

Building relationships with GPs – General Practices and the community

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CEO, Canning Division of General Practice



takingaction Divisions of General Practice Network Forum 2004





Canning Division



Building Relationships

Presented by
Carolyn Lawrence



Canning Division



**Without the co-operation
& support of GPs,
practice staff and the community,
Divisions cannot achieve
their objectives.**

**Building relationships
with our “customers”
can help set us apart from others
vying for their attention.**



Building relationships with GPs

Canning Division



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Placing a value on membership

- Identifies GPs who support the Division
- Division becomes customer service focused
- More responsive to member needs

Canning Division ...

- Knows your local community and services.
- Keeps you up-to-date with general practice issues in your community.
- Is committed to understanding your needs and those of your patients.
- Is supported by an enthusiastic staff team and an experienced board of local general practitioners.

Join your Division now and start enjoying the benefits today!

For further information:

Canning Division of General Practice
1133 Albany Highway
Bentley WA 6103

PO Box 269
Bentley WA 6982
Tel (08) 9458 0505
Fax (08) 9458 6733
admin@canningdivision.com.au

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CANNING DIVISION
OF GENERAL PRACTICE

You
Your Patients
Your Staff
Your Practice

... benefit from membership of the Canning Division of General Practice



Placing a value on membership (cont.)

- Division staff feel GPs value their efforts
- GPs make a conscious decision each year to re-new their membership
- Membership an indicator of GP satisfaction

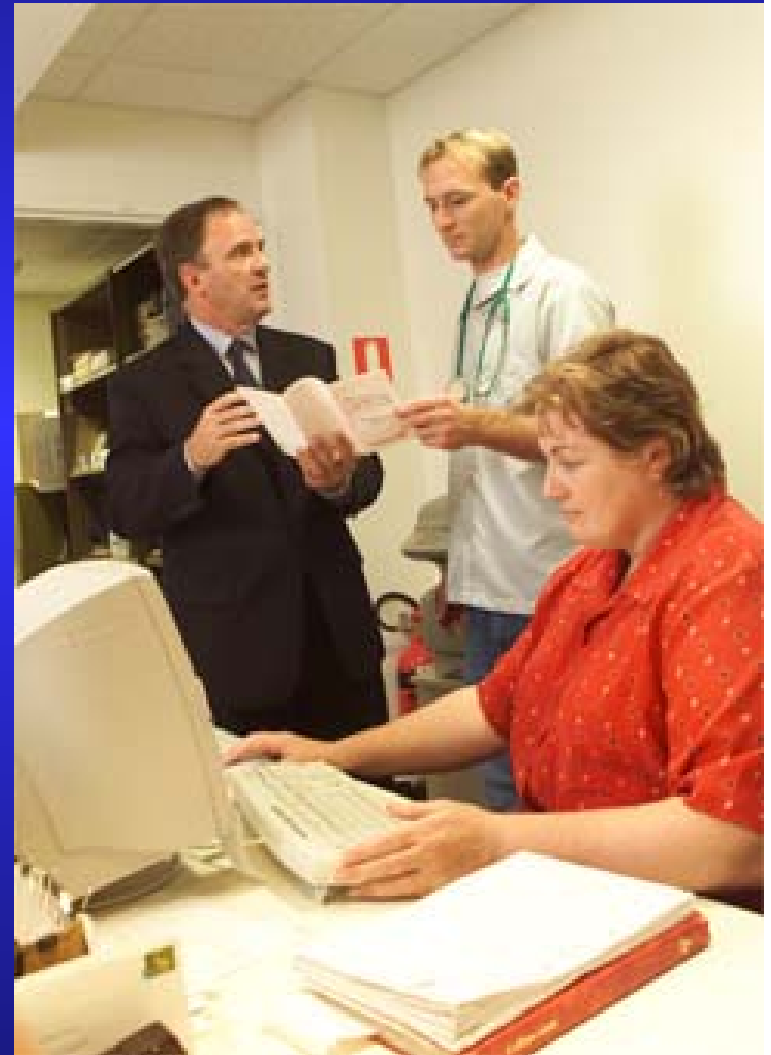




Canning Division

Practice Liaison Officer

- Personal approach
- Builds rapport with GPs & practice staff
- Raises awareness about Division activities
- Identifies areas of need & provides feedback
- Refers to appropriate Division services
- Paves way for staff delivering services



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Building relationships with Practice Staff

Canning Division



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Practice Registration

- Practices register with Division at no cost
- 85% of practices within Canning Division have registered
- Confirms practices value our services
- Gives practice staff a sense of “belonging” to the Division

Registered practice – entitlements

An registered practice you can set up yourself. Access to training services based at Canning Division. Privately held don't apply because to some other practice support services.

