging with
- ▷ NPS MedicineWise is working to establish new relationships with a broader range of consumers and stakeholder groups

Levels of engagement

Consumer engagement at NPS MedicineWise has been guided by the IAP2 Spectrum of Public Participation (Figure 1).

		INCREASING IMPACT ON THE DECISION				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC		We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 1. IAP2 Spectrum of Public Participation

The levels of engagement undertaken and the number of instances of each type of engagement are shown in Table 4. Engagement is predominantly occurring at the 'consult / involve' level, which includes activities such as user testing, surveys, focus groups, interviews, and involvement in topic nomination. It is anticipated that as consumer engagement becomes more embedded in organisational culture, further instances will occur at the 'collaborate' and 'empower' levels.

Table 4. Levels of consumer engagement at NPS MedicineWise

Level of consumer engagement	Number of instances
Consult / involve	170
Collaborate	88
Empower	13

Consumer representative demographics

The demographics collected from consenting consumers (n=34) is shown in Figure 2.

Existing demographic characteristics appear to be biased towards consumers who are female, aged over 60 years, more highly educated, residing in metropolitan locations and who speak English only. A small proportion of consumers who were born overseas or who are of Aboriginal and/or Torres Strait Islander origin have been recruited.

Engaging consumers with more diverse demographic characteristics is the ideal. NPS MedicineWise will need to implement different strategies and build relationships with under-represented and seldom heard populations to successfully recruit and engage with a more diverse pool of consumers.

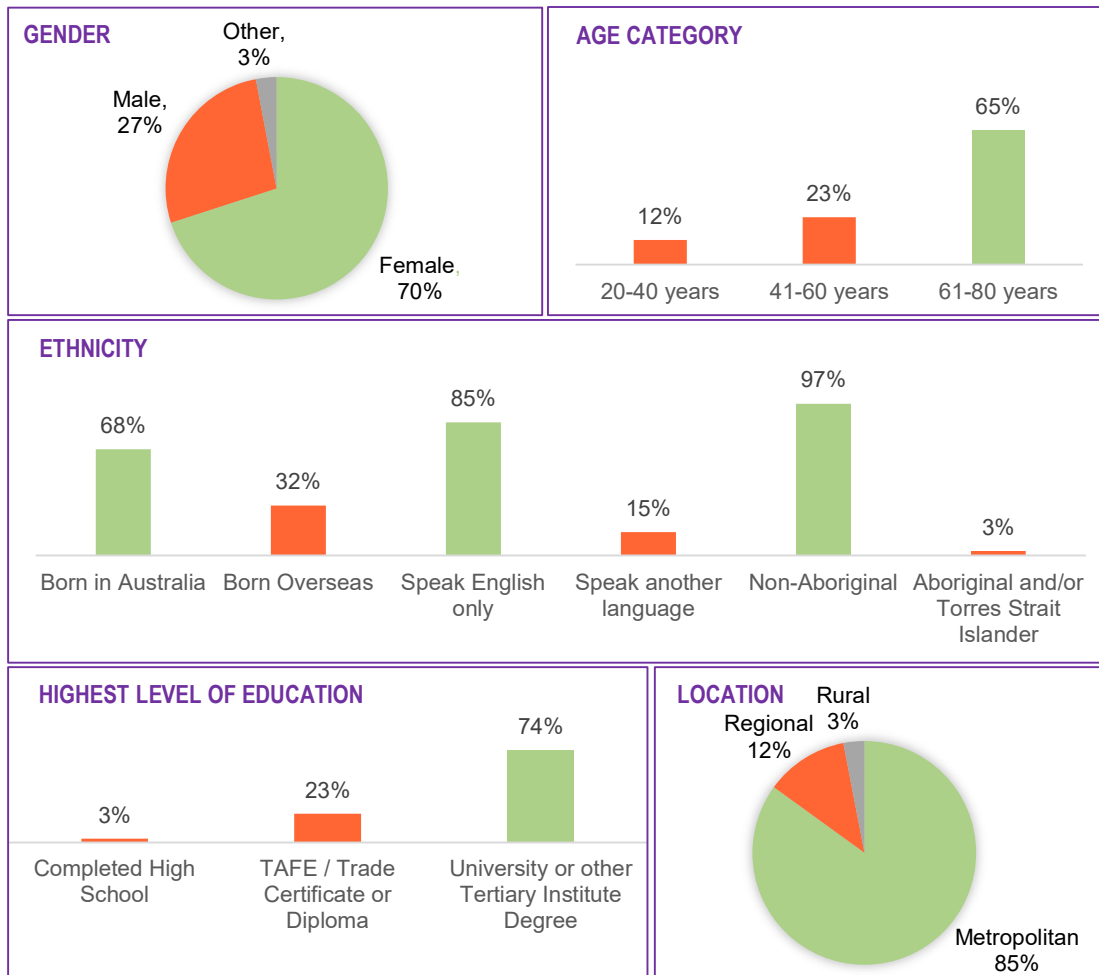


Figure 2. Demographic characteristics of consumer representatives

Identifying new consumers and consumer organisations

Presently, a core group of about 30 committed consumer representatives are participating in most activities. To gain broader perspectives and input, NPS MedicineWise needs to recruit and engage with a broader range of consumers and consumer and community organisations.

Work is underway to identify and establish partnerships with new organisations who are under-represented e.g., disability sector, young people, LGBTQI+ community, low income, rural and remote consumers, to:

- ▷ develop mutually beneficial relationships
- ▷ enhance breadth and depth of consumer insights, and membership on Advisory Groups
- ▷ access a more diverse network for promoting QUM and building health literacy.

PRINCIPLE 3: LEADERSHIP AND SUPPORT

Section summary

- ▷ NPS MedicineWise has utilised its internal and external facing websites to articulate the organisation's commitment to consumer engagement
- ▷ 65% of staff indicated attending one or more of the training sessions on consumer engagement
- ▷ 20 staff participated in wave one and two of the specialised Consumer Engagement Champion Training
- ▷ 98% of participants across waves one and two of the Consumer Engagement Champion training were 'very satisfied' or 'satisfied' with the training received
- ▷ Increases of 50-87% in participant knowledge of consumer engagement were observed after the Consumer Engagement Champion training
- ▷ A high baseline of agreement with the corporate KPI was achieved, with 77% of staff respondents believing it is important for consumers to be engaged at each stage of a project
- ▷ Over two-thirds of staff respondents felt supported by their manager to upskill in consumer engagement and would always consider integrating consumer engagement into their work

Articulation and integration of consumer engagement

The NPS MedicineWise website was updated in 2020 to introduce the consumer-centred 2020-2022 organisational [strategy and vision](#), provide information on [involving consumers in our work](#) and to publicly articulate the organisation's commitment to consumer engagement. A consumer engagement hub has also been established on the staff intranet site, to provide a central location for staff to learn about and access consumer engagement tools and resources.

