

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2013-14, 5/6 & 7 June 2013

Question: E13-112

OUTCOME: 10 - Health System Capacity and Quality

Topic: eHealth

Type of Question: Written Question on Notice

Senator: Boyce

Question:

- a) Signing up for a PCEHR is supposed to be a serious matter of informed and considered consent. How does walking in on patients who are ill or in recovery and offering them free coffee mugs or tickets to the Zoo as a promotional giveaway inducement to sign-up in anyway commensurate with that?
- b) What's the moral and professional efficacy of this marketing approach?
- c) On what strategic basis was it decided to invest money in promoting individual PCEHR sign-ups instead of focusing those resources on marketing/promoting/advertising the PCEHR as a whole?

Answer:

a) to c)

The Department of Health and Ageing does not offer consumers incentives to register for a personally controlled electronic health record (PCEHR).

A 'Medicare for all' national advertising campaign was run between 9 June to 27 July 2013, across television, radio, newspapers and online. It informed Australians about services that make Medicare more accessible, including the After hours GP Helpline, eHealth records and Medicare Locals. This was supported by a website (mobile enabled), and a national mail-out to General Practitioners.

Additionally, to encourage consumers to register for a PCEHR the Department continues to promote the system via channels such as:

- insertion of PCEHR brochures into the Department of Human Services parent packs, and with the issue of new Medicare cards; and
- broader consumer promotion of the PCEHR through brochures, Consumer Frequently Asked Questions and fact sheets, online video case studies, websites and webinars.