

# Exploring improvements to stoma product distribution



## PROJECT OVERVIEW

***The Australian Government Department of Health and Aged Care's Health Design Lab has commenced a project exploring stoma product distribution practices and experiences in Australia.***

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### What is the project about?

The Department's Health Design Lab has commenced a project to explore and understand the current stoma distribution practices and experiences and potential opportunities to improve access to products for ostomates.

The project is running from May to mid-2024 and will be informed by human-centred research including in-depth discussions with groups such as ostomates, stoma associations, service administrators, peak bodies and product sponsors. This work will provide insights into the current state of stoma product distribution from multiple viewpoints to assist the Department understand its complexity, dependencies, stress points and future opportunities for improvement.

### What does the research involve?

The Design Lab team will be conducting a number of research activities, such as a survey, interviews and workshops over the next few months.

Using qualitative enquiry, we seek to capture the experiences and perspectives of different groups engaged with stoma related product distribution in Australia and explore, codesign and prototype alternative approaches to distribution.

### What is the Health Design Lab?

The project is being conducted by the Health Design Lab.

Our focus is on **consumer-centric care**.

We are a specialised team within the Australian Government Department of Health and Aged Care. We gather insights from people about their real-world experiences to help the Department better understand how its policies and programs impact the lives of everyday Australians. This in turn allows us to inform how policy should be designed and implemented in future.

### Project objectives

The results from this project will help the Department improve Australia's health systems and processes generally and will particularly inform programs that provide support to ostomates and other individuals receiving stoma products through a stoma association.

**The aim is to ensure that products are delivered effectively and equitably when and where they are needed for all ostomates.**

If you have any questions, please feel free to contact [design.lab@health.gov.au](mailto:design.lab@health.gov.au)