

Cooperation

NOT

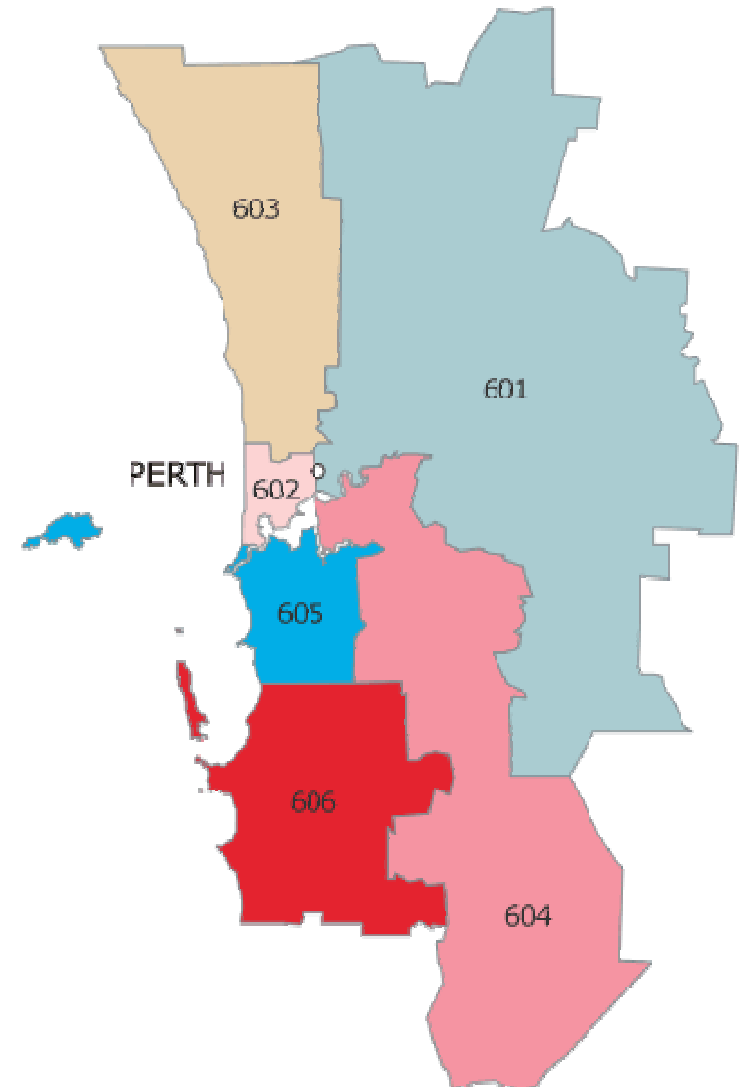
Competition

**Working Together to Get the QUM
Message Out There**

Background



- Perth Primary Care Network
 - Formed January 2008
 - Merger of GP Coastal and Perth and Hills Division of General Practice
 - GPs
 - GP Coastal – 225
 - Perth & Hills – 363
 - **Total – 588**
 - Practices
 - GP Coastal – 53
 - Perth & Hills – 88
 - **Total – 141**
 - Staff
 - GP Coastal - 19
 - Perth & Hills - 79
 - **Total - 98**



Issues

- Health professionals are time poor
- 12 programs vying for the attention of the GPs and Allied Health professionals
- 1.8 FTE QUM (HMR & NPS) staff for 588 GPs in 141 Practices
- Very different cultures being pushed together
- Two offices approximately 40 minutes apart



How can QUM work with other divisional programs to get the message out there?



