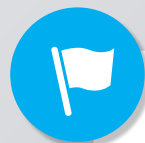


# MĀORI STAKEHOLDERS

- 69 Māori stakeholders completed the quantitative survey.
- Our Māori stakeholders have varied levels of engagement with PHARMAC.
- There is strong belief in PHARMAC's commitment to working with Māori.
- PHARMAC is not seen to do enough promotion of the work it does with and for Māori people, which is reflected in the finding that only 50% of Māori respondents were aware that PHARMAC had a Māori responsiveness strategy (Te Whaioranga).
- Māori see an opportunity to communicate more broadly about the achievements of the Māori responsiveness strategy and the whānau ora partnerships, although they are more likely to agree that PHARMAC has very good/excellent communication about decision processes and procedures.
- They are relatively likely to agree that PHARMAC takes their opinions into account.
- There is an interest in PHARMAC being more physically present, such as at conferences, and continuing to sponsor relevant population health programmes.



This summary presents feedback received from Māori stakeholders. This is a subset of the 2015 stakeholder survey findings that are available on [PHARMAC's website](#).

## Functional aspects

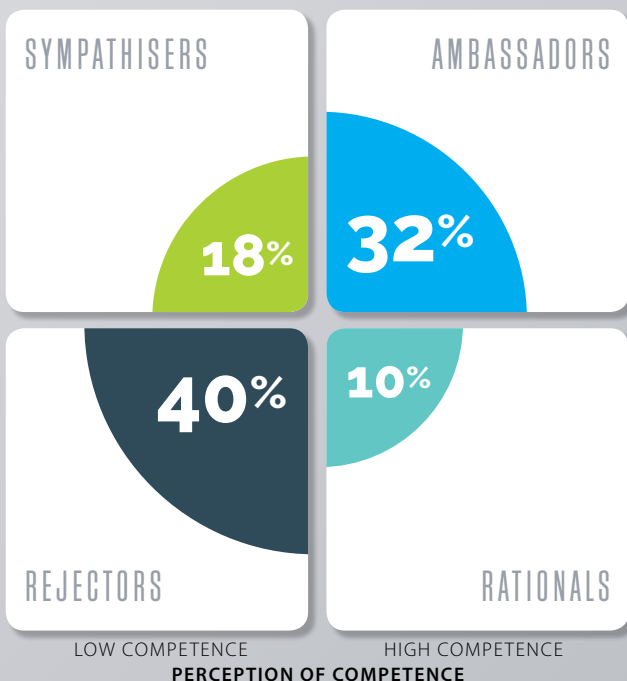
	Excellent/very good/good	Fair	Poor	Not sure
Quality of decisions to fund medicines and medical devices	56.8%	15.3%	9.2%	18.7%
Understanding of key issues in the sector	60.3%	23.1%	5.7%	10.9%
Responsiveness to requests/issues	44.0%	27.5%	5.3%	23.2%
Maintaining a high level of accountability	62.3%	18.1%	7.5%	12.1%

## Affinity aspects

	Excellent/very good/good	Fair	Poor	Not sure
Taking your opinions into account	43.7%	26.9%	7.2%	22.2%
Proactivity	60.3%	20.8%	2.7%	16.2%
Trustworthiness	58.9%	28.6%	2.7%	9.8%
Ability to demonstrate it has listened to me	41.7%	22.0%	16.3%	20.0%
Likability	54.8%	29.1%	6.6%	9.5%

OPINION OF PHARMAC

QUALITY OF RELATIONSHIP  
EXCELLENT RELATIONSHIP  
POOR RELATIONSHIP



## KEY FACTS

- A corporate reputation index (TRI\*M) has been produced using stakeholder perceptions about affinity and functional competence.
- PHARMAC's overall reputation rating is 45, against a norm of 48 for government and regulatory bodies.
- The reputation rating with Māori stakeholders is 48.
- Overall, 39% of Māori stakeholders rated PHARMAC's service delivery as very good or excellent.