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# Clients' Perceptions of Value Drive Evaluation

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## New Ideas

“The vitality of thought is in  
adventure. Ideas won't keep.  
Something must be done about  
them”.

Alfred North Whitehead (1861 -1947)



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## Project purpose & presentation outline

### Purpose

- ❖ To create evaluation tools developed primarily from what clients, including relatives, perceive to be of value in aged care & service delivery.
- ❖ Exclusion – respite clients, clients with dementia, physical illness that prevented participation.

### Outline

- ❖ Theoretical underpinnings
- ❖ Unique aspects of project
- ❖ Project sequence
- ❖ Research issues
- ❖ Project reflections



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## What are the theoretical underpinnings?

1. Value chain mapping from manufacturing industry  
To identify where key elements of value are created & lost in the business cycle  
Take action by maximising value creation and reducing or changing elements that lose value
2. Literature Reviews
  - ❖ Concept , meaning & operationalising *client perception of value*
  - ❖ Consumer involvement
3. Shewart Cycle: Plan-Do-Study-Act



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## What are the theoretical underpinnings?

4. Reviewed practice in organisations external aged care – recognised leaders in *client perception of value*
  - ❖ Critical success factors - multidimensional, systematic approach
  - ❖ Importance of measuring clients experience of systems i.e. their perception of receiving a product or service
5. Definition
  - ❖ Value reflects a fit between the features of products and services and consumers expectations & perceptions.
  - ❖ Experiential, personal & individual



## What is different about this project?

- ❖ Value focus – *project sought to learn from clients & relatives what was of importance to them in care i.e. where value is created, based on their own perception & experiences & to then capture what was of greater or lesser value to them. i.e. service priorities.*
- ❖ Client driven rather than service driven
- ❖ Focus groups with a vulnerable population
- ❖ Unique qualitative process that engaged key stakeholders throughout e.g. communication strategies, creative feedback collection day
- ❖ Evaluation at each critical point including clients & other stakeholders



## What was the sequencing of the project?

1. Process mapping - initial framework
2. Literature reviews & visits
3. Develop questions for focus groups - synthesis of previous
4. Plan & conduct focus groups with clients, relatives & direct care staff- to identify & rank aspects of service delivery that were of more or less value to them



## What was the sequencing of the project?

5. Interview high care clients
6. Analyse data- repetitive themes & value points & priorities given to these value points
7. Service value drivers identified
8. Statement sets developed
9. Tools designed – one for clients and one for relatives – questions & style of survey tools aligned



## What were some of the research issues?

- ❖ Qualitative research
- ❖ Sample size
- ❖ Older population – vulnerable and challenged
- ❖ Key stakeholder engagement
- ❖ Boundaries – researchers v's clients
- ❖ Time constraints – risk involved



## Project Reflections

- ❖ Yielded new information & challenged service providers perspective
- ❖ The value of consumer participation was demonstrated
- ❖ Has moved from a “good idea” to an “established system” & expanded to Community Care
- ❖ Changed the paradigm of service provision
- ❖ Is transferable to other organisations/settings





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## Thank You & Questions

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