

Re-imagining Quality Improvement

A scalable feedback platform for clinical learning and improvement



MONASH
University

phn
EASTERN MELBOURNE
An Australian Government Initiative

Authors:

Kitty Yu, Josh Meyers, Anne-Marie Martin, Keren Best, Laura Murray, Angela Heathcote, Shariful Islam, Jane London - EMPHN

Denise O'Connor, Matthew Quigley, Alexandra Gorelik, Kealan Pugsley – Monash University

Clinical Insights is EMPHN's bold step from small-scale PHN quality improvement to scalable, embedded clinical feedback—building core infrastructure for system-wide learning and better health outcomes.

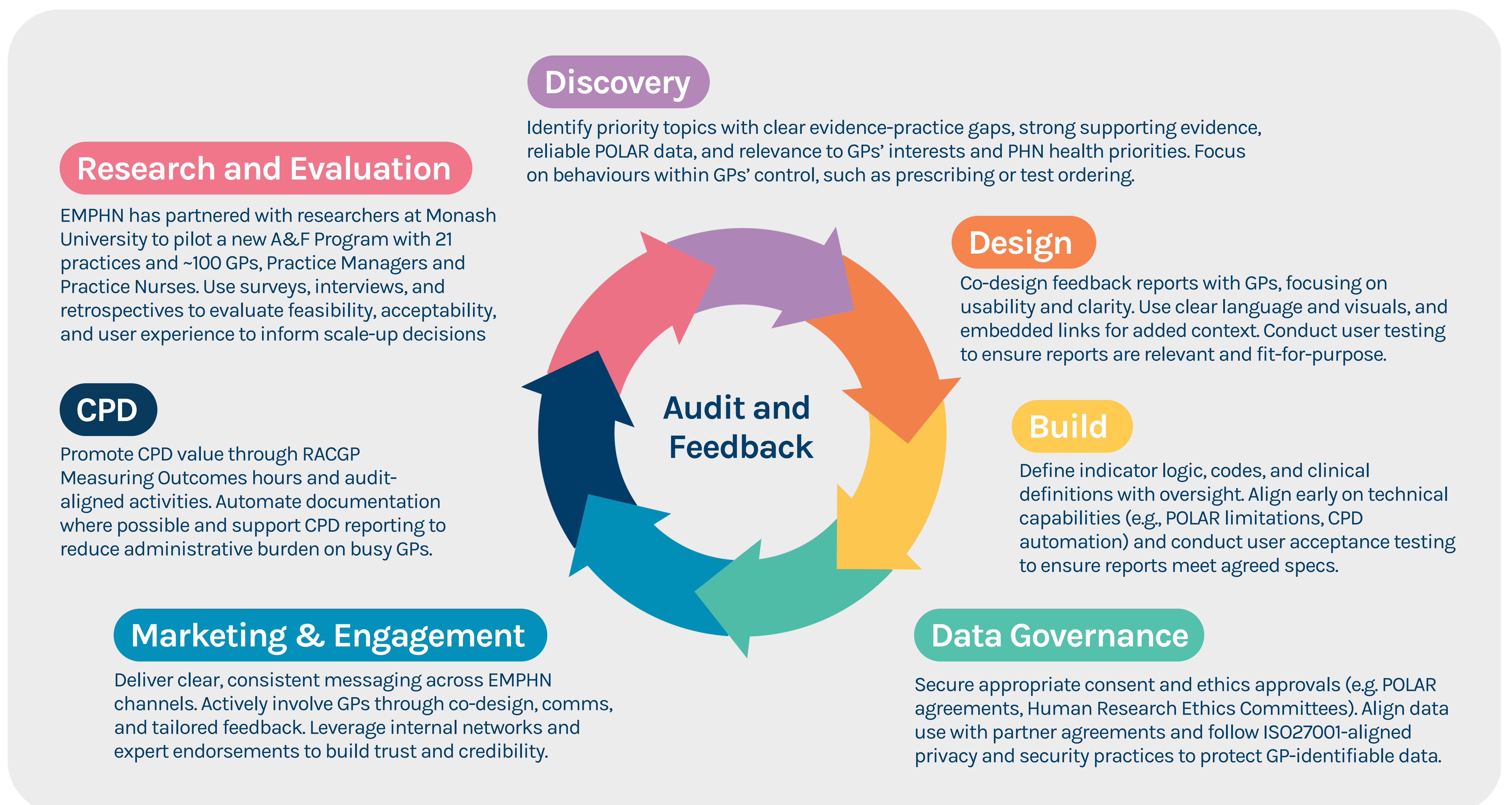
What is audit and feedback (A&F)?

A&F is a proven quality improvement strategy that gives clinicians summaries of their performance, often benchmarked against peers or standards, to prompt reflection and behaviour change.

A Cochrane review shows A&F leads to modest but meaningful improvement (mean 6.2%).¹ It's most effective when baseline performance is low, individual performance is measured, and advice for improvement is included.^{1,2}

Why EMPHN and why now?

- 84% of EMPHN practices share data via POLAR.
- General practitioners (GPs) want more engagement from EMPHN in clinical care and education.
- EMPHN seeks to better engage GPs, enhance its commissioned programs, and link clinical data to CPD-approved audit activities.



What did we learn (the hard way)?

