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**Communications Plan – Consumers  
HI Service roll out and e-health  
promotion**

**February to April 2010**

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Confidential

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## **Introduction**

Australia's national e-health strategy aims to ensure our future health system is equipped to effectively respond to our healthcare needs as individuals and communities.

Through the use of world-class e-health technology, we will ultimately be empowered to take a role in managing our own health and wellness by interacting online with the health system regardless of geographic and health sector boundaries.

The governments of Australia, in consultation with a diverse group of clinician and consumer stakeholder groups across the health sector, have developed the national strategy to provide a framework for the implementation of E-Health.

There are many planning and resourcing challenges ahead for governments and the public and private health sectors as e-health priorities are set for the coming years.

However for Australian healthcare consumers the first steps have been taken towards reform and planning can commence for a sustainable quality health system.

The following document outlines the communication priorities to consumers, defined as every citizen of Australia, and the channels for communication that provide the best vehicles to communicate the benefits of e-health to Australians.

## **Communication Objectives**

The objectives of this strategy is to:

- Increase the national awareness of e-health and its associated benefits to all Australians – this is in conjunction with specific campaigns focused on the introduction of healthcare identifiers to the Australian public.
- Foreground the introduction identifiers as a fundamental component to enabling e-health.
- Articulate strategies and tactics to manage media issues and unfavourable and inaccurate messages about the HI Service and e-health.
- Shape public 'consumer' opinion to support and embrace the concept of e-health and the introduction of identifiers to the Australian public.

## **The guiding ideas**

- E-health is about choice and empowerment
- E-health is about health not technology
- We are a lucky country that provides quality healthcare to consumers and e-health is an improvement In the way healthcare is delivered presently
- E-health is about 21<sup>st</sup> century healthcare where the consumer is empowered to be involved in their own healthcare
- To manage rapidly growing demand for healthcare services, cope with future aged care and chronic illness, it is time to invest in the future
- There is no other way to afford quality healthcare for the next generation.

## **Situation analysis**

Awareness of e-health developments and the attending benefits is just starting to emerge particularly with recent public broadcasts around the IHI public consultation and the roll out of the HI Service. Commercial offerings of personal e-health records have also contributed to some general understanding of the potential for technology to enable better management of health information.

The NEHTA public opinion poll conducted in 2008 indicated broad support for an individual electronic health record and recent consumer focus groups revealed general positive perceptions. There is however the potential for several key issues to confuse constructive public debate about the introduction of identifiers and e-health generally. Some of these issues are:

- Identifiers are a pseudo Australia Card
- The scope of the identifier may eventually extend to other government service areas e.g. tax
- Security and access of information may be compromised online
- Medical information is associated with the identifiers as a record
- All data will be centrally managed which means easier access for hackers.

### **Overarching consumer key messages**

The following key messages to consumers are overarching and do not take into account particular market segments. They are based on present assumptions and will be tested through qualitative analysis and other mediums to ensure their suitability. E-health

- E-health enables a safer, higher quality, more equitable and sustainable health system for all Australians by transforming the way information is used to plan, manage and deliver healthcare services
- Empowers us to better manage our own health and wellness by providing electronic online access to the information we need
- Ensures our health information is electronically made available to the right person at the right place and time to enable better informed care and treatment decisions
- Saves our time and money in undertaking unnecessary or duplicated treatment or tests
- Reduces our travel time to medical appointments and enables electronic access to information if we live in remote and rural or indigenous communities.

Also, that the privacy and security of health and identity information is a priority and is critical for the successful adoption of e-health

Privacy safeguards will be built into the design and implementation of e-health initiatives.

### **Market segmentation**

As 'consumers' is too diverse a group, with equally diverse views and positions on healthcare and experiences with healthcare, it is important to break it down into still reasonably broad yet different market segments. Consumer market segments will be divided into hierarchies based on those with the greatest social influence and those who have the greatest need for healthcare reform.

Therefore the following market segments have been nominated as targets for initial consumer e-health communications.

