



Better health, together

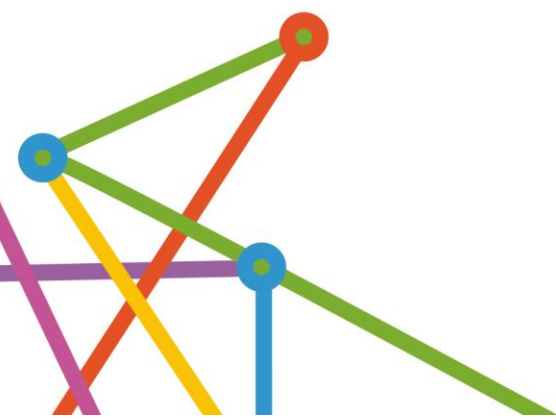
Welcome Pack

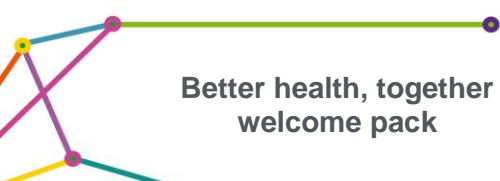
2019



**WA Primary
Health Alliance**
Better health, together

phn
PERTH NORTH, PERTH SOUTH,
COUNTRY WA
An Australian Government Initiative





**Better health, together
welcome pack**



7 February 2019

Dear service provider,

WA Primary Health Alliance is excited to be working with you to achieve Better health, together.

WA Primary Health Alliance is working to build a robust and responsive patient-centred primary care system through innovative and meaningful partnerships at the local and statewide level.

We work closely with the health and social sectors, government and community to develop solutions to improve the efficiency, effectiveness and coordination of healthcare. We aim to improve access to the primary healthcare services for Western Australians, particularly those at risk of poor health outcomes, to keep more people well and out of hospital and ensure they receive the right care in the right place at the right time. WA Primary Health Alliance has key performance indicators to meet around increased rates of mental health treatment, immunisation and cancer screening rates as well as a decrease in potentially preventable hospitalisations.

We are committed to working in partnership with all current and prospective service providers working to improve health outcomes and equity for Western Australian families and communities. To this end, please find enclosed information on relevant services, support and initiatives WA Primary Health Alliance is involved in that may be of benefit to you included in this pack along with your contract.

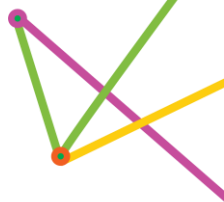
We look forward to working with you into the future to continually improve our primary healthcare system across Western Australia.

Yours sincerely,



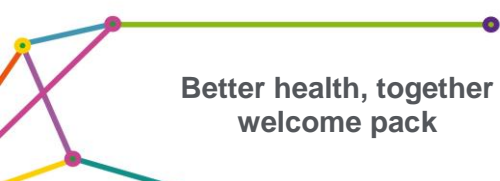
Learne Durrington
WA Primary Health Alliance CEO

Better health, together



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Fostering a Culture of Sharing

WA Primary Health Alliance promotes and facilitates a range of opportunities to foster a culture of sharing, feedback and stakeholder engagement in primary care.

Better health, together

What is Better health, together?

Better health, together is an online knowledge-sharing initiative that invites service providers, researchers, community, consumers, family and carers to share their insights and help inform primary care planning and delivery in WA.

There are several parts to this new initiative;


- an online platform, an online consultation page supporting stakeholders to give their input to WA Primary Health Alliance on a continuous basis;
- a series of online videos from WA Primary Health Alliance CEO, Leanne Durrington, to encourage online discussion on key issues in primary health;
- an invitation to join the Better health, together Panel, a register of stakeholders who are invited to respond to ongoing strategic level consultation; and
- a soon to be launched e-newsletter.

What are the benefits to you of Better health, together?

Better health, together provides a quick and easy way to share insights and information from your perspective as a service provider. This means you can share real time information on the themes and trends you are observing. Feedback from stakeholders has been that they often are unsure where or how to share all the knowledge they have of healthcare needs and trends, or the feedback gathered through their own engagement activities that could reduce duplication and inform broader system level planning.