Staff performance plans incorporate a corporate key performance indicator about consumer engagement which all staff are required to consider, implement and report against during the performance review process. Position descriptions include a general statement about the consumer-centred vision and mission of the organisation, and about 3% of position descriptions include consumer engagement as a specific task. It is anticipated that as consumer engagement becomes more embedded into organisational culture, engaging with consumers could be added to future position descriptions as a required component of the role.

Staff training

A staff training plan was developed in April-June 2020, following a needs analysis and will be implemented on an ongoing basis. Induction sessions on consumer engagement were delivered to 29 new staff between July 2020 and November 2021.

Training in consumer engagement has been rolled out to staff via twelve training sessions delivered between April 2020 and October 2021. Recordings of the training sessions were uploaded to the consumer engagement intranet page for staff and achieved 110 views. Staff participation numbers for the sessions are shown in Figure 3.

A total of 20 staff also participated in wave one and two of specialised Consumer Engagement Champion (CEC) training. Training sessions have included content on types and methods of consumer engagement, health literacy, diversity in consumer engagement and conducting focus groups and interviews.

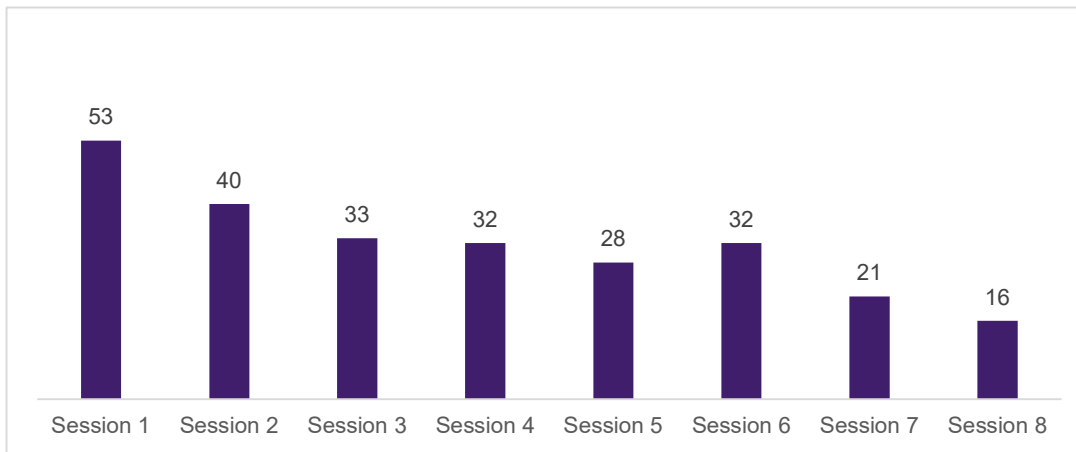


Figure 3. Number of staff participants at training sessions

Staff feedback on consumer engagement

The top three consumer engagement activities that staff indicated participating in were:

- ▷ training sessions (65%, n=39)
- ▷ reading the *Consumer Engagement Plan* (50%, n=30)
- ▷ engaged with consumers on a project or piece of work (37%, n=22).

Knowledge of Consumer Engagement Plan and principles

Staff were asked to respond to a series of statements to identify levels of awareness and knowledge of consumer engagement processes since the launch of the *Consumer Engagement Plan*.

Respondents commonly 'strongly agreed' or 'agreed' that the *Consumer Engagement Plan* is important for the organisation to achieve its vision and strategy of being consumer-centric and improving health outcomes.

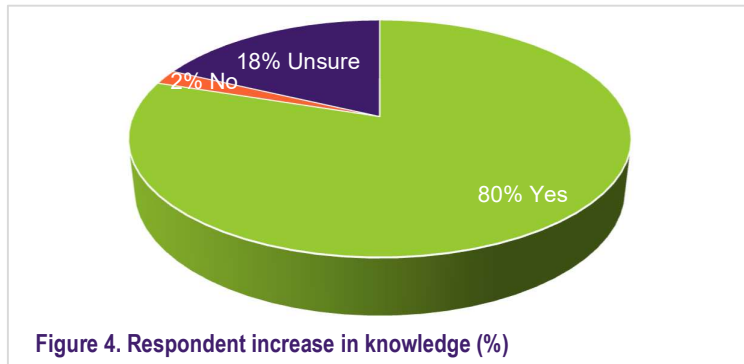
Two-thirds (67%) of respondents 'strongly agreed' or 'agreed' that they felt supported by their manager to upskill in consumer engagement, and 69% always consider consumer engagement in the work they do (Table 5).

Table 5. Respondent awareness/knowledge of consumer engagement processes

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The <i>Consumer Engagement Plan</i> is important for NPS MedicineWise to achieve its vision and strategy	44% (24)	39% (21)	17% (9)	-	-
I have a good understanding of NPS MedicineWise consumer engagement principles	11% (6)	69% (37)	9% (5)	9% (5)	2% (1)
I feel confident applying consumer engagement principles to my work	7% (4)	63% (34)	21% (11)	7% (4)	2% (1)
I feel supported by my manager to upskill in consumer engagement processes	28% (15)	39% (21)	26% (14)	5% (3)	2% (1)
I know how to access support to include consumer engagement in my work	20% (11)	41% (22)	26% (14)	9% (5)	4% (2)
I always consider where consumer engagement may fit into my work	19% (10)	50% (27)	20% (11)	9% (5)	2% (1)

Positively, 80% of respondents indicated their knowledge of consumer engagement principles had increased since participating in consumer engagement training and other activities.

A small proportion of respondents felt their knowledge had not increased (2%) and 18% were unsure (Figure 4).



Attitudes towards consumer engagement

Staff were asked to respond to a series of statements about consumer engagement to identify general attitudes towards the notion and implementation of consumer engagement.

