

CFEP Surveys

Providing organisations and individuals with *insights to **support** better care*



Having pioneered the use of patient-based feedback instruments, here at CFEP Surveys, we are proud to be experts in healthcare surveys.

Since 1995, we have provided healthcare professionals in Australia and the UK with valuable insights to support better care and incremental change towards healthcare transformation.

We apply our 20-plus years of experience and expertise, to develop fit-for-purpose, validated and quality-focused survey products, analytics and results. Our team is passionate, driven and deeply connected to the patient and clinician journey – closing the loop on healthcare outcomes and experience through our range of feedback tools and service offerings.

As a trusted Australian-based organisation, we are excited to partner with health and community care providers to support Australian healthcare reform and better

patient outcomes. We believe that gathering feedback from patients and colleagues is essential as the Australian healthcare system places greater emphasis on models of person-centred care and the achievement of the Quintuple Aim. The regular collation and effective use of this data is a catalyst for continuous quality improvement and can have a profoundly positive impact on personal, professional and organisational development, and the overall quality of Australian healthcare provision and associated outcomes.

We take great pride in our role of providing constructive, supportive and efficient survey services to ensure our clients attain maximum value and insights from the process to ultimately better care.

ACKNOWLEDGEMENT

CFEP Surveys is committed to supporting the reconciliation journey among Aboriginal and Torres Strait Islander peoples and Non-Indigenous peoples of Australia.

We would like to acknowledge the Traditional Owners of all the lands and waters throughout Australia on which our work takes place. In particular, we acknowledge the Turrbal and Yagara people of the Yagara Nations on whose Country CFEP Surveys is based upon.

We pay our respects to Elders – past, present and emerging – and acknowledge that sovereignty was never ceded.

OUR FOCUS

Our service packages equip healthcare organisations and professionals with survey instruments, useful resources, analytical reports and insights. These offerings will help you meet compliance requirements, implement quality improvements, and generate value to develop and grow.

We have developed strong industry relationships and partnerships to provide purpose-built measurement solutions that are validated, fit-for-purpose and best meet the needs of health and community care organisations, and a number of individual industry professionals.

Further to our established offerings, our team is able to work with an organisation to develop bespoke and tailored feedback and reporting solutions to meet an organisation's overarching goals.



Primary Care
Secondary Care
Tertiary Care
Allied Health
Pharmacy
Community and
Disability Care

Aged Care
Occupational Health
Local Health Districts
Primary Health Care Networks
Government Departments
Not-for-profit
Organisations

General Practitioners
Surgeons
Specialists
Dentists
Pharmacists
Quality Managers
Practice Managers

Registrars
Allied Health Professionals
Consultants
Nurses
Midwives
Medical Trainers/
Medical Supervisors

OUR APPROACH

As an Australian-based organisation, CFEP Surveys has a comprehensive understanding of the evolving healthcare landscape at national and localised levels. Recognising the unique challenges faced across all areas of Australia's healthcare system, CFEP Surveys is driven to support and equip health services and professionals with valuable tools and insights to better reflect, learn and drive positive change and improvements. These actions ultimately contribute to supporting the delivery of more equitable outcomes for all Australians while improving patient experience, activation and engagement, provider and practitioner experience, population health, and sustainable healthcare.

We are passionate about what we do and are proud to say that our approach reflects this.

When working with CFEP Surveys, our clients can expect:

- Expertise in and in-depth knowledge of the Australian healthcare system – how it functions, the challenges it faces, and the key governing bodies, backed by strong industry partnerships and connections.
- Expertise and experience in supporting primary health care reform and implementation of person-centred models of care using patient reported outcomes and experience measures, health care transformation, workforce development, and robust evaluations.
- Applied learnings and understandings from within the UK healthcare system – to inform strengthened service delivery models and offerings, continuous quality improvement, trends and varied international perspectives.
- More than two decades of experience and insight built into our survey and reporting products, while ensuring they remain contemporary and fit-for-purpose.
- Robust, highly validated surveys and thoroughly considered value-generating analytical reports – in this we are resolute.
- A collaborative approach – by working closely with our clients, and more broadly with our sector partners, we are held accountable to ensure that our work remains meaningful and relevant.
- A specialised, customer-focused team who is approachable and enthusiastic and dedicated to supporting each of our clients – we recognise the importance of their work and care deeply about providing them with assistance to meet their quality improvement goals and professional development needs.
- Access to helpful resources and digital solutions to streamline survey distribution, collection and report interpretation and to support the development of action plans and the identification of quality improvement initiatives.
- Our team is always available to support and guide our clients throughout the survey process. We're the experts in healthcare surveys. We take great pleasure in ensuring the 'survey experience' is a positive one and is as streamlined as possible for all involved.





