



21 June 2016

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Dear Natalie,

**Re: Official Information Act request – Tim Keogh and April Strategy workshops**

Thank you for your Official Information Act request received 24 May 2016 via transfer from the Ministry of Health seeking the following of Waitemata District Health Board (DHB):

- *How much was paid by Waitemata DHB to Tim Keogh and April Strategy for workshops and analysis?*
- *Was the correct MBIE tender process used for this contract?*

Since 2013, April Strategy was initially employed to assist Waitemata DHB to develop our DHB values. In latter years, separate work has been entered into to assist us with our patient experience survey question set, listening weeks and associated analysis.

Evidence-based research demonstrates that better patient experience is linked to better patient outcomes, such as lower re-admission rates (*Press Ganey, 2012*); shorter stays in hospital (*Charmel and Frampton, 2008*); and quicker recovery from surgical operations (*Broadbent, et al, 2003; Kain et al, 2006; Norman, 2003; Weinman et al, 2008*).

Further, patient experience drives staff experience and vice-versa, meaning that hospitals with high staff engagement and wellbeing contribute to better outcomes and lower mortality (*Dawson JF, West MA, Admasachew L, Topakas A, 2011*).

A breakdown of expenditure for different activities over 2013, 2014 and 2015 is given below:

**2013**

Workshops	Analysis
\$44,769.07	

**2014**

Workshops	Analysis
\$82,103.97	\$36,134.51

**2015**

Workshops	Analysis
	\$69,316.68

Analysis was provided on a number of our patient experience surveys and our patient listening weeks.

We engaged April Strategy in 2013 after a Request for Quote (RFQ) process to undertake the values workshops.

The MBIE Government Rules of Sourcing did not apply to DHBs at that time but we nevertheless conducted a competitive purchasing process.

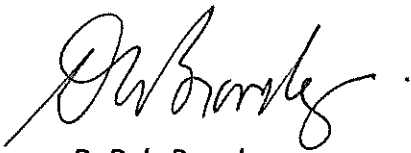
Waitemata DHB's priorities are to provide better experiences and outcomes for our patient population.

We are committed to improving our understanding of the values and needs that drive and improve better patient experience. Waitemata DHB has been acknowledged for our ground-breaking work on our values and patient experience work by the Institute of Public Administration New Zealand (Trust and Integrity award 2015) and the Human Resources Institute of New Zealand (Talent Management and Development Award 2016).

April Strategy's work has been an important component in establishing an organisational culture which is focused on improving patient experiences.

I trust this information will satisfy your request.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Dale Bramley', with a small dot at the end.

**Dr Dale Bramley**  
**Chief Executive Officer**  
**Waitemata District Health Board**