Why is Better health, together important to WA Primary Health Alliance?

WA Primary Health Alliance's purpose is to build a robust and responsive patient-centred primary healthcare system through innovative and meaningful partnerships at the local and state-wide level. In order to achieve this, we need input from as many stakeholders as possible to inform our planning, and ensure we are commissioning the right health services in the place they're most needed.



The insight received through Better health, together will inform our ongoing needs assessments so we can continue to identify the priority health needs of the population in each Primary Health Network region, keep informed of emerging health trends and changes and be able to commission the most appropriate local services. This will help us achieve our vision of improving health equity in Western Australia.

How can you support Better health, together?

We want to hear from you and your communities about your experiences of the primary healthcare system. Help improve health planning in the community you serve by sharing the link to Better health, together with your staff and clients and encouraging them to share their opinions and experiences with health services, and the service needs in their community.

We also want to hear from you – if a new service has opened, moved or changed; there are particular health trends or themes emerging in your region; you have a story that demonstrates the difference our work is making in your area; or you have any other feedback regarding the needs assessment, please let us know via Better health, together.

Who can help with further information?

For more information contact Jane Harwood (Stakeholder Engagement Manager) on (08) 6272 4948 or jane.harwood@wapha.org.au



Primary Health Exchange

What is Primary Health Exchange?

Primary Health Exchange is WA Primary Health Alliance's online consultation hub – an online engagement website which offers one opportunity for our stakeholders to contribute to projects and share their thoughts on the planning and design of primary healthcare in WA. We recognise that engagement is an ongoing process and Primary Health Exchange provides people with this platform to exchange ideas, opinions and experiences across primary health.

What are the benefits to you of Primary Health Exchange?

Primary Health Exchange has a number of Communities of Practice that have been established to enable stakeholders and service providers to engage with each other, share information and resources and facilitate discussion on key topics of interest. A number of these communities have been established by external stakeholders who run the group in partnership with WA Primary Health Alliance. Primary Health Exchange can also be utilised to complement your existing engagement with your stakeholders. Service providers are also invited to join the Online Stakeholder Panel by registering through Primary Health Exchange.

Why does WA Primary Health Alliance support Primary Health Exchange?

WA Primary Health Alliance is committed to developing open, accountable and respectful relationships with all stakeholders across the primary health spectrum. While we have a range of formal and informal networks to build stakeholder relationships and encourage input, Primary Health Exchange enables us to make new connections with stakeholders and the wider community.

We also use Primary Health Exchange to improve collaboration and integration of services and help join up our health system by hosting communities of practice to support networks with a common interest.

Primary Health Exchange is designed to support and encourage people to get involved in the planning of local primary health care in WA to ensure we commission the right services in the right place. We regularly run consultations to involve the community in our projects; provide information to support the commissioning of services; give people the opportunity to submit feedback on local health issues and needs in their area and regularly post local updates and initiatives that are happening in each of our regions across the State.



How can you support Primary Health Exchange?

1. Regularly visit <https://phexchange.wapha.org.au> to see what activities are currently open for comment and look out for links to targeted online engagement that are seeking your input.
2. Visit the page for the region you are based in to stay up to date and contribute to the latest news and projects in your region.
3. Promote relevant online engagement activities to your service users and broader communities by sharing links with your networks.

Who can help with further information?

For more information contact Nicola Blacker (Engagement Support Officer) on (08) 6278 7938 or nicola.blacker@wapha.org.au



Directories, Referral and Support

WA Primary Health Alliance has a role in facilitating networks and relationships that join up the parts of the wider health system for all stakeholders. There are several specific initiatives that support local referrals, networks and relationships for the benefit of everyone.

HealthPathways WA

What is HealthPathways?

HealthPathways WA is an online clinical decision support tool used by clinicians to help make assessment, management and specialist request decisions for over 550 conditions.

Instead of traditional guidelines, each pathway is an agreement between primary and specialist services on how patients with particular conditions will be managed in the WA health system. HealthPathways is designed to be used at the point of care to provide the primary care clinician with information on the diagnostics, medicine, and community and specialist assistance available to meet the needs of their client/patient.

What are the benefits to you of HealthPathways?