OUR CHIEF EXECUTIVE OFFICER

Adj Assoc Prof Tina Janamian

PhD (Public Health), MBA, GCELead, MMedSc (Research Masters) and GAICD

Adj Assoc Prof Tina Janamian is the Chief Executive Officer of CFEP Surveys and a passionate leader driven support health care reform within Australia.

Tina is committed to improving integrated health care service delivery through effective use of patient and care provider feedback, continuous quality improvement, systems redesign and innovative models of person-centred care to achieve the Quintuple Aim.

Tina has a diverse background and extensive experience across academia, healthcare transformation, workforce development and health services research. In the past twenty years, she has led and successfully delivered national primary care innovation programs to improve patient safety and quality in health care services, and delivered large-scale educational initiatives across different sectors and multi-disciplinary teams, often in challenging and uncertain environments.

Tina is also a Director on two not-for-profit Boards, a Member of two International Editorial Boards, a reviewer for several reputable primary care journals, and has considerable experience in business development and commercialisation across a range of industries.

Complementing Tina's employment achievements are her academic endeavours – she holds a Doctor of Philosophy (Public Health), Master of Business Administration (MBA), Graduate Diploma in Executive Leadership (GCELead), Master of Medical Science (MMedSc, Research Masters), and is a graduate of the Australian Institute of Company Directors.

|  Connect with Tina via LinkedIn:
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OUR CO-FOUNDER

Assoc Prof Michael Greco

PhD, BSc (Hons) B.Theol., Grad. Dip.Teach (Sec); GAICD

Assoc Prof Michael Greco is the co-founder of CFEP Surveys and an immensely well-respected healthcare academic in both his home country of Australia and the UK. His work has been instrumental in the development of robust patient and colleague feedback mechanisms as a platform for improving patient care.

Michael served four years as an Associate of Patient Experience for the NHS National Clinical Governance Support Team, and was Head of Patient Involvement for the National Primary Care Development Team (Modernisation Agency). He was also a Senior Lecturer at the Exeter and North Devon Research and Development Support Unit, Postgraduate Medical School, University of Exeter.

Michael has built strong connections across all levels of Australia's healthcare system and is an advocate for the consumer voice in bettering care. Michael's academic background is focused on healthcare, evaluation and clinical pastoral education, and includes a PhD in medical education and a Bachelor of Theology. He holds associate professor and senior research fellow posts at the School of Medicine, Griffith University, currently sits on the Board of Health Leaders Australia and is a founding Director and CEO of Care Opinion Australia.

Michael's passion is supporting those providing care and support to people in positions of vulnerability. His personal journey to become a leading expert on patient feedback methods is fascinating and also provides some insight into the nature of CFEP Surveys.

|  Connect with Michael via LinkedIn:
- www.linkedin.com/in/michael-greco-78274160/



OUR PRODUCT & SERVICE OFFERINGS

Our service portfolio is inclusive of a number of market-leading end-to-end service offerings to empower and improve patient engagement, professional reflection and health outcomes. Covering a range of measures, our off-the-shelf feedback tools assist various health services and practitioners with quality improvement. In addition to these popular offerings, our team is able to work one-on-one with organisations to develop customised survey and reporting solutions that best meet their specific goals and needs.

MULTI-SOURCE FEEDBACK (MSF)

Our multi-source feedback (MSF) solution is a validated and evidence-based tool with accompanying resources, supporting clinicians to obtain feedback from peers, patients and industry associates. Our MSF services are used by Australian medical colleges as part of their training programs and professional development.

