

How we partner with consumers

The **Centre for Digital Transformation of Health** is committed to developing and maintaining open, honest, and trusting relationships with consumers and communities to:

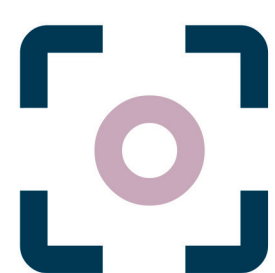
- Shape digital health solutions that actually work for patients.
- Address real-world health issues that matter to communities.
- Advance equitable health outcomes for all.



THE UNIVERSITY OF
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Our Consumer and Community Involvement (CCI) Principles

Co-developed with consumers and researchers, and informed by global best practices. We defend these principles through CCI best practice and encourage change when needed.



Deliberate and authentic engagement

We intentionally co-create tailored and authentic community engagement activities.



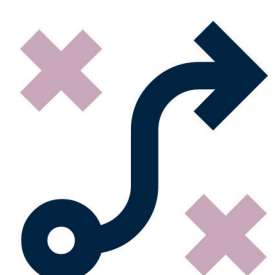
Inclusive and safe spaces

We facilitate culturally, socially, and psychologically safe spaces through mutually agreed ground rules of engagement.



Diverse perspectives

We thoughtfully involve a diverse range of consumers to meet specific project and community needs.



Adaptability

We acknowledge our dynamic environment, learn from experience, and adapt to evolving contexts.



Shared leadership

We value all perspectives, making decisions through shared understanding and respect.



Reciprocity

We seek mutual benefit through transparent communication.