- Improves health services delivery across WA by facilitating collaboration between clinicians and practitioners, including GPs and specialists;
- Is tailored to local health services (e.g. referrals to local specialists) to ensure the right care is delivered in the right place;
- Promotes seamless, consistent care for patients and improves navigation of the healthcare system;
- Is an up to date resource with pathways that are continually being developed, reviewed and refined to include the most current information, including details of the treatment and support service that you offer.

Why is HealthPathways important to WA Primary Health Alliance?

HealthPathways is a core element of the support that WA Primary Health Alliance provides to primary healthcare professionals, including GPs, to ensure patients access the right care in the right place at the right time. It is key to achieving our primary objective of improving health outcomes and patient experience.

Pathways include up to date local health service information, providing clinicians with local referral options and resources. By combining clinical and health service information in one place, HealthPathways enables a more seamless, effective and complete patient journey in support of our vision for improved health equity.



How can you support HealthPathways?

As a health service provider you can request a log-in to HealthPathways and make use of it in your organisation. You have a contractual obligation to work with the HealthPathways team to ensure the information about the service you provide is included on the HealthPathways website. This includes the service description, contact details, address of all branches, inclusion and exclusion criteria, cost, wait time and the referral form.

Who can help with further information?

Your Contract Relationship Manager is your first point of contact. For updates or queries specific to HealthPathways, and to request a login, please contact the HealthPathways team via email on healthpathways@wapha.org.au



My Community Directory

What is My Community Directory?

My Community Directory is an online directory of health, social and community services, with over 18,000 users and more than 16,000 organisations listed. WA Primary Health Alliance has partnered with My Community Directory to lead the development and promotion of this online resource to connect people and services across WA.

My Community Directory is an established platform that is widely used across the country by a range of health, community and government organisations. Partnerships already exist in WA between My Community Directory and the Mental Health Commission, Uniting Care West and some local governments.

What are the benefits to you of My Community Directory?

- Sign up for free to list your service, with the ability to update your listing anytime
- Connect to other services to boost your professional and referral networks
- See what other services are available within a particular search radius
- Access resources and support online from the My Community Directory team
- Book time with the Engagement Team at WA Primary Health Alliance for an introduction on how to use the features of the Directory

Why does WA Primary Health Alliance support My Community Directory?

WA Primary Health Alliance sees supporting and promoting this platform as one way of reducing fragmentation and improving system navigation for service providers and community. A well populated and frequently used directory will also provide valuable data to support WA Primary Health Alliance to map services across WA and inform our future service planning.

My Community Directory is open for anyone in the community to access and contribute to and any user of the directory can update an incorrect listing or suggest a listing to add, My Community Directory is a dynamic, evolving resource owned by the collective community. It has the potential to provide a single directory for all the services that keep people well, supporting local networks and improving knowledge of what services and activities are available.



How can you support work on the Directory?

- List your service or check your existing listing, check the services in your local area are listed and add them or update any missing information.
- Share links to My Community Directory to let consumers and colleagues know about the Directory and also consider adding a link on your own website.

Who can help with further information?

The My Community Directory support can help with queries about listings and memberships, via email at support@mycommunitydirectory.com.au

For information on the Directory features and on the planning data available through the relationship WA Primary Health Alliance has with My Community Directory, contact Jane Harwood (Stakeholder Engagement Manager) on (08) 6272 4948 or jane.harwood@wapha.org.au



Leading the Way

WA Primary Health Alliance has a unique role in leading system level change by setting the standard and tone for the way that primary care as a whole needs to respond.

LGBTI Diversity & Inclusion

There is sound evidence to show poorer health and mental health outcomes for LGBTI communities that is directly related to experiences of stigma, prejudice, discrimination, abuse and exclusion. LGBTI people in Australia still experience discrimination, harassment and hostility in many parts of everyday life, including when accessing health services.

To show our commitment to diversity and inclusion, WA Primary Health Alliance has committed to achieve Rainbow Tick accreditation.

What is Rainbow Tick?

