

Care, Reimagined.

Defining a future of care, with consumers, for consumers



Consumers at the heart, by design

Consumers and those who care for them are at the heart of everything we do. Their experiences, needs and expectations guide how we think about care and shape the way we plan for the future.

In February 2025, when we embarked on developing our five-year strategy, consumer participation was embedded as a core design principle. Involving consumers in the process from the outset was essential to ensuring the strategy was anchored to lived experience and our decisions reflected what truly matters to those who use our services.

As we navigate a future that includes changes to how care is delivered, with more care provided in homes and communities, consumer insights were imperative. They helped ensure that, even as care evolves, consumers continue to receive high-quality care and maintain strong confidence in our health service.

Here's how our journey went...



Learning from those with lived experience

Listening was our starting point. We wanted to understand from consumers and carers, what matters most throughout their care journey, what builds trust and confidence, and what exceptional care looks like. These insights would become the foundation to setting our direction and priority areas of focus (our Accelerators).

By embedding consumer representatives across five Priority Area Working Groups, we heard first-hand from those with lived experience. We learnt that safe, equitable, timely access to care, integrated across hospital, community, in-home and virtual settings mattered most to consumer and carers. These insights guided the development of Accelerator goals, commitments, and how we measure meaningful impact.

Throughout the strategy development process, the Consumer Advisory Committee provided a space to test insights, learn from diverse perspectives, and gather feedback, enabling the refinement of a strategy that would resonate with consumers and carers.



Consumers as partners in their care

Following a 10-month strategy development journey, *Monash Health Strategy - Care, Reimagined 2026-2031* was approved by the Board of Directors and the Department of Health, and launched in December 2025.

Shaped by what consumers expect and value in their care (page 5 of strategy), the strategy sets a clear future direction for Monash Health. The three Accelerator areas articulate where our collective efforts need to be focussed, to provide care that is of value and meaning for consumers and carers (pages 17-19 of strategy). By listening to how consumers define exceptional care, we have established a clear benchmark by which we will hold ourselves to account (page 20 of strategy).

Embedding consumer participation throughout strategy development has had a profound impact, directly shaping how care will be delivered in the future. While the strategy is now complete, our commitment to consumer participation continues, with consumer representatives in the Accelerator Working Groups to support implementation and inform future models of care.