The MSF process is simple but a powerful quality improvement exercise allowing clinicians to identify their strengths and opportunities for improvement. The candidate receives a comprehensive report including national industry benchmarking against peers, and we support candidates to unpack, understand and interpret the feedback via informal or formal debriefing (which is an essential component of the MSF process).

MSF also demonstrates strong alignment with the Medical Board of Australia's Professional Performance Framework. MSF links across the two key domains; measuring outcomes (patient feedback) and reviewing performance (colleague feedback). Our MSF offerings are approved by a number of medical colleges and regulatory bodies for continuous professional development (CPD).

PRACTICE ACCREDITATION & IMPROVEMENT SURVEY (PAIS)

The Practice Accreditation and Improvement Survey (PAIS) is a patient feedback solution specifically designed to meet the quality improvement needs of general practices. An approved patient feedback tool by the RACGP, our PAIS offering supports accreditation requirements as part of the RACGP Standards 5th edition. In addition to all-of-practice feedback, practitioners have the option of collecting individual patient feedback as part of this process and eligibility for the CPD.

PATIENT ACTIVATION MEASURE®

Patient Activation Measure® (PAM®) is the most used measure for patient activation that has been validated globally (over 750 published studies on PAM® with diverse populations, covering different ages, genders, education, income and ethnicity). PAM® is used by leading health organisations globally for its three key uses: risk stratification and profiling of a population based on activation levels (thereby assisting with improved resource allocation); tailoring patient support to PAM® levels; and measuring the effects of health care programs and interventions.

CFEP Surveys holds the exclusive Australian license of PAM® to provide health services and healthcare professionals with unique insights to better manage patient populations, tailor individualised care plans, develop more targeted resources, empower and support patients' self-care abilities. PAM® can drive improved health outcomes while reducing unwarranted utilisation of services and re-admissions, and lowering costs.



PATIENT REPORTED MEASURES (PREMS & PROMS)

Improving service, care provision, and outcomes for patients are all key drivers in delivering quality healthcare. Patient reported measures is an umbrella term covering Patient Reported Experience Measures (PREMs) and Patient Reported Outcome Measures (PROMs). Our PREMs and PROMs tools can be used alone or together to assist in continuous quality improvement initiatives. They support organisations and health providers to improve quality of care, patient experience and outcomes.

Some of our PREMs and PROMs include:

- **Patient Partnership in Care (PPiC) Tool**

Our Patient Partnership in Care (PPiC) tool is a validated, evidence-based feedback tool developed to assess Patient Reported Experience Measures (PREMs) and Patient Reported Outcome Measures (PROMs) in patients with chronic disease. The PPiC tool can further support care teams to understand their strengths and how they might improve their partnerships with patients.

- **Diagnostic Imaging Practice Survey**

Our Diagnostic Imaging Survey is an essential tool in highlighting consumer perceptions around a diagnostic imaging services' service and the delivery, safety, quality and effectiveness of care. Healthcare teams can use the insights delivered by the survey as reliable evidence to meet the requirements of the Diagnostic Imaging Accreditation Scheme (DIAS).

- **Pharmacy Patient Questionnaire**

Our Pharmacy Questionnaire plays an integral role in supporting pharmacies to improve the quality of their services and care. It provides pharmacies with insights into person-centred approaches and allows them to identify strengths and opportunities for development.

- **Clinical Improvement Survey (CIS)**

Our Clinical Improvement Survey (CIS) is a patient feedback solution specifically designed to meet the quality improvement needs of specialist practices, and allied health providers. Findings from our CIS tool can be used as reliable evidence to support relevant accreditation requirements of the NSQHS Standards and the NSQPCH Standards.

- **Dental Practice Questionnaire**

Our Dental Practice Questionnaire is an integral tool in supporting a dental practice to improve the quality and safety of services and care provided. Report findings can also be used as reliable evidence to support relevant accreditation requirements of the NSQHS Standards (first edition) or the NSQPCH Standards.

- **Retirement Village Resident Feedback**

Our Retirement Village Resident Feedback tool supports retirement villages in improving the quality and safety of its services, environment, and support to enhance the resident experience. Report findings can also be used as reliable evidence to support relevant accreditation requirements against the Australian Retirement Village Accreditation Scheme (ARVAS).