Most respondents (94%) 'strongly agreed' or 'agreed' that consumer engagement adds value to programs and products, although it was acknowledged that there may be barriers to implementation. Most (81%) respondents were in agreement that consumer engagement processes should be applied to all pieces of work across the organisation, and about three-quarters (77%) were in agreement with the corporate KPI that it is important for consumers to be engaged at various stages of a project.

However, there is still a small proportion of staff who need to be persuaded that consumer engagement is relevant at all stages and applicable to all types of tasks (Table 6).

Table 6. Respondent attitudes towards consumer engagement

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Consumer engagement adds value to NPS MedicineWise programs and products	65% (34)	29% (15)	6% (3)	-	-
It is important for consumers to be engaged at every stage of NPS MedicineWise projects	17% (9)	60% (31)	13% (7)	10% (5)	-
Consumer engagement applies to all pieces of work, not just consumer resources	27% (14)	54% (28)	9% (5)	8% (4)	2% (1)
Consumer engagement is relevant to my team's current work	37% (19)	48% (25)	11% (6)	4% (2)	-
There are many barriers to Implementing consumer engagement at NPS MedicineWise	12% (6)	23% (12)	44% (23)	19% (10)	2% (1)

Over half (58%) of respondents indicated their attitude towards consumer engagement had changed for the better since participating in consumer engagement training and other activities.

Just over one-quarter of respondents stated their feelings toward consumer engagement had not changed and 15% were unsure (Figure 5).

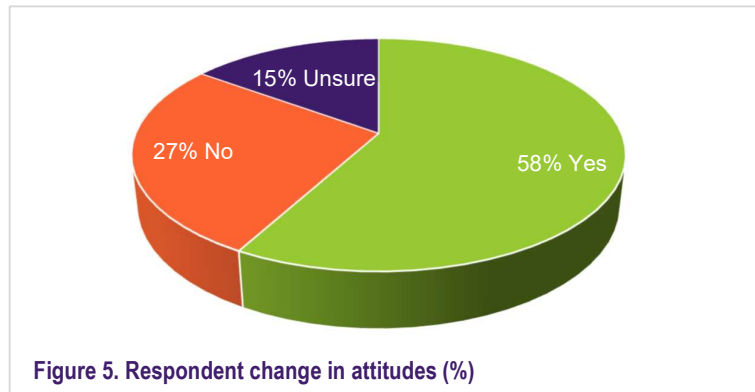


Figure 5. Respondent change in attitudes (%)

Help to implement consumer engagement

The survey asked respondents to identify what would help them to engage consumers at all stages of their work. The survey findings identified four main ways that NPS MedicineWise could offer assistance to staff. These being:

- ▷ support provided by the Consumer Engagement Lead to access consumers
- ▷ build adequate time into project timelines for consumer engagement to be conducted
- ▷ provide a checklist of requirements for engaging with consumers at the start of projects
- ▷ provide and/or promote available tools to assist with recruitment of consumers.

Use of consumer engagement resources

Two-thirds of respondents (67%) reported that they had visited the consumer engagement intranet page, and of these respondents, 36% stated they had used the consumer engagement tools and resources available on the intranet page. Of the 11 respondents who had used the tools and resources, over half (55%) reported them to be 'very useful' for their work and the remainder (45%), to be 'somewhat useful'.

Organisational change and improvements

As a result of training opportunities, staff are more aware of the importance of consumer engagement. Respondents have observed that consumer needs and insights are now being considered from the outset of programs and projects. Feedback and advice from consumer representatives are also being sought at various stages of program and product development, and as a result, products are becoming more consumer focused.

Another area of change is the inclusion of consumers with lived experience in webinars, videos and podcasts for educational programs, rather than solely promoting health professional views. Staff respondents also perceive that NPS MedicineWise has increased its partnership and collaboration opportunities with key consumer organisations.

Improvements to approaching consumer engagement suggested by respondents, included:

- ▷ identifying consumer engagement as a specific activity during the development of project workplans to ensure adequate resourcing from the outset
- ▷ engaging with a more diverse group of consumers to understand a variety of needs and perspectives
- ▷ sharing examples of consumer engagement at lunch and learn sessions or staff meetings to identify what has worked well and what aspects could be improved
- ▷ utilising educational visitors in an outreach type role with consumer and community groups.

Feedback on Consumer Engagement Champion training

Consumer Engagement Champions (CECs) are a group of staff who have been trained to have a thorough understanding of consumer engagement. CECs receive training to integrate consumer engagement practices into their work and educate or support others within the organisation.

Participants (n=20) were invited to complete feedback forms after each training session. Six wave one CECs were interviewed about their experience and whether it had prompted changes in work processes and practices. General comments provided about the training were positive. Examples are shown below.

"The course is well thought through and executed"

"Engaging with plenty of opportunities for participation"

"Presenters were clear and engaging"

"Really great practical tips given"

"Interesting and thought provoking sessions"

Knowledge related to learning outcomes

Prior knowledge of consumer engagement learning outcomes was low for CEC training participants. The training therefore provided an opportunity for rapid growth and learning in this area, with average participant knowledge increasing by 50% to 87% across the training sessions (Table 7).

Table 7. Comparison of participant knowledge of learning outcomes before /after training (% high knowledge)

Wave	Session	Descriptor	Before Training	After Training	% Difference (average)
1	1	Introductory principles of consumer engagement	14%	75%	+ 61%
	2	Methods of consumer engagement	21%	71%	+ 50%
	3	Principles of mentoring	16%	83%	+ 67%
	4	Co-design and co-production	5%	65%	+ 60%
	5	Guidelines for interviews and focus groups	35%	88%	+ 53%
	6	Health literacy principles	27.5%	83.5%	+ 56%
	7	Writing for consumers	35%	100%	+ 65%
	8	Communicating with diverse communities	30%	95%	+ 65%
	9	Building interpersonal skills	19%	75%	+ 56%
	10	Coaching on supporting others	20%	100%	+ 80%
2	1	Introductory principles of consumer engagement	25%	100%	+ 75%
	2	Stages of consumer engagement	13%	100%	+ 87%
	3	Methods of consumer engagement	0%	80%	+ 80%
	4	Developing interview guides and facilitating focus groups	40%	100%	+ 60%

Participants were prompted to think about what they would do with information learnt during training. Responses were categorised into five main areas:

- ▷ use different communication styles when engaging with diverse groups of consumers
- ▷ think about different approaches to engagement at different stages of projects
- ▷ incorporate consumer insights and the 'consumer voice' into programs, products and services
- ▷ consider how to recruit and engage a more diverse group of consumers
- ▷ use tools and resources to write consumer according to health literacy standards.