Groups with the greatest need for healthcare reform:

- Healthcare consumers - broadly defined as those who receive, or those who care for those receiving, medical attention, care or treatment on a reasonably regular basis
- Seniors

Groups with the greatest social influence

- Women aged between 30 - 60
- Families
- Youth

## **Summary of Specific Campaigns and timings**

### **Offline Media**

- Media Briefing Tour - First 2 weeks February
- Issues Management - ongoing
- E-health Champions Promotion – Mid February to mid May
- Grassroots radio campaign – Mid February to end of March
- RACGP Co sponsorship – ongoing for 8 months

### **Events**

- National and international health promotion days - ongoing
- Health Priority Area conferences – February and March
- Consumer tour at the Model Healthcare Community (MHC) - February
- Mobile Model Healthcare Community – March to the end of April

**Branding** – E-health brand – developed by the end of February

### **Online Media**

- e-health website – [www.ehealthinfo.gov.au](http://www.ehealthinfo.gov.au) - soft launch 3<sup>rd</sup> Feb – high profile launch end of Feb.
- Web 2.0
  - E-health Blog – launches mid February
  - Search Engine Optimisation - ongoing
  - Twitter – launches mid February

## **Media**

A range of external practitioners have been engaged to assist the NEHTA in-house PR team to proactively manage media and utilise mainstream media channels to drive awareness and acceptance of e-health and the benefits of it for the Australian public.

## **Offline Media**

### **Media Briefing Tour**

In response to a recent spate of ill informed media commentary on the HI Service, identifiers and e-health generally, the NEHTA Public Affairs and Communications team is undertaking a media briefing tour to background mainstream journalist on the HI Service. This will cover major metro centres covering Brisbane, Sydney, Canberra, Melbourne and Adelaide in February with a view to covering remaining states and territories in order of priority in March.

While visiting the various states the NEHTA team will meet editors from the various jurisdictional publications to ensure correct coverage of the introduction of identifiers.

A media webinar is planned for February as an online journalist briefing with a separate time for Q and A. This is intended for remote and regional media that are difficult to reach for a face to face briefing.

A trade press day is planned at the Model Healthcare Community in Canberra. Health trade media will be invited to attend the MHC and see first hand how the HI Service will work in practice.

### **Issues Management**

To manage media issues and unfavourable and inaccurate messages about the HI Service and e-health we have employed the services of specialist Canberra public relations firm McManus, Skotnicki and Associates to assist with proactive and reactive issues. Principals Gerard McManus and Tom Skotnicki have strong connections with the Canberra press gallery and Canberra political media and understand the process of government. They have notable experience in issues management and dealing with contentious media issues.

Issues are managed proactively and potential issues that may negatively impact on the progress of e-health are responded to quickly.

### **E-health Promotion**

To increase the national awareness of e-health and its associated benefits to all Australians, in conjunction with specific campaigns focused on the introduction of identifiers, we have engaged integrated marketing and communications agency The Campaign Palace.

The Campaign Palace will leverage our communications messages around wellness, personal empowerment, health, positive lifestyle experiences and preventive care in a variety of online and offline media.

To counterpoint the work of the Campaign Palace, international public relations firm Hill and Knowlton will implement a mainstream media campaign that involves engaging e-health champions to be the expert and trusted "voice" to present credibility of our messages to the Australian public. Hill and Knowlton will:

- Engage high profile personalities as e-health Champions. These people are Professor Kerryn Phelps, Ita Buttrose and Wendy McCarthy who will be engaged to represent e-health that includes but is not limited to
  - Educational and info films for consumers about e-health generally and the HI Service specifically
  - Talk back radio interviews
  - Media (press) spokespeople
  - Opinion articles
  - Appearances on hard copy collateral
  - Television ads
  - Podcast presentations and other online appearances
  - Conference presentations
- This activity would be complemented by supporting ambassadors such as celebrity doctor Andrew Rochford who will be utilised as a champion for e-health using his existing media channels to highlight the benefits of e-health and in particular for men's health.

- Other high profile individuals already champions of health causes will be briefed to add the benefits of e-health to their current speaking platforms e.g Delta Goodrem and Alan Jones.
- Utilise chronic illness associations and foundations' current ambassadors by briefing them about the benefits of e-health for the management of chronic illness e.g. Sarah Murdoch and Glenn McGrath.

The key tactics will be to utilise a combination of online and offline media channels. This will involve the use of e-health champions and spokespeople.

### **Grassroots radio campaign**

During February and March we are undertaking a regional / country / local radio campaign to raise awareness of HI Service. This will be conducted Australia wide in all states and territories. NEHTA Clinical Leads and NEHTA spokespeople to be used to discuss the HI Service and what it means for people.

