



Background

Since the Clinical Network's inception in 1976, the tumour-based committee meeting format has been the predominant mode of interaction with Clinical Network members. Over the past five years member attendance at committee meetings has reduced. This has been for a number of reasons:

- Competing clinician priorities.
- The establishment of entities that perform similar functions to the Clinical Network.
- The move towards project work that spans multiple specialty areas and cuts across tumour streams.
- The physical relocation of Cancer Council away from most centrally located cancer services in the inner Melbourne area.

In recognition of these changes, a Clinical Network Stakeholder Engagement review was undertaken in 2012. It identified that clinicians viewed the Clinical Network as having an important role in supporting clinician input into advocacy and policy reform, clinical trials, driving and implementing practice change, and networking.

In the past three years, the Clinical Network has also been able to increase our capacity to undertake work in these areas including:

- Research (Care coordinators literature review, AFIT).
- Policy and advocacy work (medical cannabis submission, cancer plan consultation work, solaria ban).
- Niche educational opportunities (webinars, grant writing workshop, advocacy training, media training).

- Continue initiatives that support access to clinical trials – the Clinical Trials Management Scheme (CTMS) and the Victorian Cancer Trials Link (VCTL).

These activities are now the primary way that members interact with the Clinical Network.

In order to respond to changes in the cancer landscape, ongoing member engagement is imperative. New ways of enabling clinicians to interact with the Clinical Network is required to ensure the work is clinically relevant and informed, and undertaken in an effective and timely manner.

The Member Engagement Plan is a mechanism to ensure Clinical Network members remain engaged in our future program work. It also describes for members how they can interact with Clinical Network and the various communication channels.

Purpose

The purpose of the Clinical Network's Member Engagement Strategy is to:

- Ensure Clinical Network achieves our mission and strategic goals.
- Achieve clinician engagement and representation of clinician specialties in improving clinical care and patient outcomes for all Victorian affected by cancer.
- Provide a structure and new direction for how Clinical Network interacts with members.

Objectives	Strategies
Ensure Clinical Network priorities and programs are informed by clinicians.	<ul style="list-style-type: none"> • Opportunities for Clinical Network members to engage in the strategic direction and program initiatives of the Clinical Network via a range of mechanisms. • Supporting an active and engaged Clinical Network Executive Committee.
To improve engagement with clinicians using a range of new and existing approaches.	<ul style="list-style-type: none"> • Roll out of a regional clinician engagement program. • Undertaking niche professional development, education/training and events aligned with the Education and Evidence Program. • Strengthening the range of digital platforms that the Clinical Network communicates with members including: <ol style="list-style-type: none"> 1. Regular member email communication via a range of formats eg EDM and newsletters. 2. Updated Clinical Network website/blog. 3. Establishing a Clinical Network Twitter account.
Provide a mechanism for Clinical Network members to inform the work of Cancer Council through the Clinical Network platform.	<ul style="list-style-type: none"> • Regular consultation with clinicians regarding the direction of Victorian cancer care (Policy and Advocacy Program initiatives, biennial clinician survey etc.). • Facilitating clinician input into educating and supporting the public and cancer patients about cancer (i.e. media activities and reviewing patient information literature with CISS). • Facilitating member participation and input regarding other Cancer Council program areas eg CISS, Fundraising, Research, Prevention.
Communicate Clinical Network's new direction, priority areas and program of work.	<ul style="list-style-type: none"> • Implementing a revised membership structure eg tiered level/affiliate memberships. • Reviewing Clinical Network branding and positioning.

How can members be involved?

There are a range of ways that members can input into and inform the work of the Clinical Network including:

- Consultation with members including member surveys and face-to-face sessions.
- Membership on project steering committees.
- Invitations to review submissions and guidelines.
- Information on the Clinical Network website.

- Regular member email updates/ call to action.
- Members can disseminate relevant information to our 700 members.
- Direct correspondence with the Clinical Network team.

Members can also raise issues with the Clinical Network. It is intended that issues will be progressed via four pathways:

1. Tumour advocacy issues:

- e.g. access to colonoscopy.
- Clinician identified with a clinician lead/ champion.

2. Regulatory reform:

- e.g. cannabis, end of life care.
- Cancer Council identified and led with clinician engagement/input into the work.

3. System reform:

- Longer term project e.g. care co-ordinators, access to data, clinical trials.
- Issue may be clinician driven, Cancer Council driven or a joint clinician/Cancer Council driven initiative.

4. Policy and skill development:

- e.g. obesity.

- Issue may be clinician driven, Cancer Council driven or a joint clinician/ Cancer Council driven initiative.
- Clinical lead/champion may be appropriate.

The Manager – Clinical Network and the Clinical Network Executive Committee with CEO will approve and prioritise advocacy issue to be worked on.

Each issue will be focused, time-limited and supported by Clinical Network.

Outputs/Key deliverables

The expected outputs/key deliverables of the member engagement strategy are:

- A program of work that is clinically relevant and informed by experts.
- Appropriate and timely dissemination of information to members to enable adequate consideration and response to an issue.
- An active Executive Committee and links with key influencers (senior clinicians).
- Clinician consultation incorporated into Clinical Network program plans.
- Multiple mechanisms for clinicians to engage and communicate with the Clinical Network.
- Members have had the opportunity to provide input into Cancer Council initiatives e.g. solaria ban, review of patient resources.

Outcomes

The proposed outcomes of the Member Engagement Strategy are:

- Enhanced clinician engagement with Clinical Network and Cancer Council.
- Clinical Network maintains an informed and representative clinician group.
- A two-way dialogue between clinicians and the Clinical Network.
- Increase in engagement of regional and early/mid career clinicians.
- Clinical Network is viewed as a representative, trusted and significant voice in cancer care.
- Established digital method of communication with members.