Satisfaction with CEC training

Satisfaction with the CEC training has been high, with 98% of participants across waves one and two being 'very satisfied' or 'satisfied' with the training received. The remaining 2% gave a neutral response. No participants indicated being dissatisfied with the training. A higher proportion of wave two participants were 'very satisfied' (69% versus 41%) with the training compared to wave one.

This is due to changes made to wave two training, after feedback from wave one participants and input from Consumer Advisory Group and Health Issues Centre. For example, wave two involved more NPS MedicineWise staff delivering sessions within their areas of expertise, more practical application of training into NPS MedicineWise work and demonstration of consumer engagement tools and resources.

Experience of the training

Wave one CECs who participated in an interview reported the main strengths of the training as:

- ▷ the opportunity to work with colleagues from different areas of the organisation and share ideas, knowledge and perspectives on consumer engagement
- ▷ different sessions and guest speakers to keep participants engaged with the material
- ▷ tools and resources that could be applied to NPS MedicineWise context and products.

It was recommended that the recruitment and application process for the next waves of training include an upfront estimate of the amount of time and effort required of participants. This recommendation was implemented for wave two of the training.

The time-consuming and resource intensive nature of conducting consumer engagement at every stage of program or product development was identified as a significant challenge. The consumer engagement process needs to be recognised in all workplans through the allocation of adequate staff effort, budget and negotiation of project timelines.

Changes in work processes and practices

Wave one CECs agreed the training had prompted them to change their work processes and practices. Half of those interviewed stated the training had increased their confidence to have conversations with colleagues about the need for consumer engagement. Being a champion has provided permission or "a licence" to challenge the "status quo", question colleagues and assist others to consider how consumer engagement could be implemented in all aspects of work to achieve better outcomes for consumers.

Other examples included:

- ▷ developing and using data collection tools to recruit consumers for engagement activities
- ▷ using resources and tools to embed consumer engagement into work processes
- ▷ inviting consumers with lived experience to join webinar panels
- ▷ applying the consumer engagement principles and health literacy tools to assess the language and tone of products and make them more user-friendly
- ▷ establishing a pool of consumers to engage with during program development.

Culture change after implementation of the Consumer Engagement Plan

Most CECs reported that greater value and emphasis had been placed on consumer needs and insights over the last 12-18 months. The *Consumer Engagement Plan* is perceived as a step in the right direction to achieving culture change. Half of CECs recommended that managers and decision-makers participate in additional training to be able to influence a more significant culture shift.

CECs believed that the training program was comprehensive and would help NPS MedicineWise to succeed in its goal of consumer engagement. The program lead was praised for coordinating the training and keeping participants engaged in the process. Consumer engagement was recognised as a time-consuming process, but one that was valued by staff. As a consequence, half of the CECs interviewed spontaneously emphasised the need for specific resources (i.e., budget, staff effort and time allocation) to be allocated to consumer engagement across NPS MedicineWise workplans.

PRINCIPLE 4: MEANINGFUL AND MUTUAL BENEFIT

Section summary

- ▷ Five programs that began with a formative research stage in this Grant period incorporated consumer engagement activities and insights from the outset
- ▷ 85% of identified programs, products and services developed or implemented between January 2020 and November 2021 incorporated consumer engagement activities and consumer insights
- ▷ 100% of stakeholder organisations that NPS MedicineWise have engaged with incorporate consumer insights into their own activities
- ▷ 100% of stakeholder organisations indicated they were 'satisfied' with their level of participation in consumer engagement
- ▷ 100% of consumer representatives on Advisory Groups 'strongly agreed' that working with NPS MedicineWise was a positive experience
- ▷ 100% of consumer engagement representatives on Advisory Groups felt their time and input into engagement activities was valued by NPS MedicineWise

Consumer engagement in programs, products and services

Consumers have been engaged from the outset for most programs, products, and services launched within this QUM Grant period. A review of program documentation, formative research and design reports indicate that 85% (i.e., 17/20) of identified programs, products, and services that were in development or implementation between January 2020 and November 2021, showed evidence of consumer engagement activity and incorporation of consumer insights (refer to Appendix 2 for details).

Consumer representative feedback

Consumer representatives on key Advisory Groups were invited to provide feedback on their experience of working with NPS MedicineWise. All consumer representatives who provided feedback:

- ▷ strongly agreed that working with NPS MedicineWise as a consumer representative has been a positive experience
- ▷ felt that their time and the contribution they made was valued by NPS MedicineWise.

Just over half of consumer representatives (56%) rated the effectiveness of NPS MedicineWise at consumer engagement as 'very good', and the other 44% gave a rating of 'good'. No consumer representatives gave an average or poor rating. Examples of comments are shown below.

"Staff were professional, helpful and friendly"

"I feel honored to contribute and make an improvement to the health system"

"Keep on providing exemplary leadership"

Attitudes towards the engagement experience

Consumer representatives indicated that the top three motivations for working with NPS MedicineWise were to:

1. increase awareness of consumer perspectives and experiences (89%)
2. provide expertise and advice on consumer engagement (89%)
3. influence NPS MedicineWise programs and products for consumers (78%).

All consumer representatives recognised that there is a shared commitment to achieving better outcomes for consumers. Over three-quarters agreed that adequate orientation and instruction had been provided, and all agreed or strongly agreed that their expected roles and responsibilities had been clearly defined and that enough time was available for their input into NPS MedicineWise activities. No respondents disagreed with any of the statements about the consumer engagement experience (Table 8).