Apply for your practice to our website to inform that there are outside resources within the Division to help you.

Your practice staff will be entitled to subsidised CPD courses. CPD courses are available to all CPD members. The practice receives a credit of four hours for each member. Up to a maximum of 20 hours per practice.

Smaller practices with one or two CPD members receive the first three hours without fee for the second.

1 x CPD member	4 hours
2 x CPD members	10 hours
3 x CPD members	16 hours
4 x CPD members	22 hours
5 x CPD members (at least 2)	28 hours

When a new CPD member joins a practice, the practice may apply for additional hours credits. Hours credits are accumulated here and to give

What if your practice needs more assistance?

The Division will put together a practice support package. Includes a full range of support services. Additional support for practice staff members. This includes the financial and technical support. All will be at the discretion of staff. All costs involved are reviewed and support is available.

From time to time the Division may offer a practice support case a short period. Advice and support may be available at a charge.

Practice Registration will offer our whole practice staff learning by providing a focus for staff training, ensuring our systems are up to date and keeping us informed of any new developments and opportunities.

Register your practice today!

Complete and practice, please complete the application form and submit to Canning Division. Member of our website to register.

The Division Practice Liaison Office is available to assist you with any queries.

Give your practice the edge!

Practice Registration

... give your general practice the edge

Canning Division of General Practice
1152 Albany Highway WA 6150
PO Box 388 Perth WA 6001
Tel (08) 9488 0039 Fax (08) 9488 0770
info@canningdivision.wa.gov.au

CANNING DIVISION
A DIVISION OF GP



Practice Registration (cont.)

- Places a \$ value on Division services
- Sends message that Division services are not infinite
- Practices receive a 6-monthly statement of services used
- Has helped define & package practice services more effectively



Canning Division



Job Bank Service

Interested in employing someone?

- ▷ General practitioners
- ▷ Practice managers
- ▷ Practice nurses
- ▷ Reception staff

Our new Job Bank service can put you in touch with people looking for work in your area. Job Bank can save you time, the cost of advertising and agency fees.

To use Job Bank your practice must be registered with Canning Division. It costs nothing to register and access to Job Bank is just one of the many benefits. Contact the Division for more information.

How are people sourced for Job Bank?

The Division regularly receives enquiries from practices wishing to fill vacancies. We also receive enquiries from people looking to work in general practice in the Canning area. This information is entered into our Job Bank so that we can put people with vacancies or those seeking work in touch.

If Job Bank can not meet the demand for a particular position, we may place an advertisement in The West Australian asking for expressions of interest in that position. A small fee may be charged towards the cost of the advertisement.



Ambulatory Blood Pressure Monitoring (ABPM)

A clear and accurate picture

Why ABPM?

The rationale for using ABPM is based on the enormous variability of a person's blood pressure over time. In every study in which ABPM has been compared with casual blood pressure measurements, ABPM has proved superior in predicting either target organ damage, morbidity or cardiovascular risk.^{1,2}

What does Canning Division offer?

As a service to GP members, Canning Division provides access to ambulatory blood pressure monitors to general practices with the diagnosis and management of patients with hypertension. Practices can book the monitors for a week at a time, allowing 10 patients to be monitored during one week.

In addition, the Division:

- ▷ Provides training for GPs and relevant practice staff on how to use the monitors;
- ▷ Installs the relevant software on a computer;
- ▷ Provides 'hands-on' support for the first two days; and
- ▷ Provides on call support thereafter.

An ABPM kit provides:

- ▷ Suggestions for patient selection;
- ▷ A suggested script for contacting patients;
- ▷ A colour coordinated booking sheet;
- ▷ A guide to interpreting the results.



General Practice Nurses

Enhancing Quality of Care

Who is a general practice nurse?

A registered or enrolled nurse working in general practice.

How does a general practice nurse add value to the practice?

