



Innovation,
Applicability and
Transferability

Customer Engagement: What do people want to know about Resthaven?

BACKGROUND

Resthaven was involved in a Government-initiated national trial of a Quality Indicator Program for aged care services in 2014-15.

Along with other aged care organisations, Resthaven reported to the Government that the data collection was intrusive, duplicated internal clinical indicator reporting, and was time-intensive. We also questioned if the quality indicators – pressure injury, use of physical restraint, and unplanned weight loss – were the main items people *really wanted to know* about aged care.

Resthaven's Board Governance Committee requested additional work be conducted in relation to a research question:

“What would customers and potential customers most like to know about Resthaven's performance?”



THE PROJECT:

In 2017, a project was initiated to ask this question through a variety of forums and methods:

- Discussions at Resthaven Community Advisory Group and Resthaven Retirement Living Unit meetings;
- More than 1000 Resthaven Community Services clients received the question via mail with monthly invoices. Response was requested via a feedback form and reply paid envelope;
- Posters displayed the question in Wellness Centres, with feedback forms available at reception;
- 'Your ideas matter' feedback slips were included in residential site and Volunteer Buzz newsletters;
- Relatives who receive emailed site newsletters were invited to respond via email;
- New employees were invited to provide feedback;
- The question was included in a McGregor Tan Omnibus Survey to 250 members of the general public.



RESULTS:

In total, 194 participants provided 444 comments about what was considered important information about Resthaven's performance.

This data was collated into six key themes:

- Customer satisfaction with services - feedback systems, responding to compliments and complaints
- Finances – funding and expenditure, at a person-centred and organisational wide level
- Workforce – recruitment, retention, skills and qualifications, training.
- Services – types of services provided, where, flexibility and responsiveness, pathways between different services
- Quality of services – accreditation, how services are monitored, incidents and how they are used to address and improve processes
- Reputation and profile in the sector – environmental impact, responding to diversity, demand for services, media presence.

OUTCOMES:

Based on feedback, a gap analysis was conducted about information availability and access, and an action plan developed to address key information gaps.

The research has been used to inform Resthaven's Customer Experience Blueprint, which outlines the optimal customer experience, and our vision for customer experience:

'Resthaven responds seamlessly and efficiently to provide a personalised customer experience which enables customers to be highly satisfied with their interactions with Resthaven.'

A Customer Experience Working Group has been established, and several projects are being developed to respond to the Customer Experience and information feedback.