Table 8. Respondent attitudes towards the consumer engagement experience

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The roles and responsibilities of consumer representatives have been clearly defined	33% (3)	67% (6)	-	-	-
Adequate orientation and instruction have been provided by NPS MedicineWise	-	78% (7)	22% (2)	-	-
Adequate time is available to provide input into activities	33% (3)	67% (6)	-	-	-
There is a shared commitment to achieving better outcomes for consumers	100% (9)	-	-	-	-
NPS MedicineWise uses a range of strategies to gain insights from consumers	56% (5)	44% (4)	-	-	-

Satisfaction with the engagement experience

Respondents to the consumer representative feedback survey predominantly reported being ‘very satisfied’ with the overall consumer engagement experience and their level of involvement in NPS MedicineWise activities (67%, n=6). The experience was described by one consumer representative as “*important, vital and rewarding*”, and another stated “*my engagement with NPS MedicineWise and Choosing Wisely has been the most positive experience in all of my health consumer roles*”.

Lower levels of satisfaction were reported for the Yammer chat function, however, this appeared to be more about a preference for face-to-face networking opportunities than a problem with the technology itself. No dissatisfaction ratings were indicated by respondents (Figure 6).

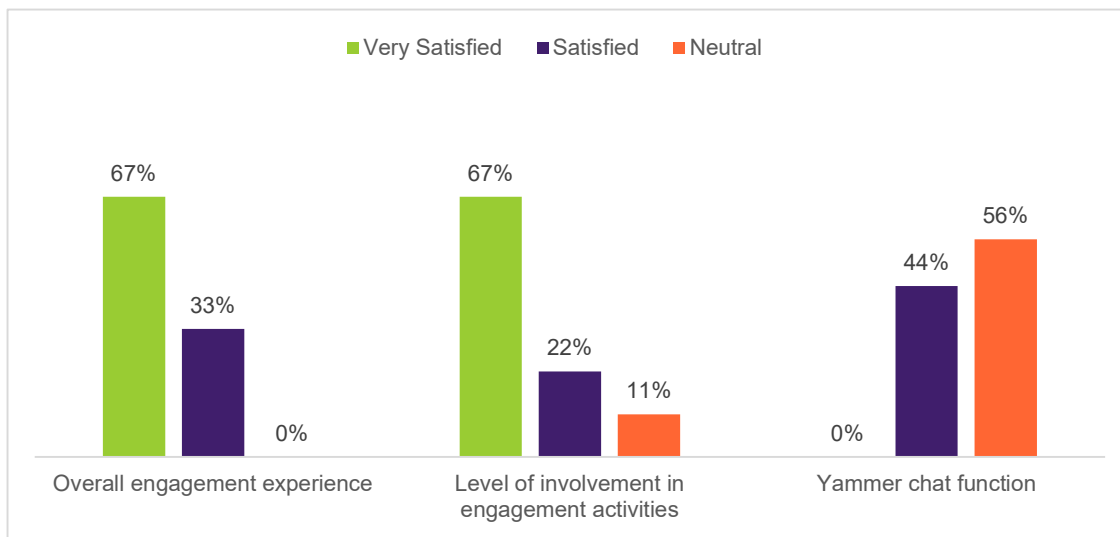


Figure 6. Respondent level of satisfaction with aspects of the engagement experience

Future engagement and suggestions for improvement

Positively, 100% of consumer representatives who responded to the survey stated they would consider engaging with NPS MedicineWise in the future. Preferred ways of engaging include sitting on Advisory Groups and contributing to the design of tools and resources.

Suggestions for improving the consumer engagement experience for representatives include:

- ▷ placing greater emphasis on mentoring to enable engagement with younger people
- ▷ providing greater opportunities for networking among consumer representatives working on different projects or Advisory Groups
- ▷ connecting health consumers with others in their home state to foster sharing of ideas outside of formal meetings
- ▷ maintaining a clear purpose for consumer engagement to create better outcomes for consumers
- ▷ providing an opportunity for consumer representatives to extend the duration of their membership on Advisory Groups.

Stakeholder organisation feedback

Key consumer organisations who have worked with NPS MedicineWise in the context of consumer engagement (i.e., CHF, NACCHO, FECCA, Carers Australia, COTA), were invited to provide feedback on their engagement experience.

Each of these organisations incorporate consumer insights into their activities and stated that working with NPS MedicineWise has contributed to the work of their organisation. For example, needs of Aboriginal and Torres Strait Islander people identified through Good Medicine Better Health program engagement, has contributed ideas for possible future stakeholder projects. Engagement with NPS MedicineWise was perceived to have benefitted older people and their families/carers through the promotion of a reliable website to help them better understand medicines and medical treatments.

“Consumers who come in contact with NPS MedicineWise appreciate the way information is presented. It makes sense to them; it is clear, useful and often experienced as reassuring. The knowledge gained has assisted some individuals to experience more collaborative and informed relationships with medical and health practitioners”... (Stakeholder organisation)

The effectiveness of NPS MedicineWise in engaging with consumer organisations was commonly rated by stakeholder organisations as ‘good’. Overall, stakeholder organisations indicated being ‘satisfied’ with their level of involvement in NPS MedicineWise activities and were appreciative of having a dedicated central contact who has been responsive to their needs and feedback.

Several suggestions were made by stakeholder organisations for NPS MedicineWise to improve its engagement with key consumer organisations. These include:

- ▷ employ Aboriginal and/or Torres Strait Islander staff to lead consumer and stakeholder engagement with Aboriginal and/or Torres Strait Islander consumers, consumer representatives and organisations
- ▷ work with key stakeholder organisations at pre-conception, planning and strategic levels before projects are agreed to be undertaken to ensure needs of consumer groups are adequately met
- ▷ strengthen relationship/s by collaborating more closely on specific projects or initiatives, using a co-design model
- ▷ promote engagement and existing stakeholder relationships to key consumer groups
- ▷ develop further strategies for engaging with a more diverse group of consumers (i.e., varying age groups and cultural backgrounds) to gather broader perspectives and input into programs, products and services
- ▷ consider a mutually beneficial funding arrangement with organisations who provide extensive input into activities.

PRINCIPLE 5: ACCOUNTABILITY

Section summary

- ▷ The *Consumer Engagement Plan* has prompted the review or revision of key NPS MedicineWise policies and procedures to better articulate or support consumer engagement
- ▷ New processes and consumer engagement documents have been developed and made available on the NPS MedicineWise intranet to assist staff to effectively engage with consumers
- ▷ The evaluation plan was developed in consultation with the Consumer Advisory Group to assess consumer engagement activities and enable continuous quality improvement
- ▷ 67% of consumer representatives have been provided with feedback on the outcomes of their contribution to date
- ▷ 77% of NPS MedicineWise staff respondents indicated they were 'very satisfied' or 'satisfied' with the consumer engagement activities they participated in
- ▷ Overall, the consumer engagement program has been delivered to agreed timelines and budget
- ▷ Appropriate processes such as the risk register and Promapp are in place to manage any risks identified during the program

Policies and procedures to support consumer engagement

Since the launch of the *Consumer Engagement Plan*, NPS MedicineWise policies and procedures have been reviewed, revised or developed to better articulate or support consumer engagement. Examples include the Privacy Policy, Code of Conduct, Quality Policy 2020, Remuneration Policy and the Advisory and Editorial Groups Policy.