### **RACGP Co sponsorship**

NEHTA and the RACGP have entered into an agreement whereby NEHTA will assist the RACGP as they prepare the next version of the RACGP Standards for General Practices which is the foundation for Practice Accreditation. NEHTA will also be the major sponsor of the RACGP National Conference in 2010. As part of this sponsorship, 12 topics that relate to the Standards will be developed as topics to promote e-health to consumers. One topic is being developed each month and a news release is being distributed to media outlets with a view to them picking up the story. This is mainly a mainstream print media campaign.

### **Events**

National and international health promotion days and health priority area conferences e.g Women's health conference in February and the Health Summit will receive The HealthBeyond magazines to give to delegates. These magazines are being distributed to a range of consumer health conferences in 2010.

### **The Model Healthcare Community (MHC)**

A consumer day is scheduled for February at the Model Healthcare Community whereby consumer representatives from

- The Consumers' Health Forum of Australia
- The Australian Consumer Association, and
- Health Consumers of Rural and Remote Australia

member organisations and other consumers groups will be invited to attend a MHC tour. The tour is designed to inform consumer representatives on how the HI Service will work, highlighting benefits to consumers. Each attendee will be given an information pack with articles and other materials they can use to place in their respective communication channels. A photographer will also be in attendance on the day to photograph the representatives at the day for publication in their newsletters.

### **Mobile Model Healthcare Community**

A consumer centric mobile (pop-up) version of the model healthcare community is being developed to enable the general public to have an understanding of how healthcare identifiers will benefit them as a key foundation for e-health. Four pop up MHCs will tour shopping centres in regional areas of Australia commencing in Queensland and NSW in March. Each pop up MHC will be manned by 2 personnel who will assist consumers in their understanding of identifiers and what they mean for them. Each visitor

to the pop up MHCs will go on some kind of patient journey to have a first hand experience of the IHIs. Concepts and road show logistics are currently being developed with a launch date scheduled for March 1.

## **Branding**

Effective branding around e-health and the Healthcare Identifier is essential to help diverse audiences understand what is being delivered, by whom and where they need to go for more information.

A branding model has been agreed upon for the HI Service in relation to Medicare Australia, other government agencies and the future development of the wider e-health strategy.

Therefore the Campaign Palace has been tasked to develop a single e-health sub-brand on behalf of jurisdictions, consisting of a new trademarked logo that can represent the HI Service and sit alongside the master brands of jurisdictional governments/departments, NEHTA and Medicare Australia and any other organisations or projects that are part of the e-health agenda. This sub-brand would work alongside a lexicon of preferred terms that will describe projects and programs in the e-health space to ensure consistency between agencies.

This will also serve the strategic purpose of providing a consumer-friendly e-health brand to introduce a future individual electronic health record.

A detailed style guide outlining the specifications and use of the proposed brand and associated elements is being developed.

## **Online Media**

### **e-health website**

[www.ehealthinfo.gov.au](http://www.ehealthinfo.gov.au) is a jurisdiction (federal and state health departments) owned website to serve as the primary internet gateway to e-health information and knowledge. This website will be the focal point for sharing the combined activities and knowledge of e-health stakeholders, delivering information and knowledge to healthcare managers and providers, as well as providing healthcare consumers with an authoritative information source.

The site will serve to raise awareness of e-health and provide general information in addition to information that's specific to particular industry audiences.

This site will have a soft launch on February 5<sup>th</sup> with a large public launch by the end of February.

### **Podcasts and online films**

A series of podcasts and films are being produced for [ehealthinfo.gov.au](http://ehealthinfo.gov.au) on basic information about the identifiers and what e-health will mean for consumers. This material will be syndicated to other websites e.g. jurisdictional websites, consumer peak websites and potentially other lifestyle, wellness web channels and on YouTube where appropriate. Some of this material includes:

- e-health and the consumer – The future with e-health – short film with Professor Kerry Phelps
- Privacy and trust podcast
- The Healthcare Identifiers and what it means for you podcast

**Web 2.0****E-health Blog**

NEHTA is sponsoring an e-health blog that is being established and managed by blogger Charles Wright. The purpose of the blog is to give consumers with an interest in technology factual information about e-health and the HI Service and to combat other sources of misinformation.

**Search Engine Optimisation**

Google Searches/ Search Engine Optimization – leveraging key word searches and tactics to place targeted content online. An online and search engine strategy is being developed to drive traffic to the blog and ehealthinfo.gov.au including other online material we need to highlight.

**Twitter**

Using Twitter as an announcement tool to drive traffic and highlight topics and issues of significance online e.g of the use of Twitter tweets are

- Update on NEHTA's work and milestones
- Crisis issues management
- Event news
- Australian e-health news