

## Health Hawke's Bay and AskYourTeam Partner to Enhance Patient Experience Across the Region

Hawke's Bay, New Zealand - March 2025 - Health Hawke's Bay (HHB) is proud to collaborate with AskYourTeam, leveraging real-time patient feedback to enhance healthcare experiences across the region. This ongoing partnership underscores a shared commitment to ensuring equitable access to quality healthcare, particularly for Māori whānau.

As the Primary Health Organisation (PHO) for Hawke's Bay, HHB supports General Practices, Pharmacies, and Māori Health Providers to deliver high-quality patient care. Partnering with AskYourTeam's insights solution, Patient Voice, provides an opportunity for healthcare providers to gain deeper insights into patient experiences, fostering meaningful improvements in healthcare services.

"This is a great opportunity for our Providers to capture feedback in a quick, effective, and efficient manner," says Irihāpeti Mahuika, Pou Whakarae | Chief Executive Officer, Health Hawke's Bay. "Listening to whānau needs and responses will support our journey to bringing quality health for everyone."

### Aligning with patient safety principles

The themes of Patient Safety Awareness - such as patient engagement, health literacy, and equitable access to care - align closely with the outcomes of this collaboration. Through this initiative, General Practices in Hawke's Bay are equipped with valuable patient insights, helping to:

- Ensure respect and dignity for all patients.
- Improve communication and health literacy, ensuring patients understand the advice given.
- Encourage patient involvement in their own healthcare decisions.
- Enhance timely access to care when and where it is needed.

These principles are critical in strengthening patient trust and improving safety outcomes, particularly for Māori whānau who may face additional barriers to accessing healthcare services.

### A patient-first approach to quality care

Through this collaboration, patients visiting their General Practice will receive a survey designed to capture their experience in real time. The questions focus on key themes, including:

- **Respect:** Feeling valued and respected during the visit.
- **Clarity:** Understanding the advice and information provided by healthcare professionals.
- **Involvement:** Being engaged in decision-making about their health.
- **Access:** The ability to see or speak to a healthcare professional when needed.

For the first time, General Practice staff will have direct access to survey results for their own patients, allowing them to make informed changes based on real-time feedback. This data-driven approach empowers providers to continuously refine their patient care strategies and improve health outcomes.

### Strengthening healthcare through insights

AskYourTeam's Executive, Chris O'Reilly, highlights the significance of this collaboration: "It's a great concept that Health Hawke's Bay has shared with us, and we welcome a 'patient-first' approach. Listening to patient feedback is critical for enhancing healthcare services, ensuring that every visit to a medical center is a positive and meaningful experience."

This partnership reinforces both organisations' commitment to patient safety and equity in healthcare access. By leveraging technology and patient insights, Health Hawke's Bay and AskYourTeam are working together to create a stronger, more responsive healthcare system for all.



### **About Health Hawke's Bay**

Health Hawke's Bay (HHB) is the Primary Health Organisation (PHO) serving the Hawke's Bay region, supporting General Practices, Pharmacies, and Māori Health Providers. HHB is committed to achieving equitable health outcomes and improving the wellbeing of communities and whānau by delivering sustainable, patient-centered healthcare services. For more information, visit [www.healthhb.co.nz](http://www.healthhb.co.nz).

### **About AskYourTeam**

AskYourTeam is a leading feedback and engagement platform designed to help organisations gain valuable insights from stakeholders. By enabling healthcare providers to collect and act on real-time patient feedback, AskYourTeam supports continuous improvement in patient experience and service delivery. For more information, visit [www.askyourteam.com](http://www.askyourteam.com).

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