Consumer engagement has been incorporated into five NPS MedicineWise documents in Promapp, which outline the processes for designing programs, building products, performing stakeholder engagement, designing qualitative studies and evaluating programs and products. Two additional Promapp processes on requesting a consumer representative and preparing for user testing have also been created to assist NPS MedicineWise staff to conduct consumer engagement activities.

Documents to assist NPS MedicineWise staff to conduct consumer engagement have been developed and are available for use on the Consumer Engagement Intranet page. These include:

- ▷ Consumer Engagement Implementation Plan
- ▷ Checklist for engaging with consumers
- ▷ User testing protocol template and guide to testing consumer resources.

The evaluation plan was developed collaboratively with the Consumer Advisory Group to identify clear measures for the consumer engagement program and to assess achievement of activities. This plan was approved by the Department of Health and has been implemented through the consumer engagement workplan.

Evaluation findings and suggestions for improvement of consumer engagement activities have been used to ensure continuous quality improvement. For example, feedback from wave one of the consumer engagement champion training resulted in changes to the format, content and delivery of the training sessions for wave two. A specific recommendation from wave one champions was to alert staff applying for future waves of training about the amount of time and effort required to complete the training and assessment work. This was taken on board and clearly articulated in the application package for wave two training. Feedback from the Consumer Advisory Group has been considered in decision-making for the consumer engagement program and evaluation methods and instruments. The 2020 National Consumer Survey data and recommendations were also used to develop the NPS MedicineWise Health Literacy Implementation Strategy.

Provision of feedback to consumer representatives

About 67% of consumer representatives reported they had received feedback on how their contribution influenced outcomes of an NPS MedicineWise activity. The remainder (33%) did not receive feedback on their contribution. This provides NPS MedicineWise with an opportunity to improve in consumer engagement feedback processes.

Consumer representatives have reported seeing their input used in decision-making, and included in policies, strategies, tools and resources. One specific example is the health literacy audit where consumer participation is perceived to have provided a positive impact on consumer products.

Staff satisfaction with consumer engagement activities

Just over three-quarters (77%) of respondents reported being 'very satisfied' or 'satisfied' with the consumer engagement activities they participated in.

The remainder of respondents gave a neutral response in relation to their level of satisfaction. No respondents indicated being dissatisfied with consumer engagement activities (Figure 7).

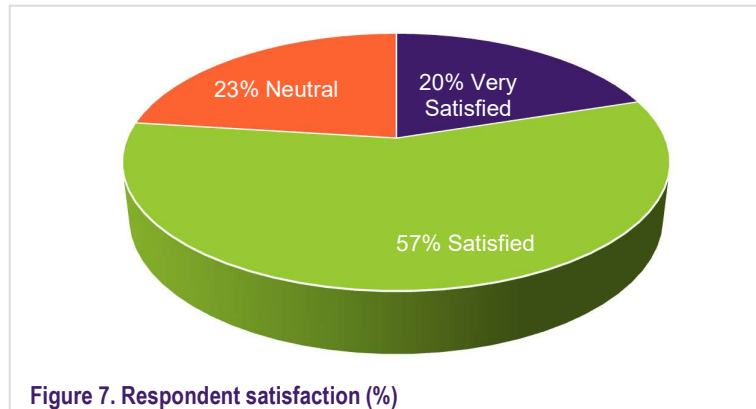


Figure 7. Respondent satisfaction (%)

Several respondents commented on their experience with consumer engagement, which was mostly positive to date. Consumer input into scoping, development and testing of products was deemed to be "valuable" and the work of NPS MedicineWise was perceived to be "stronger" for incorporating consumer feedback. Engaging with consumers was found to be "rewarding", however the challenges of consumer engagement, such as time required and integrating potentially conflicting feedback, were also acknowledged.

Workplan delivery

Overall, activities and milestones approved within the consumer engagement workplan have been delivered to agreed timelines and budget. Establishment of the Consumer Advisory Group was achieved with a minor delay of four weeks. Implementation of the mentoring program was delayed by five months; however, this will be completed within agreed timelines.

Potential risks to effective consumer engagement include recruitment challenges due to COVID-19 (e.g., longer recruitment periods required, fatigue among consumers), or a lack of diversity in consumers recruited for engagement activities. Established processes such as Promapp, the risk register and the checklist for engaging with consumers are available for NPS MedicineWise to manage any identified risks throughout the program. Given the baseline data showing the characteristics of consumers who have been engaged to date, strategies will also be reviewed to identify how best to increase the diversity of consumers involved in consumer engagement activities.

PRINCIPLE 6: ETHICAL, RESPECTFUL AND VALUED

Section summary

- ▷ 100% of consumer data is stored securely as per the NPS MedicineWise Privacy Policy
- ▷ 100% of consumers and consumer representatives are informed about the process of consent and confidentiality and anonymity of their data
- ▷ A process of recognition and reward has been established in consultation to recognise the contribution of consumers and consumer representatives to NPS MedicineWise programs, products, and services

Data security

NPS MedicineWise is committed to maintaining the privacy of consumers and complies with the Privacy Act 1988 and other relevant state privacy legislation. The Quality and Risk Management Committee oversee the management of personal information in accordance with privacy legislation.

The NPS MedicineWise Privacy Policy outlines how consumer data is stored and managed. Confidentiality and security of consumer data is maintained by restricting access to staff and service providers who need to access it, and security measures are in place to prevent misuse or unauthorised disclosure of consumer data. Consumer data is stored securely on password protected computer drives or servers of NPS MedicineWise or external providers.

Consent, confidentiality and anonymity of data

If consumers or consumer representatives provided consent to be contacted by NPS MedicineWise during a previous engagement activity, communications may be sent requesting advice, input or feedback on upcoming projects.

