



**A practical forum for Practice Managers
and GPs**

September 2021

Message from the Tonic Media Network Editorial Committee*

Hi,

Welcome to the September edition of *Practice Connect*.

On behalf of the entire Tonic Media Network team, we would like to once again recognise the outstanding job practice teams across Australia are doing to keep the community healthy, safe and well informed during these challenging times.

Congratulations also to the 4600 practices participating in the rollout of the COVID-19 vaccines who have now delivered more than 10.5 million COVID-19 vaccines. What a remarkable achievement!

Included in this edition:

- New UK study shows how transmissible Delta is in those fully vaccinated
- How to be an amazing workplace for recruitment and retention
- How to manage difficult patients and protect your team
- What topics patients are currently searching on myDr.com.au apart from COVID-19
- What's new on your myDr TV screens?

If there's any topic you'd specifically like us to cover next time or put on our screens, don't hesitate to let us know by emailing our Head of Content, Anne Mason at: Anne.mason@tonicmedianetwork.com.au.

If you've received this from a colleague and would like to receive future editions directly, please email customercare@tonicmedianetwork.com.au

Enjoy this edition!

*Dr Norman Swan, Dr John Aloizos and Anne Mason



How to manage difficult patients and protect your team

There have been many reports recently of frustrated patients abusing practice staff, both over the phone and in person. Here's how you can protect yourself and your team.



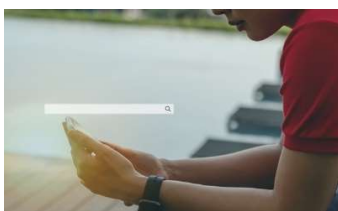
How to be an amazing workplace for recruitment & retention

An amazing workplace is a high performing workplace that attracts, retains and motivates the very best talent - which is also vital when there are candidate shortages.



New UK study shows how transmissible Delta is in those fully vaccinated

UK researchers have been studying how well the Pfizer, AstraZeneca and Moderna vaccines protect against Delta and how likely people with so-called 'breakthrough infections' – where a vaccinated person catches the virus – are to pass it on.



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

While everyone's focus has been on COVID-19 and the vaccine, patients' interest in their general health continues unabated. The following are the top searches over the past month on Australia's leading direct to consumer health website, myDr.com.au:

- 1) Basal metabolic rate calculator
- 2) Post-nasal drip: symptoms, causes and treatment
- 3) Ideal weight calculator
- 4) Nine signs your liver might be damaged
- 5) White-tail spider bite - symptoms and treatment



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 new material you can expect to see on your screens this month include the following segments:

- Chef Daniel's world-famous backyard
- COVID-19 with Dr Norman Swan
- Health tips and advice



Chemist2U

With COVID-19 measures in place in Australia, now is the perfect time for patients to try [chemist2u.com.au](https://www.chemist2u.com.au) for themselves. [Chemist2u.com.au](https://www.chemist2u.com.au) 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

Just in case you missed the previous edition of Practice Connect

Here are some quick links to previous videos:

How do you respond to patients who have been in potential contact with COVID-19?

<https://vimeo.com/581929274>

I have already had COVID-19, do I still need the vaccine?

<https://vimeo.com/579193010>

What are the health & wellbeing benefits of being vaccinated?

<https://vimeo.com/581006249>

What happens if I'm exposed to COVID-19 after being vaccinated?

<https://vimeo.com/580624388>

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