

## COMMUNICATIONS AND MARKETING - CONSUMERS

### Why is this important?

- Drives demand
- Contributes to enabling patient health literacy

### Who do we need to target?

- Patients
- Carers including family
- Communities in need eg) refugees, indigenous communities

### What are the key messages, key concepts and consistent terminology?

#### 1. Key messages:

- Explanation about **what telehealth is**, including that it is a treatment option, they have a choice, and sometimes it's not appropriate
- The **benefits of telehealth** include...
  - Improved quality of care
  - Improved health outcomes
  - Easy, safe, accessible and convenient
  - Continuity of care
  - Enables connections between Specialists, GP's and patients
- **Support is available** to learn and help – at both hub & spokes
- **Information is available** re how to connect eg) If patient will connect with hub service - provide information from that service
- You have **a choice to request** telehealth

#### 2. Key concepts:

- Consumer friendly information
- One size does not fit all – must be specific to individual consumers needs eg) CALD considerations, age appropriate
- Multi- platformed approach

#### 3. Consistent terminology

- ATIP definition – 'Telehealth is the delivery of accessible, patient centric healthcare services, at a distance using information and communication technologies (ATIP, August 2017)  
N.B. This definition of telehealth is inclusive of the terms telemedicine (often used to refer specifically to medical consultations) and telecare (often used to refer broadly to provision of monitoring and care that enables patients to maintain independence and safety while remaining in their own homes or communities).
- Video conferencing is one aspect of telehealth

**How can this be achieved?**

- Website information
- Patient appointment letters and/or emails
- Handouts
- Video/animation clips
- Media releases – local paper
- Presentations
- Social media
- Telehealth coordinator or clerical support person to hold hand initially
- Support built into certain roles eg) clerical desk clerics

**When?**

- Every opportunity

**What is available already?**

- Healthdirect resources
- Health service telehealth web pages
- Videos/animations within some webpages
- Handouts [Share]