Within surveys consumers are informed their individual responses will be anonymous and treated confidentially according to the NPS MedicineWise privacy policy. Completion of surveys assumes consent. The surveys developed to collect feedback from consumers and consumer representatives are anonymous unless a respondent selects to provide their name so they can be contacted about their feedback. Data received from consumers, consumer representatives and other stakeholders are aggregated for analysis and reporting purposes to maintain anonymity.

Recognition and reward process

NPS MedicineWise recognises the contribution made by consumers and consumer representatives in a variety of ways, including verbal and written acknowledgment, remuneration or other forms of reimbursement where appropriate. The Remuneration policy was developed in consultation with consumer representatives and consumer organisations. This sets out the commitment of NPS MedicineWise to pay consumers for their participation by offering:

- ▷ an hourly rate payment (e.g., sitting fees or \$50/hr) or a voucher for a consumer's time when they give expert advice to inform NPS MedicineWise's work
- ▷ to pay for travel and/or accommodation costs to allow individuals to participate where necessary
- ▷ to reimburse any reasonable associated out of pocket expenses.

Consumer representatives and organisations are also acknowledged for their contribution in presentations and reports. Where approved by the Department of Health, consumers who participate in interviews or focus groups for more than 30 minutes are provided with vouchers of \$50 to acknowledge their time and effort.

Respondents to the consumer representatives survey commonly reported being satisfied (67%) with the level of remuneration provided and 22% were very satisfied. The remaining 11% indicated they were dissatisfied with the remuneration, not because of the amount provided, but because of the time it took for the payment to reach their account (e.g., two months after the contribution in one case).

CONCLUSION

The consumer engagement workplans for 2020 and 2021 have served to lay the foundations for introducing, implementing, and embedding the *Consumer Engagement Plan* and principles into work processes, practices, and culture of NPS MedicineWise. Overall, the consumer engagement program has achieved what it set out to do in this period. Process measures established against five of the principles of consumer engagement have been achieved, while measures against the sixth principle of diversity and inclusion have yet to be achieved.

Baseline demographics available for consumer representatives who have been recruited to work with NPS MedicineWise to date, indicate that the predominant characteristics are; female, aged over 60 years, English speaking, university educated and that they reside in metropolitan areas. Strategies are being developed and additional recommendations have been made to help increase the diversity of consumers and consumer representatives recruited for engagement activities.

Key relationships and collaborations have been established and retained with five peak consumer organisations to ensure that NPS MedicineWise programs, products, and services are consumer-focused. In addition, stronger relationships have been built with condition specific consumer organisations to collaborate on educational programs. The collaborations with consumer organisations have been mutually beneficial. All organisations reported being satisfied with their involvement in NPS MedicineWise activities and have gained insights and benefits from the collaboration for their own organisational projects.

Programs that began with a formative research stage within this QUM Grant period have incorporated consumer engagement from the outset and 85% of programs, products, and services developed or implemented between January 2020 and November 2021 have incorporated consumer engagement activities and insights. A range of engagement opportunities were available for consumers, with engagement occurring across 57 activities within 44 different projects. Consumers have been involved at six different stages of NPS MedicineWise projects and at different levels of engagement, including consultation and involvement, collaboration, and empowered engagement.

The Consumer Advisory Group was formed and has since provided valuable advice and insights on consumer needs and perspectives that have been utilised in instruments, resources, and other outputs. All other key NPS MedicineWise Advisory and Expert Working Groups include at least one consumer representative within their membership. Consumers have also been effectively engaged to ensure that the program interventions meet their needs and content is aimed at an appropriate level of health literacy. Members are enthusiastic and highly engaged, with attendance rates at meetings and workshops ranging from 70-100%.

Staff training in consumer engagement has been implemented and is ongoing. Staff have been supported by their managers to participate in training and undertake consumer engagement activities. Staff appear to be positive about consumer engagement and over three-quarters believe it is important for consumers to be engaged at every stage of a project. Again, three-quarters of staff were highly satisfied with the consumer engagement activities they participated in and 65% indicated attending one or more of the training sessions. The specialised Consumer Engagement Champion training has been well received by participants and has been effective in increasing knowledge of consumer engagement principles and methods and giving these staff members greater confidence to provide leadership and support in consumer engagement to others.

NPS MedicineWise holds itself accountable for implementing the *Consumer Engagement Plan* across the organisation and evaluating its achievements. Key policies, procedures and processes have been reviewed, revised and developed in consultation with consumer representatives to better articulate and support consumer engagement. Communication of the outcomes of consumer contributions has occurred in two-thirds of cases, however this needs to be more easily embedded into staff work processes to be conducted as a matter of course.

NPS MedicineWise values its consumers and consumer representatives and has established policies and processes to protect consumers and consumer information and to recognise the contribution made to programs, products, and services. This was born out by feedback from 100% of consumer

representatives who found working with NPS MedicineWise to be a positive experience and felt that their time and input was valued.

Consumer representatives, consumer organisations and NPS MedicineWise staff who provided feedback on consumer engagement activities and training identified several areas where improvements could be made to the program. These have been summarised in the report and incorporated into the recommendations to be considered and enacted where possible.

In follow-up to this process evaluation report, an impact evaluation report outlining the findings of the National Consumer Survey and interviews with consumers from seldom heard populations, to address QUM Grant key performance indicators, will be compiled and distributed to the Department of Health at the end of December 2021.

Recommendations

The following recommendations have been made in light of the process evaluation findings.

