
Let's Get Digital – My Health Record

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Australian Digital Health Agency



My Health Record

Our vision

'Better health for all Australians'



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My Health Record

Better health for all Australians. Safe, seamless, secure.



1.

Support me in making the right healthcare choices, and provide me with options



2.

Help all the people who care for me to understand me, and together, provide safe and personalised care



3.

Create an environment where my healthcare providers and I can use and benefit from innovative technologies



4.

Preserve my trust in the healthcare system and protect my rights



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My Health Record

My Health Record



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My Health Record

My health record is a secure online summary of your health information

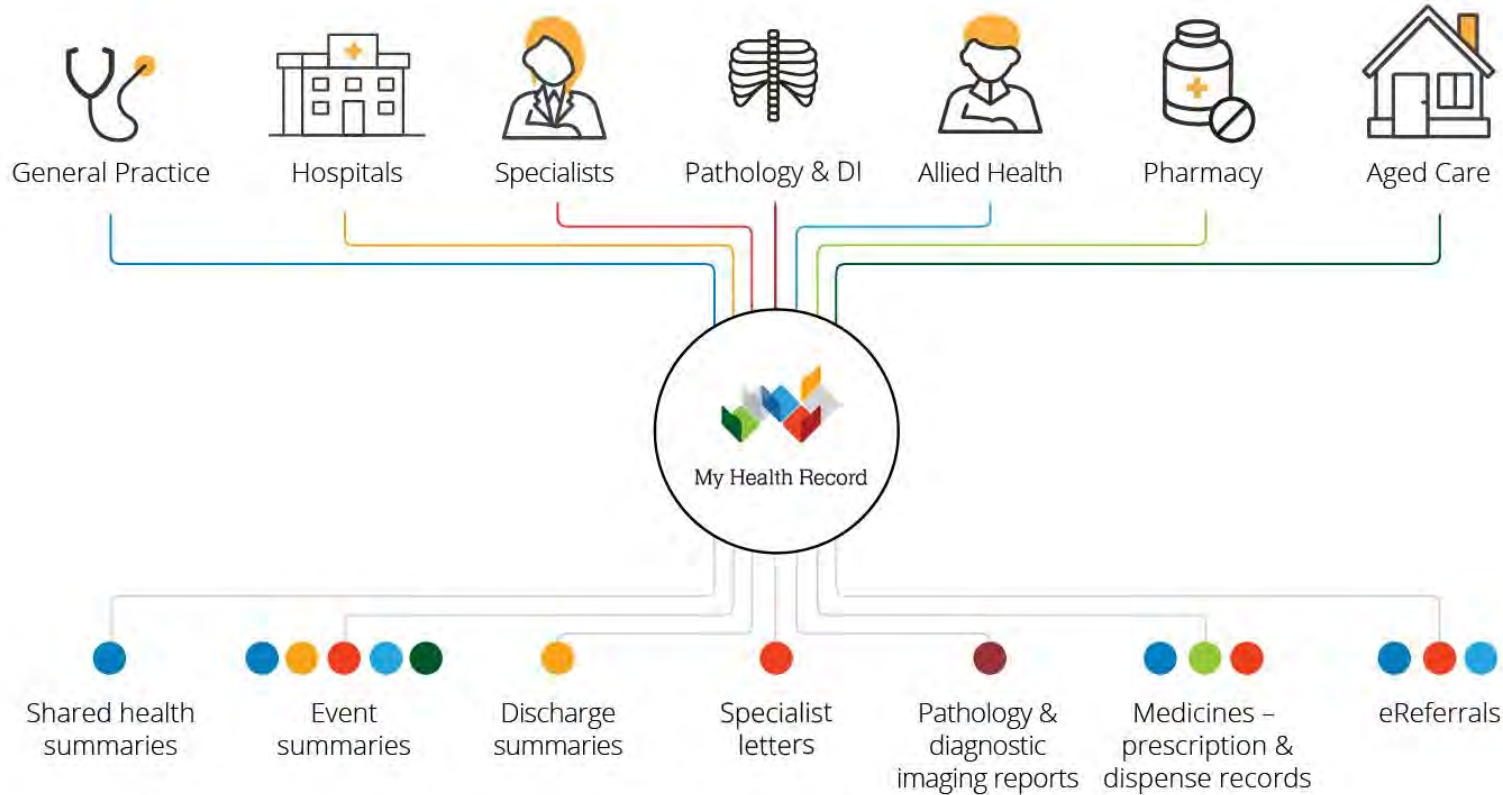
- You can choose who it's shared with
- You can choose who can access it
- You can choose what's in it.



The My Health Record system operates under the *My Health Records Act 2012*. The act establishes:

- The role and functions of the system
 - A registration framework
 - A privacy framework





Key My Health Record system benefits



Avoid adverse
drug events



Improved systems



Enhanced patient
self-management



Improvements
in patient outcomes



Reduced time
Gathering information



Avoided duplication
services



Transforming quality, experience & value



Improving medication safety

Access to information for people and their care providers

Reducing unnecessary test duplication

230,000 hospital admissions due to medication misadventure

Supporting self-management

Reducing test duplication by 18%

Reducing wasted search time in GP/medical practices and hospitals

Visibility of information in other systems

2 of 3 patients experience a medication error on admission



Privacy and Access: patient confidentiality



An individual can choose to decline access to specific documents within their My Health Record



They can restrict access to their record by establishing a code (RAC) that will mean only organisations given the code can access any part of their My Health Record



They can subscribe to SMS or email alerts that report the first time their My Health Record has been accessed by a healthcare provider



In an emergency, a clinician can exercise a 'break glass' facility – but instances are carefully monitored and reported to the individual



A consumer can see the access history of their record at anytime

The Australian Privacy Commissioner is the independent regulator of the privacy aspects of the My Health Record system.



