



?	<b>PRODUCTS</b>	?
<b>Brochures</b>	<b>Stock photos</b>	<b>Media – news stories</b>
<b>Website</b>	<b>Video</b>	<b>Stand-up banners</b>
<b>Clinician stories</b>	<b>Posters</b>	<b>Patient stories</b>
?	?	?

## PRODUCT :: PEOPLE :: PLACE

- Who is your audience?
- What is the key message or call to action?
- What are your options?
- Is it the best media or option?
- Cost effective?
- Likely to work?
- Possibilities to re-purpose?
- **Sustainable?**

?	PEOPLE	?
Volunteers	Ward staff – discharge planning	Media – broader community
Switch board	Bookings staff	Aboriginal Liaison Officer
Ward nurses; Junior doctors	Your own media team	Transport services
Accommodation services	?	Social work

## PRODUCT :: PEOPLE :: PLACE

- Who is your audience?
- Eg patients & families (those who attend your health service & maybe those who haven't yet), GPs, local healthcare providers
- **Who has contact with your audience?**
- What are your options?
- Sustainable?

	PLACEMENT	
In the transit lounge	GP practices?	
Website	Waiting room TVs	Banners in carparks; at check-in kiosks?
Internal events	Posters	
Patient accommodation	Existing screens – waiting areas, lifts	In appointment letters

## PRODUCT :: PEOPLE :: PLACE

- Who is your audience?
- Eg patients & families (those who attend your health service & maybe those who haven't yet), GPs, local healthcare providers
- What products might reach them / might they see? (and how)
- What are your options?
- Sustainable?

## 1: Stick to the point

- “Ask your treating team about telehealth”

## 2: Take your audience’s viewpoint

- “Telehealth can be better for **your patients...**”

## 3: Use familiar language

- “Telehealth generates 50% more **revenue**”

## 4: Feels informal

- “**Chat** to us about telehealth”

## 5: Say something original

- “You can do the household chores while you’re waiting”

## 6: Need no further explanation

- ...

## 7: Make you smile

- ...

- **Check out the resources table during lunch**
- Healthdirect Australia telehealth videos in production
- A patient story video [www.petermac.org/telehealth](http://www.petermac.org/telehealth)