A general practice nurse complements the role of the general practitioner and adds capacity in the practice by:

Providing clinical nursing services in the general practice context through:

- ▷ Triage
- ▷ Diagnostic services
- ▷ Assessment (including health assessment of people over 75 years)
- ▷ Therapeutic care and treatment
- ▷ Wound care
- ▷ Clinical data management

Coordinating patient services through:

- ▷ Networking with community and allied services;
- ▷ Sustaining continuity of care
- ▷ Planning and management of care
- ▷ Providing information and feedback between the services, patients and the general practitioner
- ▷ Patient advocacy



Commonwealth Carelink Centre

Home Health Assessments

Helping your elderly patients to live independently.

What is the purpose of a Home Health Assessment?

Annual, voluntary Home Health Assessments provide general practitioners with an opportunity to undertake an in-depth assessment of their older patients' health.

Home Health Assessments cover the patient's medical, physical, psychological and social function. They provide a structured way for identifying problems and conditions that are potentially preventable or amenable to interventions in order to improve quality of life.

Who is eligible?

People aged 75 years and over (55 years and over for Aboriginal and Torres Strait Islander people) who are living in the community.

What are the main components of a Home Health Assessment?

A Home Health Assessment must include the following components:

- ▷ A medical component, including blood pressure, medication and immunisation status;
- ▷ A physical component, including activities of daily living (ADLs and mobility);
- ▷ A psychological component, including cognition and mood;
- ▷ A social component, including adequacy of social support, care and formal help arrangements.

The assessment should also examine:

- ▷ Number of falls
- ▷ Incontinence
- ▷ Medication review
- ▷ The need for community services
- ▷ Social isolation
- ▷ Oral health and dentition
- ▷ Nutrition status.

How can Canning Division help?

The information collection component of a Home Health Assessment can be undertaken by a suitably qualified third party, such as a nurse or other medical assistant, under the supervision of the general practitioner.

We have Division nurses experienced and trained in taking the information required for a Home Health Assessment. For a reasonable fee per assessment or a general practitioner's referral, our nurses:

- ▷ Contact the patient to arrange an appointment
- ▷ Conduct the health assessment in their home
- ▷ Talk to the patient about local community services available if appropriate
- ▷ Forward the completed assessment back to the general practitioner as late as required
- ▷ Arrange a follow up appointment for the patient to see the general practitioner in the surgery

To take advantage of this service, contact Canning Division on 9499 0623.



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Canning Division

Managing Care in the Elderly: A Training Program for General Practitioners

Outcomes:

- Develop your skills in the delivery of holistic health care in the elderly
- Know how to access the relevant organisations, services and resources available
- Diagnose and manage chronic diseases commonly found in the elderly in a primary health care setting
- Understand the issues involved in palliative care
- Understand the legal and ethical issues involved in caring for the elderly



Managing Care in the Elderly, Training Program for GPs
developed by Royal General Practice College
(RGC), Australian Health Services, Health and Ageing
Department of Health and Ageing, and the Canning Division of General Practice.

Phone: 08 9439 6000 or Health
Direct: 1300 720 000



General practitioners

Are you providing care for the elderly?
Working in an aged care facility?
Then this is relevant to you ...



Canning Division of General Practice news

JUNE 2014

New Medicare item a major breakthrough

Canning Division has welcomed a new Medicare item for an Aboriginal and Torres Strait Islander Adult Health Check – MBS item 718.

"The new item represents a fantastic opportunity to support preventative health for Aboriginal people who are regular users of primary care and have a usual doctor."

Aboriginal Primary Health Care Coordinator, Rob Gill.

An Aboriginal and Torres Strait Islander patient who is a regular user of primary care services and has a usual doctor, will pay \$150.00. This is a new and above any consultation to do with a particular health problem that is not have provided the client service.

The health check is available to people who identify as an Aboriginal or Torres Strait Islander person between the age of 15 and 54 years. Aboriginal people aged 55 years and over are eligible for a regular case assessment MBS number.

The check involves taking a patient history, an examination, arranging or undertaking any investigations that are needed, making an overall assessment of the patient, making observations, and discussing a simple health strategy for the patient.

The health check should be done in the home of the patient, "usual" doctor or a clinic. Other members of the health team can collect much of the information (history, examination and tests) under the broad supervision of the doctor. The doctor needs to be generally involved at some point in the assessment and management decisions.