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We are committed to ensuring every Australian benefits from having a My Health Record, however we know not every individual may want one.



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Which is why every Australian will be given the opportunity in 2018 to opt out from having a digital health record created.



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My Health Record

Your health record
in your hands
myhealthrecord.gov.au



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My Health Record

Community Engagement and Awareness



My Health Record

phn

An Australian Government Initiative

My Health Record Expansion Program Consumer Objectives



To inform every Australian that they are going to have a My Health Record created for them in 2018 - unless they tell us they don't want one during the opt out period from July 16 – October 15.



This will be achieved through comprehensive, wide-reaching multi-faceted and targeted engagement and awareness activities.



Target Groups

General public

Rural and remote communities

Multi-cultural communities

Aboriginal and Torres Strait Islander People

People with a mental illness

People with chronic conditions

Disability sector and carers

Older Australians



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Community Engagement Activities



Local, grassroots engagement through PHNs across Australia.



Dedicated community engagement staff, who have identified and are attending hundreds of local events, shows, forums and briefings, reaching hundreds of thousands of residents.



Engagement with local community organisations e.g. service clubs, sporting clubs, peak health bodies, consumer groups, government organisations, parenting and support groups, MPs and local councillors.

Advertising Strategy



Wide range of advertising options specifically developed by each state in consultation with local PHNs

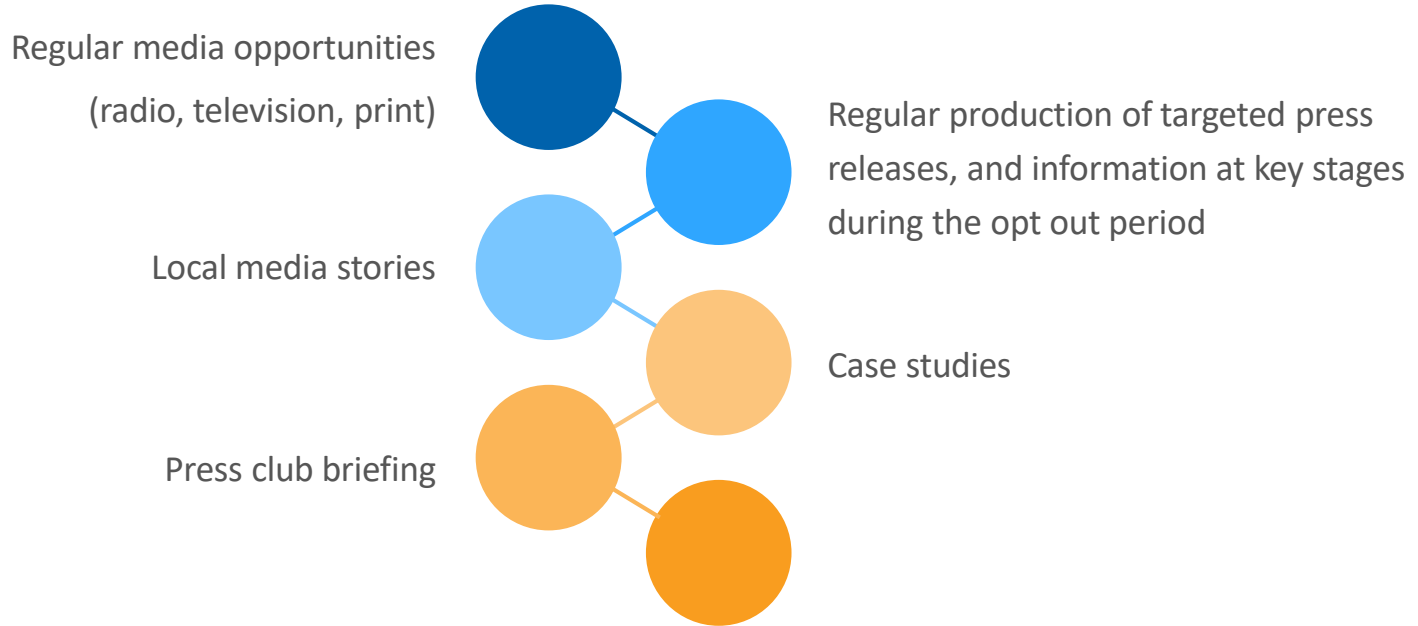
Wide range of publications, including advertising and editorial

Specific strategies for targeted groups

Community champions



Media Strategies



Social Media Strategies

National Facebook, Twitter and Instagram campaign

Sharing posts to PHNs and stakeholders for wider distribution

Showcasing local champions

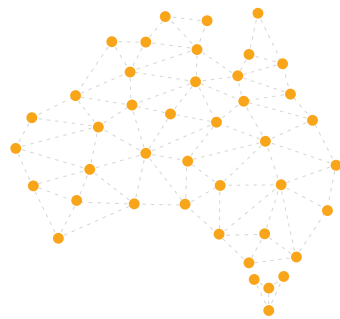
Photographic, video and written content

Social media influencers

Paid advertising

Dedicated website





Questions

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System Demonstration



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Thank you



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