

Listening to the consumer voice

Renza Scibilia
Wearer of many hats



Hats 1 & 2

Manager – Type 1 Diabetes and Community Programs
National Program Manager – Young People with Diabetes



Hat 3



diabetogenic



Hats 4 - 274

SCRABBLER
Person Friend **Employee** *Cupcake baker*
Chatterbox Café tart **Francophile** Bookworm
Mother *Nigella Lawson wannabe* *Shoe addict* **Sister**
Coffee snob Wife **Facebooker**
Cousin Blogger *Twitter novice* *Sweet tooth*
Daughter **HARRY POTTER TRAGIC**
Advocate Manager Exercise-avoider
 Film critic Punctuation ninja *Scarf collector*
 Bad singer Traveller Gruen Transfer devotee Writer



What is the consumer voice?

- Loud
- Expert
- Passionate
- Desperate
- Diverse
- Frustrated
- Celebratory
- Scared
- Quiet
- Thoughtful
- Knowledgeable
- Informed
- Uncertain
- Light-hearted
- Serious
- Needs to be heard



What it's not



Who's listening?

- Other consumers
- Healthcare professionals
- Health organisations
- Industry
- Policy makers



Being lazy



We need a choir



When is the time to listen?



Why listen?

- Why not?
- Get the full picture
- The language is right
- Expertise
- Truth



We have ways to make you.....
LISTEN





"You can't list your iPhone as your primary-care physician."

