

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Additional Estimates 2013 - 2014, 26 February 2014

Ref No: SQ14-000057

OUTCOME: 0 - Whole of Portfolio

Topic: Market Research

Type of Question: Written Question on Notice

Senator: Ludwig Joe

Question:

List any market research conducted by the department/agency since 7 September 2013.

- a) List the total cost of this research.
- b) List each item of expenditure and cost, broken down by division and program.
- c) Who conducted the research?
- d) How were they identified?
- e) Where was the research conducted?
- f) In what way was the research conducted?
- g) Were focus groups, round tables or other forms of research tools used?
- h) How were participants for these focus groups et al selected?

Answer:

a) Total Cost: \$403,041

b)to h)

Project	Cost	Research Conducted by	Division/Program
Testing of usability of online adverse event reporting form	\$10,000	Objective Digital	Therapeutic Goods Administration (TGA) – Office of Product Review

Objective Digital conducted usability testing of an online adverse event reporting form. Objective Digital were identified via a Direct Quotation method for Minor procurements.

The research was conducted in New South Wales via paired interviews amongst potential users of the form following structured usability testing.

Interviewees were identified in conjunction with the research provider and the Therapeutic Goods Administration.

Project	Cost	Research Conducted by	Division/Program
Concept testing for a consumer health campaign	\$248,240	ORC International	People Capability and Communication Division – Communication Branch

ORIMA International were contracted to undertake research for a consumer health campaign. ORIMA was identified via a pre-qualified procurement method, with four research providers from the Department of Finance's Communications Multi Use list invited to tender.

The research involved 54 focus groups in New South Wales, Victoria, Queensland and Western Australia.

Participants were recruited using specialist recruitment from focus group participant panels.

Project	Cost	Research Conducted by	Division/Program
Improving awareness and involvement in the health system in Tasmania	\$20,272	W J Quinn Consulting	Acute care Division – Commission on Delivery of Health Services in Tasmania

Roundtables discussions conducted by W J Quinn Consulting to facilitate discussion and exchange ideas on ways to improve community awareness of the health system and possible mechanisms to increase community involvement in decision-making practices. They also sought to generate effective tools for increasing health literacy and health consumer advocacy.

The consultant was commissioned through a Request for Quotation Process for Medium Procurements.

The research involved roundtable discussions conducted in Tasmania amongst representatives from community groups.

Participants were identified through stakeholder lists and recruitment was conducted by the Department of Health.

Project	Cost	Research Conducted by	Division/Program
Improving awareness and involvement in the health system in Tasmania	\$9,236	MMK Consulting	Acute care Division – Commission on Delivery of Health Services in Tasmania

Roundtable discussions were conducted by MMK Consulting to facilitate community consultation in to improving awareness of the health system and possible mechanisms to increase community involvement in decision-making practices. They also sought to generate effective tools for increasing health literacy and health consumer advocacy.

The consultant was commissioned through a Direct Quotation process for Minor Procurements.

The research involved roundtable discussions conducted in Tasmania amongst representatives from community groups.

Participants were identified through stakeholder lists and recruitment was conducted by the Department.

Project	Cost	Research Conducted by	Division/Program
Market Analysis of optometry services in Australia	\$77,929	ACIL Allen Consulting PTY LTD	Medical Benefits Division – Radiation Oncology and Optometry

Online survey conducted by ACIL Allen Consulting Pty Ltd to conduct a market analysis of optometry services in Australia.

The consultant was identified via an Open Tender process.

The research involved an online survey, with a survey tool developed by the consultant in consultation with the Department.

Participants included a national sample of optometrists and optometrist practices identified through publicly sourced data (e.g. Internet; Yellow Pages). In addition, existing stakeholder lists were also employed in identifying the sample.

Project	Cost	Research Conducted by	Division/Program
Online Survey about the National Statement on Ethical Conduct in Human Research	\$37,364.	ORIMA Research	National Health and Medical Research Council (NHMRC) – Research Translation Group

Online survey research conducted amongst stakeholders by ORIMA Research.

The provider was identified via an existing Panel of research providers identified to provide market research services.

A survey was developed by ORIMA research in consultation with the National Health and Medical Research Council.

The survey was conducted amongst a national sample of key stakeholders for whom the statement is relevant.