



WOMEN'S
HEALTHCARE
AUSTRALASIA

Draft Strategic Plan 2021-2025:

Our Vision

To enhance the health
and wellbeing of
women and babies

Our Mission:

Supporting health services
to achieve safe, high
quality & equitable care in
partnership with women
& their families

What is WHA?

WHA is a not for profit community of
140 hospitals providing maternity &
newborn care across Australia

Contact Us:

Web: women.wcha.asn.au
Twitter: [@WomensHealthAU](https://twitter.com/WomensHealthAU)

What are our strategic priorities?

Partnering with women
and their families

Continuously improving the
safety, quality & equity of
women's and babies' healthcare

Enhancing value in women's
& babies' healthcare

Accelerating sharing & learning
among peers about excellence
& innovation

Advocating for a healthy,
sustainable future for women,
families & the environment

What will we do with & for our members?

- Showcase successful co-design case studies
- Develop a national guide to partnering with maternity consumers
- Support effective use of digital technologies to enhance consumer experience & outcomes
- Develop/advocate for national PREMs & PROMs measures for maternity & newborn care
- Facilitate networking among consumer representatives

- Provide timely, meaningful, comparable & accessible clinical and operational benchmarking data to help improve care & outcomes
- Host a national clinical registry and provide clinically meaningful analytics to support informed decision making by women & their care providers
- Support members to collaborate to improve care & outcomes on priority issues

- Support members to deliver care that improve:
- Outcomes for women & families
 - Experiences of receiving care
 - Experiences of providing care
 - Effectiveness & efficiency of care

- Host peer networks that enable members to share and learn with each other
- Source leading thinkers from around the globe from exemplar services & institutions
- Enabling members to efficiently connect with one another

- Forge partnerships with experts to assist member services to become more sustainable through sharing practical innovations and strategies related to renewable energy, efficient design, sustainable supplies, reducing & recycling waste

What will success look like?

- Women are partners in the design & delivery of care
- Shared decision making is the norm and informed choice is supported
- Services collect & act upon Patient Reported Experience & Outcomes Measures (PREMs & PROMs)
- Members share strategies to improve care and outcomes through the use of digital technologies
- Women experience improved access to continuity of carer & postnatal support following discharge home

- Reduced clinical variation with improved support for outlier services
- WHA data & analysis informs national & local policy & decision-making
- Women experience more integrated care & support
- Improved outcomes for women and newborns

- Members share benchmarking data to identify opportunities to improve efficiency & enhance value
- The data we share is timely, comprehensive, and easy to access & understand
- Members are supported by WHA to understand and use shared data to inform service planning & delivery, reduce unwarranted variation & improve efficiency.

- Members see WHA as the 'go to' repository of innovations in the design & delivery of women's healthcare services
- Through WHA, we share successful projects, models, redesign & technologies with each other & support the spread of good ideas & practices
- Members actively participate in WHA peer networks to share learnings on common challenges & successful strategies for addressing them

- Members can easily connect with each other and share information, ideas and strategies related to making our services more sustainable
- We advocate on effective strategies to improve the environmental sustainability of healthcare services for women & families