



Welcome to Practice Connect

A practical forum for Practice Managers
and GPs

June 2021

Message from the Tonic Media Network Editorial Committee*

Hi,

Welcome to another edition of Practice Connect.

We know you're busy, so as always, we aim to make this to the point and as useful as possible for you.

In this edition:-

- How are we going to return to life in the 'new normal'?
- To be or not to be vaccinated: Expert advice for practices on COVID-19 vaccine hesitancy
- How to increase your CDM billings in 4 easy steps
- Topics your patients are currently searching on *myDr.com.au*
- Launch of digital brochures using QR codes
- What's new on your myDr Screen

If there is any topic you'd like us to cover next time or put on our screens, please let us know by emailing our Head of Content, Anne Mason via Anne.mason@tonicmedianetwork.com.au.

Feel free to share this email with colleagues or if you have received this from a colleague and would like to receive future editions, just let us know at customercare@tonicmedianetwork.com.au.

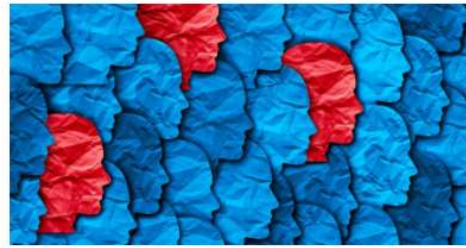
Enjoy this edition!

*Dr Norman Swan, Dr John Aloizos and Anne Mason



To be or not to be vaccinated: Expert advice for practices on COVID-19 vaccine hesitancy

With up to 30% of Australians indicating that they won't be getting the COVID-19 vaccination, what can we do to address vaccine hesitancy and achieve herd immunity.



How are we going to return to life in the 'new normal'?

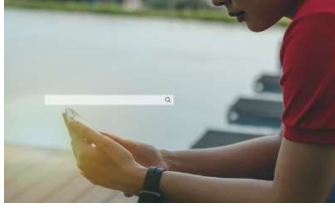
New modelling highlights the need to preserve public health measures as a key line of defence against COVID-19 even with high vaccination coverage.



Increase your CDM billings in 4 easy steps

During this busy time, it is vital that practices continue to deliver regular general practice services. Chronic Disease Management plays a big role in many practices' operations and can make up 20 – 40%+ of a practice's billings.

Leading Practice Intelligence Platform provider Cubiko has spoken to general practitioners, practice managers and nurses around the country to come up with four steps you can take to increase your CDM billings. https://www.cubiko.com.au/blog/increase-your-cdm-billings-in-4-easy-steps/?utm_campaign=CDM%20Billings&utm_source=tonic&utm_medium=email



What topics people are currently searching on *myDr.com.au* apart from COVID-19

Knowing what topics your patients are searching online provides you with valuable insights and helps you to continue to meet their needs. So, we thought you'd be interested in knowing the top 5 searches on Australia's leading direct to consumer health website, *myDr.com.au* last month:

- 1) Post-nasal drip: symptoms, causes and treatment
- 2) White-tail spider bites: symptoms and treatment
- 3) Ideal weight calculator
- 4) Weight-loss medicines
- 5) Cocaine: what are the effects?



Your *myDr* Screens

We have over 80 hours of content playing on the myDr screens from health content and messages, to wellbeing segments, news, weather and quizzes.

Some of the content you can expect to see on your screens this month include:

- COVID-19 segments with Dr Norman Swan
- New ABC TV series on DNA
- Paediatrician Dr Golly new segments



Why practices with brochure boards should also have myDr TV

Featured in over 5,300 GP and health centre waiting rooms across Australia, you can install myDr TV at your practice at zero cost to you with no small print or catches. myDr TV is specifically designed for the waiting room environment and engages, informs and entertains patients while increasing loyalty to your practice and doctors.

You'll receive a high definition TV screen, all hardware, software, professional installation and ongoing customer service at no cost to the practice. Our content is targeted specifically for patients and accompanying people in medical practices.

myDr TV features a mixture of health, lifestyle and wellbeing content that is trustworthy, reliable, accessible, entertaining and evidence-based, along with news and information. You can also utilise your free allocated screen time to promote and increase uptake of practice services.

We have made it easy to partner with us through our simple registration process. We take care of everything - so you can continue to focus on patients and running your practice. Simply fill out the Expression of Interest Form by visiting www.tonicmedianetwork.com.au/eoi-new or email customercare@tonicmedianetwork.com.au and we'll be happy to assist you.

Special offer for you

If you recommend a practice that doesn't currently have myDr TV, we'll send you 4 movie tickets once the installation process is complete. Who will you take to the movies?

Let us know by sending an email to customercare@tonicmedianetwork.com.au, the contact details of the Practice and mention "Free Movie Tickets".



Digital brochures using QR codes launched

Tonic Media Network is pleased to let you know that we have expanded our printed brochure board offering and launched digital brochures, made available via QR codes.

QR codes have had a resurgence due to the COVID-19 pandemic and we know that people are searching for more health information online.

In addition to the printed brochures, the digital brochures provide your patients with access to more health information by enabling them to download brochures to their device or have them conveniently sent directly to their email - enhancing the value your practice offers patients while they wait for their consultation.

Our hard-working merchandises are currently adding the QR codes to the Brochure Boards enabling your patients to simply scan the code and access the digital brochures.

To access the brochures currently available in your region please visit <https://www.mydr.com.au/digital-brochures/>



Chemist2U

Chemist2U is the leading same day, national pharmacy delivery service for scripts and pharmacy needs. We can help you manage your patient's prescription and medication adherence, without you losing control. Learn more at www.chemist2u.com.au

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