The requirements for the item can be fulfilled over one or several visits. The item can be claimed again 12 months later if requirements are fulfilled.

For more information contact Waleed Tjappa at the HCC on 0214 2245. The number of Aboriginal and Torres Strait Islander Access Line is 1800 555 922.

Canning Division actively supports Aboriginal Health in the local community. Read about some of our activities on page 11.

(Information for this above article was provided by the Commonwealth Department of Health and Ageing.)



Canning Division of General Practice news

SEPTEMBER 2014

Members impressed by new Division service

Canning Division now offers an Ambulatory Blood Pressure Monitoring (ABPM) service to GP members and practices registered with the Division.

Practically given to GPs who have participated in the Quality Use of Medicine hypertension topic and ABPM workshops.

Dr Peggy Leung of Penfold Medical Centre says the new ABPM service is beneficial on various levels.

"I now know that over 25% of my hypertensive patients required an increase in medication as they were inadequately controlled. More also identified a number of patients who displayed white coat hypertension and didn't require medication."

Dr Leung explains, "The ABPM is a powerful tool for practicing general practitioners and provides a picture of 24 hour variation and catches high and daytime averages. The summary chart is a particularly suitable visual aid for weight discussions with patients."

Dr Suk Pharyasakya of South Park believes ABPM is a very useful means of investigating hypertension.

"It allows me to ascertain what happens in my patients over 24 hours which in turn helps me to decide what to prescribe."

Dr Roselle Crawford adds, "Certain patients have very labile blood pressure and often just don't seem to respond to medication. There is a gratuity of getting a clear and accurate picture of BP control."

Patient feedback has also been very positive. Dr Leung explains, "All my patients were happy to be heard and ask the usual and/or additional questions of us." Dr Roselle Crawford's patients agree, "Many have commented positively on the absence of a GP check in the surgery. They are very happy with the ABPM service."

Enclosed with this issue of Canning News is an information sheet explaining how the Division's ABPM service works. Follow your interest on the fax back sheet which will contact you.

Workshop outcomes:

- By the end of the workshop, you should be able to:
 - Recognise common clinical changes associated in the individual elderly
 - Apply clinical reasoning skills in consultation with patients.
 - Use best communication strategies when dealing with difficult cases.
 - Demonstrate a positive attitude in communicating with patients and their family/caregivers.

For more information:

Contact your local Division:

- Canning Division of General Practice Ltd 9400 9000
- Penfold Regional Division of General Practice 9400 9000
- Colton Regional Division of General Practice Ltd 9400 9000
- Richmond Regional Division of General Practice Ltd 9400 9000
- Northwood Regional Division of General Practice Ltd 9400 9000
- Stockport Regional Division of General Practice Ltd 9400 9000

Privately supported by RGP, Medical and the Health Management Institute of General Practice.

For more information contact your local Division.

Managing your difficult patients ...

- The non complier
- The litigious
- The misdiagnosed
- The aggressive
- The regular attendee
- The long winded

Learn new and effective techniques



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Building relationships with the community

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Using the media

- Establishing & maintaining media contacts
- Becoming a point of contact for enquiries related to general practice
- Using the local media to promote community activities directly
- Free editorial
- Saving on advertising

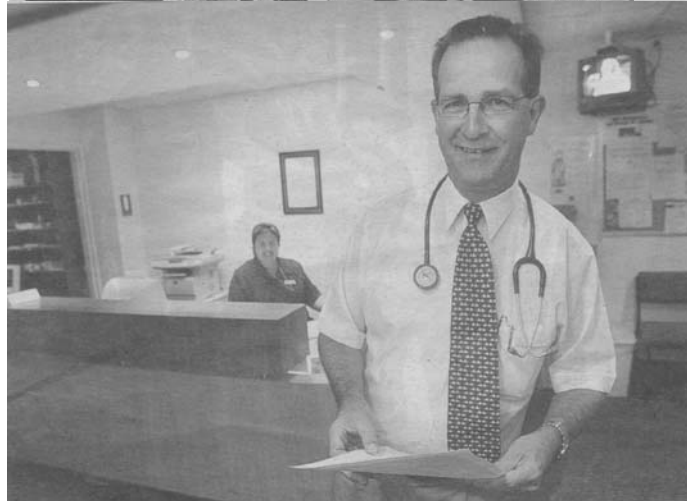


Canning Division

Hearty walk u



Campbell Anderson watches over the Healthy Heart Walkers. Picture: Matthew Poon



at your service: Dr Stuart Burton at the after-hours clinic. Picture: Marcelo Palacios

Every step will count



ate Westlake has her blood pressure taken by Neda Meshgin and Sandy Davey. Picture Marcelo Palacios



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Clinic eases stress levels

PRESSURE on the local hospital emergency department during the winter months is being alleviated by the Armadale GP after-hours clinic.

