Supporting consumer choice in residential aged care

EVIDENCE FROM THE LITERATURE

We reviewed 47 Australian research articles about:

<table>
<thead>
<tr>
<th>Consumer experience</th>
<th>Choice drivers</th>
<th>Both topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

THE CONSUMER’S PERSPECTIVE

We conducted 3 workshops with 32 consumers about choosing a home.

<table>
<thead>
<tr>
<th>Customer Journey</th>
<th>Gathering Information</th>
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<tbody>
<tr>
<td>Contemplation/Trigger</td>
<td>Existing knowledge</td>
</tr>
<tr>
<td>Site Visits (word of mouth)</td>
<td>Provider websites</td>
</tr>
<tr>
<td>Initial Short List Research</td>
<td>My aged care</td>
</tr>
<tr>
<td>Final Choice</td>
<td>Accreditation reports*</td>
</tr>
</tbody>
</table>

- Site tours with management
- Short-term respite
- Other word of mouth sources

EARLY CHOICE DRIVERS

- LOCATION
  - "It's my home now. I am so glad I feel comfortable living here."
- COST
  - "It's not just about how long they take to come, it's about how caring and friendly they are."
- BED CONFIGURATION
  - "The reputation of the home is great, it all comes from having a good manager."
- SPECIALIST HEALTH NEEDS
  - "I love the interesting, appealing activities which are important to me."

OTHER CHOICE DRIVERS WITH CONSUMER EXPERIENCE

- CARE
  - "Food is so important – I'm glad there's a choice of interesting, high quality food."
  - "I think they know what my father needs and that's as important to him as it is to me."

THE QUALITY ASSESSOR’S PERSPECTIVE ON CONSUMERS

We surveyed 189 assessors who reported top themes from their experience of interviewing residents/carers.

<table>
<thead>
<tr>
<th>Drivers of Choice</th>
<th>Consumer Experience</th>
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<tbody>
<tr>
<td>Focus: Location, individualized care, lifestyle activities and a functional living environment that meets their needs.</td>
<td></td>
</tr>
<tr>
<td>Focus: Quality of life</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Quality Domains</th>
<th>Physical and functional environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintaining identity, independence and continuity</td>
<td>Preserving dignity and choice, social environment</td>
</tr>
<tr>
<td>Trusting management</td>
<td>Organisation environment &amp; resources</td>
</tr>
</tbody>
</table>

Drivers of Choice:

- 23% Living Condition
  - Appearance
  - Atmosphere
  - Cleanliness
- 16% Care and Services
  - Individualized care
  - Activities and lifestyle
- 13% Location
  - Proximity to family, friends, community and services

Qualities of Food:

- 31% Quality of Food

Activites and Lifestyle:

- 12% Activities and Lifestyle

QUALITY DIALOGUE DISCUSSIONS

Based on discussions held in 2015 and consultation on developing reporting in 2016, there was overwhelming support to increase information for consumers to make informed decisions about their aged care.

Positive interpersonal relationships supported a successful transition to residential aged care.
WHAT WE’VE LEARNED

- Drivers of choice and consumer experience in Australia.
- How sources of information are used in decision making.
- Low consumer awareness of accreditation system and reports.
- Strong support for more consumer information from trusted sources.

WHAT’S NEXT

The Quality Agency will:
- Develop a Consumer Guide to strengthen awareness of the Accreditation Standards and consumer participation.
- Co-design a report reflective of the consumer experience, and publish starting 30 June 2017.
- Improve consumer access to accreditation reports.
- Validate interview tool to capture consumer experience.

INFORMATION ON ACCREDITATION

ACCREDITATION
- Description of accreditation.
- That it’s independent, rigorous & comprehensive.
- The role of the Quality Agency.
- Links to accreditation reports and other government information.

STANDARDS
- What standards to expect in residential aged care.

CONSUMER EXPERIENCE REPORT

SUMMARY TEXT
- Highlight key findings under each outcome.
- Focus on consumer experience.
- Include other relevant findings.

LAYOUT AND DESIGN
- Limit information to key accreditation output.
- Use a simple layout featuring bulleted text.
- Include a one-page summary.

TIMELINE - 2017

- JUN: Publish Consumer Reports with feedback from Consumer Interviews.

Acknowledgements
2. Brown, Nancy & Clements, Justine (2016), Quality Research conducted by Ideas Group Australia for the Australian Aged Care Quality Agency