

ARTICLE Response to Questions

10 October 2011

1. What has been your greatest achievement in your career?

To date, the greatest achievement of my career has been the influence I have been able to achieve in the Nursing and Community Nursing industry. I have represented Nursing across many forums through conferences, peak bodies and government representations. I was invited to participate in a hypothetical to run NSW Health in 1994, where, with two weeks to prepare for a 'Purchasing Quality Game,' I won based on what the panel believed was an argument strong enough to convince them I could run NSW Health. The hypothetical itself was established by then Director General of Health, Dr John Wynn-Owen, whereby all other Area Health Services had been given 12 months to prepare. Lobbying the Australian Council on Healthcare Standards and Regal's success in being the first private Community Nursing service in Australia to be accredited in 1994 was a highlight. I felt that the community was perceived as a cottage industry, and we needed to ensure that the community was viewed as a professional and regulated alternative to hospital care without compromise. By securing the same standard as hospitals, the community gained recognition and respect for delivery of health care at home.

Being the only Australian woman accepted in the Harvard Business School Global Entrepreneur program (OPM) in 2008 was a moment to crystalise my experience and career. This experience has also made it very clear to me that my mission in life is to be of service, and I am now the Co-chair of the Social Responsibility Program at Harvard Business School (OPM). Ensuring there is a balance in business in terms of setting very high standards for healthcare delivery, research, education and giving back professionally and socially, I feel it is imperative that being a responsible corporate citizen remains a priority. Regal's commitment to giving back, in the last few years has evolved in recent years in establishing

professional scholarships for the health industry promoting healthcare in the community; I have established a wisdom discussion group that meets monthly, harnessing the wisdom of a diverse range of professionals and people in our community, and have set the wheels in motion for philanthropic programs and endeavours into the future, in particular for homeless and indigenous programs.

I'm looking forward to establishing the Australian Chapter of the global group, Women Presidents Organisation, in 2012 and supporting the establishment of this group in India.

Being a finalist in the Telstra Business Woman of the Year for 2011 has been an amazing experience, and I am hugely humbled by the recognition of my contribution across all sectors, and particularly for being selected, amongst 3 other finalists, for Business of the year.

2. What 3 traits do you think you need to have to be a successful business woman?

Being a success in business is all about how you feel about yourself and surrounding yourself with people who have similar values and approaches to business. The 3 traits I believe you need are persistence, an enquiring mind and compassion.

3. What advice would you give to anyone wanting to pursue a career in the home healthcare industry?

Anyone wanting to pursue a career in the home healthcare sector is entering at a critical time in our industry's history. We are virtually in 1999 just before the IT wave. The growth in this sector is and will be exponential. We need highly capable, experienced healthcare professionals who have strong assessment skills and understand their role in attending to people in their own homes compassionately.

In the 28 years I have been working in the industry, there have been many challenges. I have seen standards introduced; I have seen the Department of Veterans' Affairs (the largest funder of private home healthcare) challenge the industry to be accountable for its practice and introduce clinical pathways and

work with the industry to raise the standards.

The acute care sector needs the support of the home healthcare sector on two fronts. Firstly, it is essential these bodies work in accord with General Practitioners in hospital avoidance strategies. Secondly, the industry needs to ensure it can support people coming home after an acute episode with the corresponding home healthcare providers, who can facilitate a smooth transition from hospital to home. The key point to all these actions, though, is the fact that highly skilled and capable healthcare services in the community must be consistent and must be considered imperative.

Unregulated workers in the community may seem like a viable alternate to Registered Nurses and Enrolled Nurses, but the reality is that, over time, this strategy can be more expensive in terms of quality health outcomes and service reputation. There are certainly some very capable AINs, but they are rare. Community Nursing is about holistic care provided to our population, ensuring optimal health outcomes, and averting any adverse health outcomes that may result in a hospital admission or worse permanent placement.

4. What obstacles have you come across in order to get to where you are now?

An unexpected obstacle has been people's expectation that we will compromise or remain small. I believe that, we as a community need to support each other in setting our standards as high as we can possibly imagine and sticking to our guns. I have persevered where others said it was not possible, I simply have never considered the idea that something is not achievable. There is always a solution. By being innovative, and inspiring those around you, you can achieve anything.

5. What makes Regal Health different to other home healthcare services providers?

Regal has become a standard, or as the Garling Commission's report stated, Regal is an 'exemplar in the field of Nursing professionalism'. My mother's legacy to me has been that our community, including our patients and home healthcare

professionals, have a right to receive the very highest standards in healthcare delivery and be supported by an organisation that respects and supports all members of the team.

At Regal we have a strong focus on clinical excellence. We are an active member in our industry; we give back through scholarships, research, global initiatives, philanthropy, harnessing of wisdom and constantly invest in our people. Our relationship with The University of Sydney has resulted in an exciting and innovative continuous education program that ensures our team have access to contemporary practice. The programs we have developed challenge our team to reflect on available evidence to critically evaluate published information and apply it to their practice.

Being on the Advisory Board for the Faculty of Nursing at The University of Sydney, I have the opportunity to influence curricula to include primary healthcare in the community. We mentor University of Sydney students through clinical placements and their transition into the industry.

Without reservation, what makes Regal different is the team supporting me today. I am inspired by what we have achieved in the past and am excited at the prospect of what we can achieve for the future.

Anna M Shepherd Chief Executive Officer **Regal Health Services**