

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2013-14, 20 November 2013

Question: E13-097

OUTCOME: 10 - Health System Capacity and Quality

Topic: eHealth

Type of Question: Written Question on Notice

Senator: Boyce

Question:

- a) The marketing of the PCeHR was lavish with the Department promoting it in Bunnings, at fun runs, trade shows, hospital beds and shopping centres. How does the Department explain the marketing when there was little or no uptake by clinicians?
- b) How does the Department measure the success, or otherwise, of this marketing?

Answer:

- a) While the Department of Health has not promoted the personally controlled electronic health record (PCEHR) in places such as Bunnings or at fun runs, shopping centres and hospitals, it has funded organisations, such as Medicare Locals, that may have chosen to do so.
- b) A requirement of each Medicare Local's funding agreement is that they develop an eHealth Change and Adoption Plan. As well as the activities the Medicare Local will undertake to achieve uptake of the PCEHR by individuals and healthcare providers, this Plan includes targets for key outcomes including awareness, readiness, adoption and use of the PCEHR system.