The Rainbow Tick is a set of six accredited standards that supports organisations to develop and implement inclusive practices for the LGBTI community. These standards are:

1. Organisational capability
2. Workforce development
3. Consumer participation
4. A welcoming and accessible organisation
5. Disclosure and documentation
6. Culturally safe and acceptable services

The Rainbow Tick is a world first benchmark for LGBTI-inclusive practice, which signals to consumers, staff and volunteers that an organisation has been independently assessed as having met the required standards and that LGBTI people will be welcomed and receive high quality LGBTI-inclusive care and services.

Why is Rainbow Tick important to WA Primary Health Alliance?

Achieving Rainbow Tick accreditation is important for WA Primary Health Alliance as it reflects our genuine commitment to promoting LGBTI pride, diversity and inclusion within the organisation and within the primary and social care sectors.

As the peak commissioning body for primary care services in WA, Rainbow Tick accreditation will give us the tools to become an innovative and inclusive organisation that will drive a supportive and productive workplace that recognises and welcomes sexual and gender diversity.



How can you support diversity and inclusion within your service?

WA Primary Health Alliance is committed to building our capacity to work inclusively with LGBTI communities and champion the change that is required to embed LGBTI inclusive practice within our organisation and our stakeholders.

Your support is important to us and we look forward to working with you throughout the accreditation process and beyond. We welcome any opportunities you can recommend that can support our work towards accreditation and in our ongoing development as a champion of diversity and inclusion.

Who can help with further information?

Ask your Contract Relationship Manager for more information on Rainbow Tick accreditation.

My Health Record

What is My Health Record?

My Health Record is an Australian government initiative operated by the Australian Digital Health Agency to enable sharing of clinical information with registered health providers across Australia. A My Health Record is a secure online summary of an individual's health information which authorised healthcare providers can view and add to. By early 2019 every Australian will have a digital My Health Record, unless they actively choose not to.

Having a My Health Record means that whether someone is visiting a GP for a check-up, attending a specialist appointment or is in an emergency room following an accident and unable to talk, healthcare providers involved in their care can access their critical health information, including allergies, existing medical conditions, current medications a person may be taking, and test results.

Why My Health Record?

WA Primary Health Alliance supports My Health Record as an important enabler of a wider approach to reduce fragmentation within the health system. As more people use My Health Record, Australia's national health system will become better connected, resulting in faster and more efficient care for all Australians.

My Health Record puts patients in control of their health information and gives service providers the ability to access key up-to-date information about patients such as shared health summaries, discharge summaries, prescription and dispensing records, pathology reports and diagnostic imaging reports.

Benefits of My Health Record include:

- Timely access to critical information for individuals and health professionals, supporting improved decision making and continuity of care
- Enhanced patient self-management
- Improved safety - in a medical emergency, healthcare professionals can view health information on allergies, adverse reactions and medical conditions enabling them to provide the best possible care
- Increased efficiency by reducing time spent gathering information and reducing duplication of tests and services
- Strong security, with strict rules and regulations on who can see or use an individual's My Health Record



How can you support My Health Record?

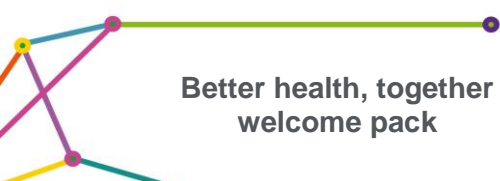
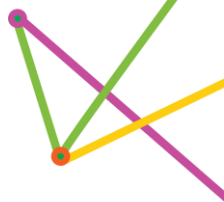
In your capacity as a primary care provider we encourage you to promote and support use of My Health Record. This can be by displaying posters and material in waiting rooms, encouraging clients to be active users of their My Health Record and encouraging any authorised health professionals in your team to upload relevant information. Some contracts are specific about the assistance and promotion required of them.

Who can help with further information?

Speak to your Contract Relationship Manager about any contractual obligations in relation to My Health Record.

For more information on My Health Record visit www.myhealthrecord.org.au or contact the My Health Record team via myhealthrecord@wapha.org.au for assistance with promoting My Health Record or for information about registering for a My Health Record.

Follow WA Primary Health Alliance on Facebook via www.facebook.com/waphaphns to receive regular updates about what My Health Record can do for you and your clients.



