

Eastern Regional Coordinators



**Outer East
Primary Care
Partnership**

Complex Support Needs Persona suite

Introduction

The Eastern Regional Coordinators have identified that there are people with complex support needs engaged with a wide range of service sectors. To initiate a useful conversation regarding this client group, it was decided that the development of a suite of [Persona's](#) would be a valuable tool. This would ensure confidentiality whilst enabling a better understanding of how to improve coordination and collaboration. Personas provide an important story telling tool, from the perspective of the client.

Building on the work of the '[Outer East PCP Mental Health Access and Pathways Project](#)', this new Persona work and journey mapping aims to articulate the complex support needs of shared clients in our region. This project was enabled by funding from the Outer East Primary Care Partnership.

The next stage of this Persona project is to undertake client journey mapping with various sector representatives, both with Lived Experience and as service providers.

Aim

The aim of this persona suite is to define and understand the experience of clients accessing a range of health and community services including homelessness, mental health, family and children support services, family violence services, alcohol and other drug services within Eastern Metropolitan Region of Melbourne. Objectives of this project include:

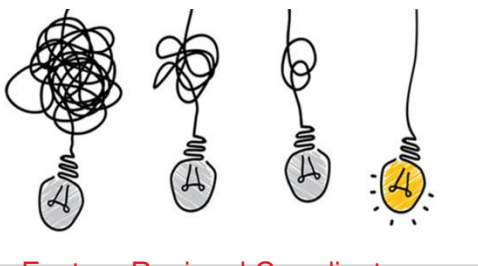
- Exploring the gaps and barriers in service provision;
- Understanding the factors that improve a client's journey;
- Identifying opportunities for strengthening a coordinated and collaborative response across health and community services to improve client experiences and outcomes;
- Improving the quality and safety of service provision in relation to people with complex support needs.

What we did

Discussions were initiated in monthly meetings of the Eastern Regional Coordinators. This led to a successful application for grant funding from the Outer-east Primary Care Partnership.

Amy Whelan, an external consultant from [Make-it-Mesh](#), was engaged to facilitate a suite of Persona workshops. Lived Experience advisors were invited to consult and to test the persona suite.

The whole process led to refinement of the group's ideas and development of 3 separate but connected personas.



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How to use the persona suite

This group of personas have a variety of applications including:

- Staff capacity building
- System change work
- Strategic organisational planning
- Cross-sector safe and quality care discussions
- Other creative applications

If you would like to provide feedback regarding the persona suite and its local applications, please email jo.mcdonald@vt.uniting.org

Next steps

With the personas now well defined, the Eastern Regional Coordinators will set to the task of securing further funding to engage in journey mapping. This will involve examining the personas and mapping their various pathways as they seek care and support.

Partner Organisations involved

- Eastern Regional Family Violence Partnership (RFVP)
- Eastern Mental Health Service Coordination Alliance (EMHSCA);
- Outer East & Inner East Family Services Alliances;
- Aboriginal services;
- Turning Point;
- Eastern Health;
- Inner East & Outer East region Statewide Children Resource Program;
- Eastern Homelessness Network;
- Outer East PCP;
- Specialist Family Violence Advisor program;
- FaPMI.

Local government area/s involved

Outer East and Inner East –
Manningham; Whitehorse;
Monash; Booroondara;
Maroondah; Knox; Yarra
Ranges.