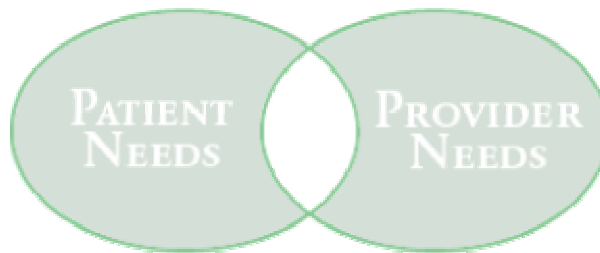


# 4<sup>Ps</sup>

## *Development programmes for people in healthcare*

### **Creating opportunities for involvement - *the essence***



### **Why involve? why partnership?**

Society: the world has changed and is changing.

Policy: the Government is pushing towards consumerism.

Partnership: is better for staff satisfaction and patient experience.

Involvement: means sharing decision making.

### **Information sharing**

Information and systems

- for truly informed consent
- to facilitate shared decision taking.

### **Creating and acting on feedback**

Achieving a more responsive service.

Boosting staff morale.

Informal and formal ways of working that effect and publicise improvements.

### **Involving the wider community**

Individuals and groups as a resource.

Constructive use of patient and public representatives in decision taking forums.