**Better health, together
welcome pack**



Reflect Reconciliation Action Plan

What is a Reconciliation Action Plan (RAP)?

A RAP is a strategic document that aligns with our business plan and includes practical actions that will drive our contribution to reconciliation both internally and in the community across WA. Guided by Reconciliation Australia's RAP Framework, which sets out a structured approach to advance reconciliation, WA Primary Health Alliance has developed a Reflect RAP.

Our Reflect RAP outlines the steps required to achieve our vision to improve our effectiveness in delivering culturally respectful services to improve Aboriginal health outcomes in WA. This process will help to produce future RAPs that are meaningful, mutually beneficial and sustainable.

Why is the RAP important to WA Primary Health Alliance?

WA Primary Health Alliance has a vision to improve health equity and the health status of Aboriginal people. WAPHA is currently developing an Aboriginal Health Strategic Plan and our RAP will support this strategy and reaffirm Aboriginal stakeholder engagement and co-design for improved health services to reduce health disparity and mortality among Aboriginal people across the State.

Our Reflect RAP marks the beginning of our long-term commitment to building internal respect and relationships with Western Australia Aboriginal people and communities, Closing the Gap and advancing reconciliation. The RAP will guide our work with Aboriginal people to better understand and respond to their needs and aspirations as well as underpin collaboration with organisations that support Aboriginal people.

How can you support our RAP?

WA Primary Health Alliance is committed to building connections across the health system to further improve access for Aboriginal people to targeted care that is effective and culturally appropriate.

Our commissioning principles include contracting culturally competent services and we encourage all our service providers to enhance their cultural competence through employment of Aboriginal staff, having your workforce complete training in cultural safety practices or by embracing a RAP for your organisation.

You can access our RAP through the WA Primary Health Alliance website at www.wapha.org.au

Who can help with further information?

For more information on our current RAP or Aboriginal Health, please contact Annie Young, Aboriginal Health Manager via annie.young@wapha.org.au

The Alliance Against Depression

What is the Alliance Against Depression?

The Alliance Against Depression is an integrated, community-based approach to tackling depression and suicide. It is recognised as the world's best practice for the care of people with depression and in the prevention of suicide. The initial implementation of the framework in the trial region of Nuremberg, Germany (The Nuremberg Alliance Against Depression) resulted in a 24 per cent reduction of suicidal acts within a two-year period. The Alliance Against Depression can be adapted to meet the specific cultural and regional needs of a community and has been successfully implemented internationally.

The Alliance Against Depression Framework

The evidence from the European Alliance Against Depression studies revealed that while there is value in intervening through each element, real impact on the treatment of depression and reduction of suicide only comes with integration of all four components.

Why is the Alliance important to WA Primary Health Alliance?

Good mental health is fundamental to the wellbeing of individuals, families and communities. WA Primary Health Alliance understands the important role primary care plays in supporting communities to be mentally healthy.



WA Primary Health Alliance is leading the implementation of the Alliance Against Depression as a key strategic approach to achieving the vision of improved health equity in WA. The strong link between depression and suicide requires a focus on improving access to primary mental healthcare for all people. This can be achieved by raising awareness of depression, by increasing the number of people who seek treatment, and by reducing stigma associated with depression and suicide.



How can you support Alliance Against Depression?

- Start or join local Alliances in your area.
- Promote awareness about depression throughout your service and encourage service users, staff and your broader community to talk about depression.
- Support people to get help when they need it.

Who can help with further information?

For more information on the Alliance Against Depression, or to find out how you can start an Alliance in your community or contribute to an established Alliance, please contact the Alliance Against Depression Coordination Centre on alliance@wapha.org.au or visit www.phexchange.wapha.org.au/AAD

Outcomes Focused Commissioning

What is outcomes focused commissioning?

For WA Primary Health Alliance, outcomes focused commissioning is the process of putting in place primary healthcare solutions/services/activities that effectively meet the health needs of the population in the Primary Health Network's (PHN) region.

Commissioning is a complex process which includes:

- Assessing, analysing and prioritising the local population health and service needs
- Prioritising health and service needs;
- Identifying options, outcomes and measures to address these priorities;
- Specifying outcomes of the services/solutions which will be procured/secured;
- Securing services; and
- Monitoring quality and continuous improvement of services, supported by outcome measurement that focuses on ensuring that the solutions/services/activities have effectively met the health needs of the community.