Planning and delivery:

- Allow more time—complex work takes longer than expected.
- Align data, build and evaluation early to maximise efficiency and avoid confusion.

People and engagement:

- Engage comms, partners, and end users early.
- Leverage internal teams' networks; support by providing clear guidance for consistency.

Participation and value:

- Support GPs by addressing real needs (e.g. using own data to optimise patient care, support CPD recording, reduce admin load).

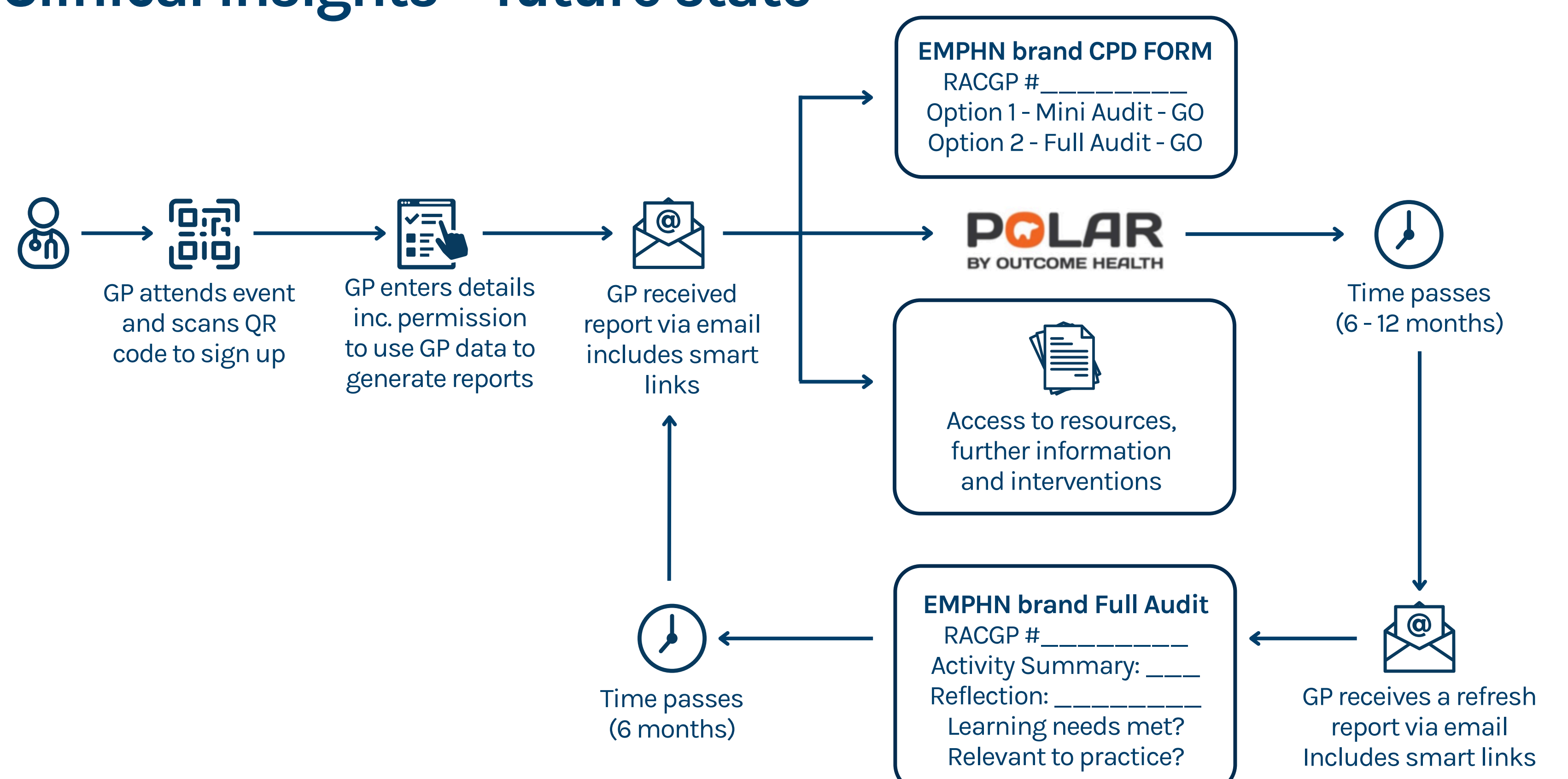
Data and digital:

- Define indicator logic and data limits early.
- Validate assumptions using real-world data.

What's in it for other PHNs?

EMPHN's new A&F Program moves QI from isolated, process-focused efforts to a scalable, data-driven system. It offers a blueprint for PHNs to align strategy with clinical improvement, foster learning, and place GP engagement at the heart of their work.

Clinical Insights – future state



1. Ivers N et al. Audit and feedback: effects on professional practice. Cochrane Database Syst Rev. 2025.

2. Brehaut JC et al. Practice feedback interventions: 15 suggestions for optimizing effectiveness. Ann Intern Med. 2016;164:435–41.

We would like to acknowledge members of the Monash University research collaboration (Noah Ivers, Rachelle Buchbinder, Ilana Ackerman, Sean Docking) and the Expert Working Group (Andrew Broad, Malcolm Clark, David Ta, Dannandan Jeyaseelan, Pallavi Prathivadi) for their guidance.