- **QIP Standards for Safeguarding Children and Vulnerable Adults Service User Surveys**

CFEP Surveys in partnership with *Quality Innovation Performance Limited* (QIP) is co-designing service user surveys for the Pilot Accreditation Program of the QIP Standards for Safeguarding Children and Vulnerable Adults. CFEP Surveys will also support the co-design of a Pilot Evaluation Survey and Report to evaluate the Safeguarding Standards Pilot Accreditation Program.

- **Patient, staff and organisational feedback for accreditation**

We provide patient, staff and organisational feedback survey solutions to support health services meet standards for accreditation.

National Safety and Quality Primary and Community Healthcare (NSQPCH) Standards

ISO 9001:2015

MPS Aged Care Standards

National Safety and Quality Health Service (NSQHS) Standards

National Safety and Quality Digital Mental Health (NSQDMH) Standards

QIC Health and Community Services (QIC) Standards

National Standards for Mental Health Services (NSMHS)

Diagnostic Imaging Accreditation Scheme (DIAS) Standards

National Disability Insurance Scheme (NDIS) Practice Standards and Quality Indicators

Australian Service Excellence Standards (ASES)

Rainbow Tick Standards

Australian Retirement Village Accreditation Scheme (ARVAS)

Suicide Prevention Australia Standards for Quality Improvement

Human Services Quality Framework (HSQF)

BESPOKE OFFERINGS

At CFEP Surveys we share a passion for supporting people and organisations to better themselves by understanding how their products and services are perceived by the people who are key to their success. This enables them to readily identify and put in place quality improvement initiatives.

In cases where none of our existing survey offerings meet the specific needs of our clients, the CFEP Surveys Development Team custom design, build and implement survey and reporting mechanisms to suit.

To ensure we can deliver the best outcomes for each of our clients, we pride ourselves on implementing a three-step process to understand an organisation, what's driving their need for feedback and from whom.

1 Step 1: Collaboration

We work with teams to develop surveys that allow for the collection, collation and interpretation of valid and meaningful feedback. This includes staff, colleagues, patients and consumers, or communities in which you operate.

2 Step 2: Guidance

We provide expertise and guidance on the most appropriate survey methods and tailor this to each organisation's needs.

3 Step 3: Delivery

We offer a range of options for when and how a survey is delivered – for example on entry to, during, or completion of an interaction with an organisation via online or paper survey.

Survey Reporting

Getting relevant, accurate feedback from the right people is one thing. Analysing and making sense of it, and presenting it to you in a meaningful manner is another. Reporting is part of the custom survey process that we take great pride in and what our clients, perhaps, value most.

At the heart of our experience, expertise and passion is rigorous data processing systems and accurate, easy to understand reports.

Collated feedback and analysis is presented to our clients in a sensitive and constructive manner, according to their specific needs. Report content can be tailored or sectioned for your target audiences.

Evaluation service offerings

Evaluation of any health service program or initiative is important to providing robust evidence for practice in healthcare. ^[1]

Our evaluation services support Primary Health Networks, health organisations, and other health services to:

- Develop and implement robust evaluation including: formative evaluation; summative evaluation; process evaluation; impact evaluation and outcome evaluations using quantitative and or qualitative methods (depending on the nature and purpose of the evaluation).
- Provide evidence-based evaluation resources, methods and tools to systematically collect and analyse the data to support quality improvement, needs assessment, program evaluation, and routine assessment of service delivery.

1. Proctor et al., 2011



TESTIMONIALS

Anette Carruthers – PAIS Client

Practice Manager, Broadway General Practice

Thank you so much for your incredibly quick turnaround with our practice report.

You're 100% right, these insights are invaluable and the report has been so interesting, thought provoking and enjoyable to read.

The patient free text comments have been especially insightful and helpful.

Thank you again for making this process so easy and efficient. A part of me wants to run this continuously.

It's easy to do and so incredibly helpful!



Mel Gregory – PAM® Client

*Manager, 100,000 Lives Program
Safer Care Victoria*

"Thank you for all your support so far in our project collaboration.

I look forward to the next stages of our journey and making PAM® available for so many Victorian patients and their healthcare teams to use."

To learn more about our offerings and our team or to speak to us about your survey, feedback or reporting needs, contact:

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