

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2011-2012, 30/31 May 2011

Question: E11-557

OUTCOME 10: Health System Capacity and Quality

Topic: NATIONAL EHEALTH TRANSITION AUTHORITY DEFINITIONS

Written Question on Notice

Senator Boyce asked:

- a) Can you explain how NEHTA defines 'change management' and 'consumer engagement'?
- b) Given the difference between the two will they be separate contracts, with separate specialist suppliers?

Answer:

- a) The National eHealth Transition Authority (NEHTA) provided the Department with its definition of change management and consumer engagement as stated in their 2009/10 – 2011/12 Strategic Plan:

Change management

- drive an awareness of the importance and benefits of eHealth;
- drive shared understanding of eHealth and its associated benefits across the Australian community;
- facilitate and coordinate a national approach to eHealth adoption; and
- shape the development of legislation, regulation and policy relating to eHealth and privacy.

Consumer engagement:

- engage in public consultation with specific focus groups;
- utilise existing website and distribute email campaigns to promote consumer and provider benefits;
- engage and utilise public awareness forums and summits;
- work with other organisations involved in eHealth; and
- develop media strategies to increase effective media coverage of NEHTA.

- b) Elements of change management and consumer engagement are delivered through the NEHTA Board-approved COAG funded work program. Further elements of change management and consumer engagement are provided by NEHTA through its role as the contracted managing agent for the development of the personally controlled electronic health record (PCEHR) system. The PCEHR National Change and Adoption Partner will support the Department and NEHTA for national change and adoption to the PCEHR program, including consumer engagement activities.