- ▷ Develop additional strategies and avenues for recruiting a larger, more diverse pool of consumers, consumer representatives and consumer and community organisations
 - Focus on strategies to engage with seldom heard communities and those currently underrepresented (e.g., culturally and linguistically diverse, young people, Aboriginal and Torres Strait Islanders, disability sector, low income, LGBTQI+ community, rural and remote, low digital literacy)
 - Further develop collaborative recruitment strategies with key consumer organisations (e.g., CHF, NACCHO, FECCA, Carers Australia, COTA)
 - Consider targeted recruitment of consumers using other data sources such as MedicineInsight
- ▷ Use a broader range of methods for engaging with consumers and take a multiple methods approach where possible to obtain richer feedback and input
- ▷ Continue to work with key stakeholder organisations at pre-conception, planning and strategic levels of projects to be undertaken to ensure needs of consumer groups are adequately met
- ▷ Equip managers and decision-makers with the information they need to plan consumer engagement activities and support their staff to implement these activities across approved workplans
- ▷ Continue to implement and improve feedback processes to ensure consumers, consumer representatives and consumer organisations that contribute to NPS MedicineWise activities receive feedback on the outcomes of their contribution
- ▷ Recognise and account for processes of consumer engagement in project timelines and allocated resources (i.e., budget and effort) across all NPS MedicineWise workplans
- ▷ Review the payment process for remunerating consumers who engage with NPS MedicineWise to agree expected payment timeframes and update payment forms
- ▷ Consider ongoing mechanisms for protecting the confidentiality of consumer data in accordance with data security and privacy requirements
- ▷ Consider potential ways to engage with Aboriginal and/or Torres Strait Islander stakeholders or professionals to lead consumer and stakeholder engagement with Aboriginal and/or Torres Strait Islander consumers, consumer representatives and organisations.

APPENDIX 1: PROCESS EVALUATION METHODS

The process evaluation methods used to assess the consumer engagement measures are outlined below.

Monitoring of consumer engagement

Monitoring and collation of process data from consumer engagement participant forms and surveys, training participation records, engagement activity tracking form and email communication with stakeholders.

Review of documents

NPS MedicineWise documents, including the consumer engagement implementation plan, organisational policies, Promapp processes, and formative research and design reports, were assessed to determine whether the organisation's commitment to consumer engagement was evident and clearly articulated, and ethical processes were in place to protect consumer data.

Consumer engagement surveys

NPS MedicineWise staff survey

A survey was developed in consultation with the Consumer Engagement Lead to obtain feedback from staff on knowledge of consumer engagement processes and the consumer engagement experience. The survey was built in Alchemer online survey software and the link was distributed by email to NPS MedicineWise staff. A total of 60 staff members responded to the survey, which is about one-third of total employees. Data were analysed in the Alchemer online survey software reporting function.

Consumer representative survey

A survey was developed in consultation with the Consumer Engagement Lead to obtain feedback from consumer representatives on the consumer engagement experience. The survey questions were designed to measure KPIs outlined in the approved evaluation plan. The survey link was distributed by email to 12 consumer representatives who had worked with NPS MedicineWise on advisory groups. A total of nine consumer representatives responded to the survey during the data collection period and data were analysed in the Alchemer online survey software reporting function.

Consumer Engagement Champion training feedback

Feedback forms were developed by the training facilitator for each of the training sessions to assess satisfaction and whether learning objectives had been met. The forms were distributed to participants (n=20) by email after completion of each session. Data were entered into Excel for analysis. This report includes analysis of ten wave one training session data and up to session four of wave two.

Semi-structured interviews of up to 30 minutes in duration were conducted via Microsoft Teams video-conferencing software, with six staff members who participated in wave one of the consumer engagement champion training. The data were coded into common themes.

APPENDIX 2: CONSUMER ENGAGEMENT IN PROGRAMS, PRODUCTS AND SERVICES

Table 9. Consumer engagement in programs, products and services

Program / product / service	Consumer insights incorporated in:				Comments
	FR	Design	Build	Overall	
Opioids	NA	NA	NA	NA	All completed prior. Possibly minor consumer feedback on a video launched in 2020 but started in 2019
Asthma	NA	Y	Y	Y	Consumer representative involved in program design workshop. Consumer on webinar panel. Consumers involved in user testing
Psychotropic medicines in aged care	Y	Y	Y	Y	Interviews with carers for formative research and design. Older Persons Advocacy Network consulted during build. Consumer on webinar panel and in video
Imaging for lower GI disorders	Y	Y	N	Y	Consumer literature included in formative research report. Resources updated but no further testing done
Heart Failure	Y	Y	Y	Y	Consumer literature in formative research report. Design informed by consumer survey, consumer focus groups, Expert Working Group that included consumer representatives. Resources tested with consumers. Consumer involved in webinar panel and testing the consumer survey
Pregabalin	NA	Y	Y	Y	Survey with consumers that was used to refine and create practice points for the PBS practice review. Changes to two consumer resources were shared and agreed with Australian Pain Management Association (via the CEO at the time) who co-designed and co-branded them originally
Opioids high risk medicines	NA	NA	Y	Y	Still in progress but consumers asked to review and feedback on updated web content and presentation of pain and opioids resources
Opioids analgesic competencies	NA	N	N	N	No evidence
Anticholinergics	Y	Y	Y	Y	Consumer literature, interviews in formative research, consumer representatives on Expert Working Group (including one with a lived experience) and consumer organisations in stakeholder engagement. Consumers involved in scoping of consumer resources and testing of them
Psychotropics and young people	Y	Y	NA	Y	Consumer literature, interviews in formative research, consumer representatives on Expert Working Group (with a lived experience) and consumer organisations in stakeholder engagement. Usability testing
New practice review	NA	Y	NA	Y	In progress - seeking input from consumer representatives around scoping consumer resources
Good Medicine Better Health	NA	Y	Y	Y	Consumer representative on advisory group. Module content, evaluation plan and instruments developed in consultation
RAAHS	NA	Y	NA	Y	Evaluation plan and program scope developed in consultation with Good Medicine Better Health Advisory Group
QUM Primary care framework	NA	NA	NA	N	In progress

Consumer insights incorporated in:

Choosing Wisely Australia	NA	NA	Y	Y	Advice from advisory group for increasing consumer engagement with consumer organisations. Usability testing of new website. Consumer representatives on Choosing Wisely Advisory Group
MedicineWise App	NA	Y	Y	Y	Qualitative feedback is taken incorporated to find solutions in subsequent designs or builds but also taking into consideration factors such as the direction of the product and whether we can action these changes as part of broader pieces of work
MedicineInsight	NA	Y	Y	Y	Consumer representatives involved in reviewing 1)research questions for reports/manuscripts, 2)analysis plan/reports/manuscripts. Provide feedback on appropriateness, improvements, relevance to consumers and incorporated where possible
National Medicines Symposium	NA	Y	Y	Y	Consumer representatives and organisations involved as panel members and on program steering committee
Prescribing competencies framework	NA	NA	NA	Y	Consumer organisation involved in consultation of the framework
RADAR review	NA	NA	NA	Y	Consumer organisation involved in RADAR review