In April, Health Minister Jim McGinty announced an early awareness campaign to relieve demands on emergency resources at metropolitan hospitals.

Among the State Government initiatives that complement the campaign are four new after-hours bulk billing medical centres adjacent to major hospitals and extra hospital beds.

The Armadale after-hours clinic has been operating since 1999.

The clinic serves the communities of Canning, Gosnells

The aim of the clinic is to provide people an opportunity to see a doctor if their usual general practitioner service is closed.

No appointments are required to attend the clinic, which is open from 7pm until 10pm during the week and 4pm to 10pm on weekends and public holidays.

Two years ago, the clinic moved to new premises adjacent the emergency department at the Armadale Kelmscott Memorial Hospital on Albany Highway.

The service complies with the Royal Australian College of General Practice standards and offers bulk billing.

GPs focus on exercise, diet

HE Canning Division of General Practice used Heart Week last week to promote physical activity and a healthy diet.

The division organised a walk in Gosnells last Friday to promote physical activity, particularly for those displaying risk factors for

heart disease. The division's population health project officer Campbell Anderson said risk factors for heart disease included obesity, high blood pressure, a sedentary lifestyle, poor diet, diabetes and smoking.

He urged people who displayed any risk factors to visit their doctor

for a blood pressure and cholesterol check.

The division has set up a seven-week program called Heart Beat for people at risk of heart disease.

For more information on the program, call Mr Anderson on 9458 0505.



Benefits of in-house marketing skills

- Business edge for Division
- More professional corporate profile
- Defined our audiences, key messages & our business
- Promoted a customer service culture among staff
- Publications, resources and marketing efforts more targeted & effective



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So you have **Diabetes**

Aboriginal and Torres Strait Islander Diabetes Support Group

feeling blue

Want to stop worrying? Sleep well? Less anxious? Have more energy?



Join in an eight week program with other people who have diabetes. Learn about ways to live well and manage your diabetes.

Ask your doctor about Diabetes Group Counseling. *Costs are minimal. Appointments and therapy sessions available, supervised sessions.*

Where do you get help... when your doctor is closed?

GP After Hours Armadale

weekdays
weekdays

Weekdays 7pm-10pm
Weekends 4pm-10pm
Public Holidays 4pm-10pm
General practice services

Cultural Competency Training

Cultural competency training is essential for all health professionals working with Aboriginal and Torres Strait Islander people. All staff at Canning Division have participated in training and the Division is available to undertake training for GPs and practice staff.

GP Professional Development

Focus groups are conducted for General Practitioners related to Aboriginal and Torres Strait Islander health and social issues. Individual GPs and their practice staff are also invited to undertake professional development about the history of culture appropriate health services.

Canning Division's Aboriginal Primary Health Care Team **AIMS TO MAKE A DIFFERENCE** to the health of Aboriginal and Torres Strait Islander people in Perth's South East suburbs.

GPETC developed and is funded by the Department of Health, Western Australia. GPETC is a not-for-profit organisation. For more information contact the GPETC team.

For more information contact:

Canning Division of General Practice
1100 Midland Road, Perth WA 6000
PO Box 200, Bentley WA 6102
Tel: (08) 9438 6000, Fax: (08) 9438 6000



GPETC is a not-for-profit organisation funded by the Department of Health, Western Australia. GPETC is a not-for-profit organisation. For more information contact the GPETC team.

can we improve the health of Aboriginal and Islander people?



ABORIGINAL PRIMARY HEALTH CARE TEAM
CANNING DIVISION OF GENERAL PRACTICE



Canning Division



For more information

contact Libby Holmsen

libbyh@canningdivision.com.au

 08 9458 0505

