



Case study

Empowering patient-centred care at Peter MacCallum Cancer Centre with Civica Experience

How Australia's leading cancer hospital uses real-time insights to continuously improve patient experience and services





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Since July 2021, Peter MacCallum Cancer Centre (Peter Mac) has transformed the way it captures and acts on patient feedback, thanks to the implementation of Civica's Experience platform. With over 10,000 responses from outpatients alone, Peter Mac has embedded feedback into the fabric of its care model – ensuring patients are heard, valued, and supported throughout their treatment journey.

We spoke with Kylie Thitchener, Director of Quality and Patient Safety – who led the

rollout of Civica Experience at Peter Mac, to learn how the platform is making a tangible impact across the hospital.

A Feedback Culture Built on Listening

From humble beginnings, Kylie recalls their first round of surveys:

“ We were really excited getting 60 responses in a moment – compared to 30 per quarter before, that was brilliant.

But that was only the start of a surge in responses, that just keeps growing. By automating SMS surveys linked to their Electronic Medical Record (EMR), Peter

Mac now reaches out to all patients **three days after discharge** for their feedback (excluding high-frequency visitors and targeting patients only once per episode of care).

” Now we SMS patients every Thursday afternoon—and we're seeing upwards of **2,100 responses in a single month.**

This timely feedback has opened the door to consistent improvement, particularly around administration processes and communication during wait times and overall improved patient experience.

Key Outcomes:



Massive increase in response rates: From 30 per quarter using paper based and emailed surveys to over 2,000 per month via SMS through Civica Experience.



Real-time, actionable insights: Feedback is shared weekly with staff and analysed via automated reports and heatmaps to drive targeted improvements.



Measurable service improvements: Changes like SMS appointment reminders, clearer communication around wait times, and earplugs in noisy units were directly born from patient feedback.



Inclusive engagement strategies: Feedback surveys will soon support multiple languages, while being tailored for specific cohorts to ensure all patients, including those from diverse linguistic backgrounds, feel seen and heard.

Turning Insights into Action

Civica Experience has seamlessly integrated into Peter Mac's operations, allowing staff to receive timely feedback while not being taken away from their day jobs. "The comments are fantastic – and they're **shared with staff weekly**, Kylie explained. "Push reports go out automatically. Managers don't have to run them; they just receive them."

Feedback from the Hospital in the Home program revealed patients were unsure when nurses would arrive. In response, the team implemented **SMS reminders and pre-visit calls**—a change that benefited both patients and staff.

"It's now a **far better experience** for the patient – and easier for staff as well."

Another example, was the responses received in the surgical short stay unit, patients said the space was noisy. The solution: provide earplugs to improve rest and comfort.

Staff-Led and Consumer-Informed

Civica Experience is flexible enough for each unit to run bespoke surveys – with built-in business rules to ensure

appropriateness. This allows Peter Mac to consistently track organisation-wide benchmarks such as the Recommender Score, which consistently stays above 85%.

"Everyone – from our smallest unit to large departments – wants to survey their patients and understand how they can improve the patient experience. They can see that **it's reliable, professional, and easy to use.**"

Importantly, each survey includes three core questions that contribute to this Recommender score, regardless of the department. Surveys are also shaped with input from consumers, ensuring questions are easy to read, relevant and inclusive.

"We're reviewing survey questions now to remove the repetitive positive results and aiming to focus on areas we can improve."

Driving Diversity and Inclusion

A notable area of focus is improving feedback from patients who speak languages other than English. Civica Patient Experience is currently being piloted in Mandarin, Greek, and Arabic, with targeted annual surveys and translated instructions.

"We're working with interpreter services and our EMR team to identify patients, so we can make this **meaningful and accessible.**"

This has already shown results – 1.9% of respondents identify as Aboriginal or Torres Strait Islander, mirroring their patient population and reinforcing that the surveys are culturally inclusive.

Easy to Use. Hard to Ignore.

Beyond sentiment analysis and heatmaps, Civica's intuitive design has made it simple for staff to use. From frontline teams to executives, insights are available at a glance via readily available heat maps and without the need for specialist skills.

"It's so easy. Managers can even **search by staff name** and share individual feedback - **it's incredibly powerful.**"

By embedding Civica Patient Experience at every level, Peter Mac is proving that feedback about service and experience isn't just a formality – It's a force for change.



“Everyone – from our smallest unit to large departments – wants to survey their patients and understand how they can improve the patient experience. They can see that it’s **reliable, professional, and easy to use.**”

It’s now a far better experience for the patient – and easier for staff as well.



Key Outcomes:



+2000

patient experience survey
per month via SMS through
Civica Experience.



100%

Real-time,
actionable insights



**Service
improvements**

directly born from
patient feedback.



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