Solution



Communication



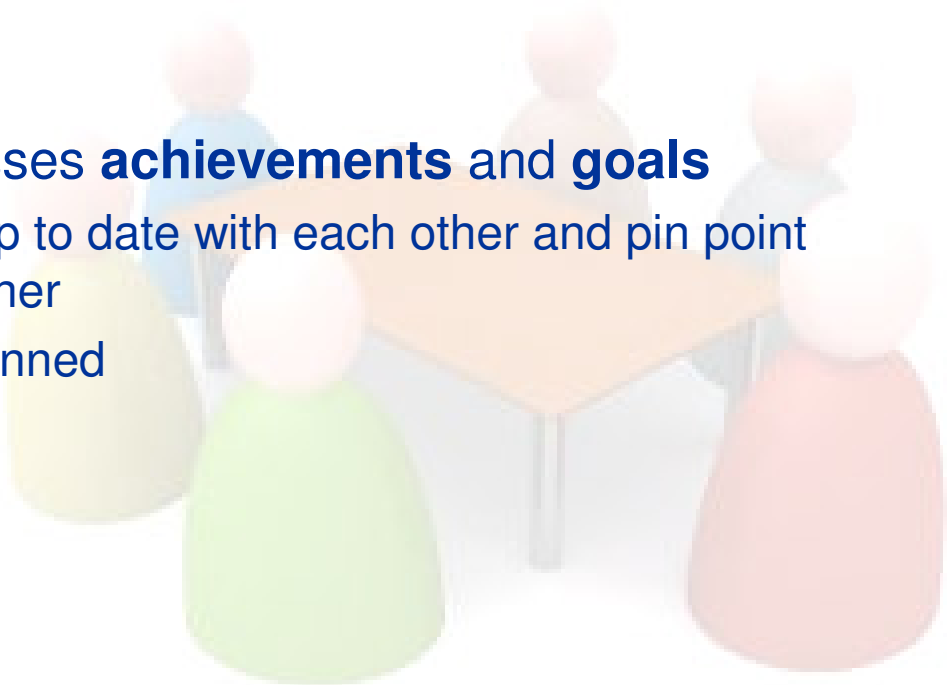
Face to Face

Solution



Short Circuit Meeting

- Face to Face meeting
 - All programs
 - Relationships Development Group
- Structured
- Regular
- Each program briefly discusses **achievements** and **goals**
 - Allows programs to keep up to date with each other and pin point opportunities to work together
 - Know which events are planned



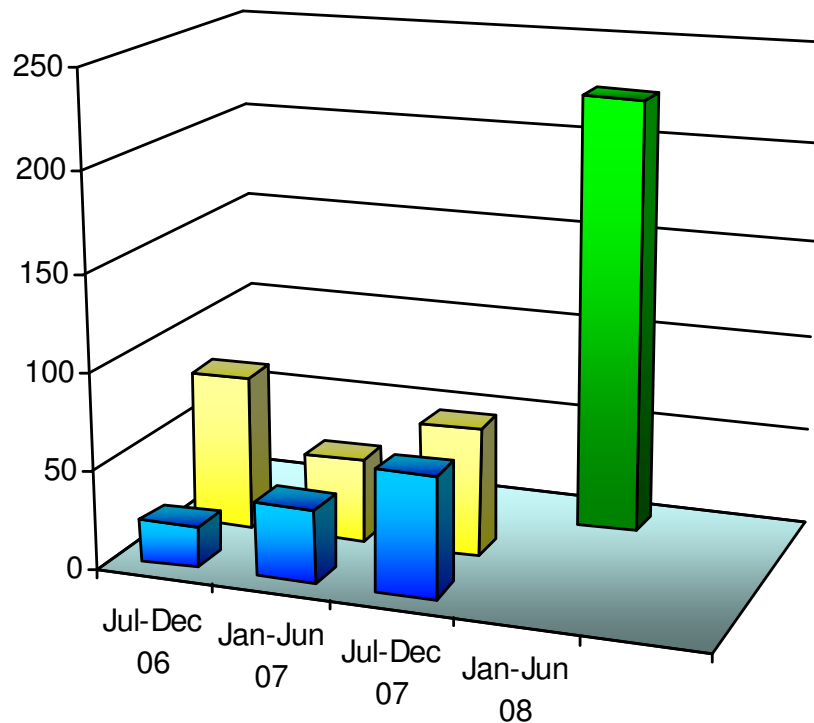
Results



- Time limits
 - 4 minutes presentation
 - 2 minutes question
- Allows each program to identify areas in which cooperation is suitable and to follow up at a later time, without encroaching on the time of programs which may not be as relevant at that time



Results



■ Perth & Hills DGP

■ GP Coastal

■ Combined Perth Primary Care Network

- QUM
 - Diabetes (early use of insulin and oral antidiabetic drugs)
 - NPS has reached a larger target audience by working along with the Diabetes Educator
 - Dementia (treating the symptoms of dementia)
 - Working along with the Aged Care program
 - New GPs to the NPS program
 - 30% were either first time participants or had not participated in over two years

Conclusions

- Understanding each program and knowing when events are being held has helped to identify opportunities to get the QUM message out to a greater number of divisional members
- An effective use of combined funds
- Appeals to health professional as they don't have to always choose between divisional events while still receiving valuable cross-program content
- PPCN programs “play the game” as a team, not as individual athletes



**We are all striving for a
real health solution for
the community**