What are the benefits to you of outcomes focused commissioning?

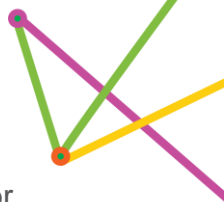
Outcomes focused commissioning and reporting enables service providers to measure, report on and share clients impact journeys. By prioritising outcomes and measuring the best evidence of how clients are better off as a result of accessing their service, providers are well placed to monitor, continuously improve and be accountable for clients outcomes.

Why is outcomes focused commissioning important to WA Primary Health Alliance?

PHNs were established with the aim of increasing the efficiency and effectiveness of health services for patients, particularly those at risk of poor health outcomes; and of improving coordination of care to ensure patients receive the right care in the right place at the right time. Outcomes focused commissioning is central to achieving those aims and ensuring that the services WA Primary Health Alliance commissions improve health outcomes through the commissioning of appropriate services where they are most needed.

To achieve our vision of improved health equity it is critical WA Primary Health Alliance commissions solutions that:

- Build capacity within the place through place-based, flexible design that works for local providers and meets local needs

- 
- Increases accessibility, reduces inequity and increases access for vulnerable, under-serviced and hard to reach groups
 - Coordinates care across the continuum, simplifies access and navigation of the primary healthcare system and ensures people receive the right care, in the right place at the right time
 - Deliver services with a person-centred, holistic approach
 - Creates locally sustainable health systems that utilise early and low intensity interventions and stepped care community based approaches for better individual and population health

About the Outcomes Framework

The WA Primary Health Alliance Outcomes Framework contains a set of consistent outcomes indicators developed to demonstrate changes in the health outcomes of clients. The indicators align with our role in achieving outcomes-based contracting in the primary care sector and reflect the shift from traditional commissioning that focuses on processes and activities to a focus on patient/client outcomes and experience.

It is intended to be used as a tool for services to identify priorities for quality improvement and to demonstrate the progress they are making on improved health and wellbeing outcomes for their clients.

How can you support outcomes focused commissioning?

As we learn, grow and refine the approach to commissioning for outcomes, we have committed to developing a suite of outcomes indicators that can be applied consistently across commissioned services to enhance accountability and transparency for both WA Primary Health Alliance and commissioned service providers. These will be integrated into the reporting required from commissioned service providers from January 2019.

Who can help with further information?

Contact your Contract Relationship Manager or refer to our website (www.wapha.org.au) for further information.

General Practice Support

What is general practice support?

WA Primary Health Alliance's Practice Support framework includes several offerings for general practice depending on the level of support they need and how they prefer to receive it. This framework aims to support general practice providers, principals, managers, clinicians and administrators to develop viable and sustainable businesses to deliver high quality primary healthcare services to the community.

How can general practice support benefit you?

The Practice Support framework encompasses all aspects of general practice support. The following services are provided free-of-charge to all general practices in Western Australia:


- A toll-free help desk which can provide a quick response to most common queries;
- A dedicated website with a variety of resources such as fact sheets and templates;
- Practice support visits from placed-based Primary Health Liaison staff;
- Comprehensive Primary Care and Health Care Homes support for enrolled practices; and
- Educational webinars, networking events and regional workshops.

Practice Support visits, training and resources include information on:

- General practice accreditation and business management;
- Implementing digital health initiatives, including telehealth, data collection and My Health Record;
- Government initiatives and incentives, such as Immunisation and Cancer Screening;
- Interpreting the Medicare Benefits Schedule; and
- Practice Incentives Program.

Why is General Practice support important?

WA Primary Health Alliance advocates for the pivotal role primary healthcare plays in helping people stay well in their community. We support practices with the necessary tools and information to navigate the health system and maximise efficiency and effectiveness, so they can focus on delivering essential healthcare to their patients.



Supporting general practice and providing opportunities to connect primary healthcare and the broader health system to reduce fragmentation is key to achieving our mission of building a robust and responsive patient centred primary health care system through innovative and meaningful partnerships.

