

The Australian Healthcare and Hospital Association is delighted to announce the appointment of Clare Mullen, Executive Director of the WA Health Consumers' Council (HCC) to the Australian Centre for Value-Based Health Care Advisory Group.

In 2019, AHHA established the Australian Centre for Value-Based Health Care, recognising that a person's experience of health and health care is supported and enabled by a diverse range of entities, public and private, government and non-government. The Centre brings these stakeholders together around a common goal of improving the health outcomes that matter to people and communities for the resources to achieve those outcomes, with consideration of their full care pathway.

The Centre draws on the research, global best practice and local expertise, to amplify, advocate and facilitate a nationally consistent approach to the development and implementation of place-based, outcomes focused, value-based health care (VBHC) in Australia.

The Centre has a strong focus on:

- connecting professionals, policy makers and health services to understand VBHC needs
- highlighting the work being undertaken in VBHC in Australia
- exploring issues around implementing VBHC in Australia; and
- providing training and educational opportunities.

Clare's background is in change management and communications in the health and social care sector in the UK and Australia. She is passionate about creating opportunities for people who use the health system and people who work in the health system to work together to improve health outcomes.

Having worked in health and social care in the UK and Australia for over 20 years, including in the WA Health Department and the WA Primary Health Alliance, she brings both her lived and learned experience to her work.

On her appointment, Ms Mullen said, 'From my work with consumers, carers, people with lived experience and community members across a range of health and social care settings, it's critical that a wide range of diverse perspectives are understood when designing and delivering person-centred healthcare that deliver positive outcomes for the community.'

'It's great to see recognition of the range of roles that consumers can play as the Australian health system is going through a period of significant transformation – whether that's as people who use services, representatives, advocates and leaders. I'm delighted to be joining the Advisory Group at such a critical time for the Australian community.'

The online version of this [media release](#) can be found on the AHHA website. **The Australian Healthcare and Hospitals Association (AHHA) is the independent peak membership body and advocate for the Australian healthcare system and a national voice for universally accessible, high-quality healthcare in Australia.**

Media enquiries: Kylie Woolcock, Chief Executive, AHHA, 0410 625 830

'The fundamental element that makes value-based health care different from other quality improvement approaches is the focus on redesigning the way we provide care to place the outcomes that matter to people and communities at the centre,' says Dr Deborah Cole, Chair of the Australian Centre for Value-Based Health Care.

'We are delighted to welcome Ms Mullen to the Centre's Advisory Group to ensure that the voice of consumers is at the heart of everything we do at the Centre, as we strive to create a person-centred, outcome-focused, value-driven health system.'

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