Who can help with further information?

Contact your Contract Relationship Manager to find out how local Primary Health Liaison staff can support practices you work with or for additional information on the practice support WA Primary Health Alliance provides.



Media and Branding

Media engagement and promoting your service: A guide for contracted service providers

In overseeing the strategic planning and commissioning functions of WA's three Primary Health Networks (PHNs), WA Primary Health Alliance is responsible for informing Western Australians of activities funded by the Australian Government's PHN Program.

WA Primary Health Alliance encourages open communication by service providers with the media to promote commissioned services, however to support clear and consistent messaging this must be conducted within the following parameters:

Media announcements

Media announcements of new service launches, funding or significant changes to a service model must be undertaken by WA Primary Health Alliance as the commissioner to ensure a consistent and coordinated approach to media and liaison with the relevant Federal representatives.

All other announcements can be made by the service provider, but the media release must be sent to WA Primary Health Alliance for approval and consideration of including a quote, allowing at least two working days for approval.

Media enquiries

If the enquiry is related to funding of the service, health policy affecting the service or any issues deemed sensitive, controversial or that may result in negative coverage, you must not respond, rather immediately bring it to the attention of the Corporate Affairs Advisor.

If the enquiry is related to a routine, positive aspect of your service provision, you should respond. Please inform us about these enquiries so we can share your good news and include a quote when appropriate.

Nature and scope of media comment

When dealing with the media to promote commissioned services, it is important that comments remain factual, transparent, and within the immediate scope of service delivery.

It is important that commissioned providers do not seek to represent the views of WA Primary Health Alliance, which may only be represented by official WA Primary Health Alliance representatives.



Acknowledgment of funding and support

The Australian Government's support of a service commissioned by WA Primary Health Alliance must be acknowledged in any article or media release written by a commissioned provider using the following wording:

This [service/program/event] is supported by WA Primary Health Alliance under the Australian Government's Primary Health Networks Program.

Please always refer to our organisation as WA Primary Health Alliance, unless there is the need for multiple mentions, in which case spell out the first time followed by (WAPHA).

For assistance with any of the above, please contact WA Primary Health Alliance's Corporate Affairs Advisor, Fiona Clark on 0437 563 735 or fiona.clark@wapha.org.au

Good news stories

WA Primary Health Alliance encourages good news stories associated with its commissioned services to be shared with the news media and other communication channels, including the Better health, together platform.

Except for the instances outlined above, service providers are encouraged to liaise directly with the media to share their stories firsthand, as this is a wonderful way to celebrate success and increase awareness of new and existing services.

The WA Primary Health Alliance Corporate Affairs Team can provide service providers with expert quotes, interviews and photo opportunities as needed.

Service providers who keep WA Primary Health Alliance informed of communication with the media about commissioned services can also benefit from further promotion within a range of publications and websites run by WA Primary Health Alliance, targeting the primary care sector, general practice and the community.

Please submit your story via WA Primary Health Alliance's Better health, together platform at:

<https://app.smartsheet.com/b/form/4ce28662919c4983bf4f05d7ccb0a089>



Sharing your story

The WA Primary Health Alliance Corporate Affairs Team is available to advise service providers on the best channels and media outlets for good news stories. Suggested channels for promoting good news include:

News media - Daily newspapers, local community papers, television and radio news, talkback radio, and magazines are always interested in hearing about the client journey of people living in the distribution area, and the experiences of health professionals who are relevant to the publications audience.

Newsletters - In addition to service provider publications, potential clients and referrers can also be reached through health professional, peak body and community organisation newsletters.

Websites and social media: Service providers can increase engagement with their online content by encouraging other relevant organisations to share posts or links or by providing suggested social media and website content they can post themselves.

Service providers can promote content through WA Primary Health Alliance social media channels by using these tags:

Twitter: @waphaphns

Facebook: @waphaphns

Who can help with further information?

For further support and advice with media engagement and promotion of commissioned services, please contact our Corporate Affairs Team at: communications@wapha.org.au

For urgent or detailed advice, please contact Fiona Clark (Corporate Affairs Advisor) on (08) 6272 4905 or 0437 563 735, Fiona.Clark@wapha.org.au