

## Social media

Possible tags: **#ClearConsistentCriteria #StatewideReferralCriteria #SpecialistClinics #RightCarePlaceTime #EvidenceToPractice**

Links can be shortened using <https://bitly.com/>

Platform	Date	Topic	Content
Facebook & LinkedIn	Early to mid Oct	Awareness raising of SRC	<p>The Victorian Department of Health and Human Services is introducing statewide specialist clinic referral criteria for select conditions in the following six specialties: ENT, Vascular, Urology, Neurology, Gynaecology and Gastroenterology.</p> <p>Making referrals to public specialist clinics asier with consistent referral criteria across all Victorian public hospitals. Learn more at <a href="https://src.health.vic.gov.au">https://src.health.vic.gov.au</a></p> <p>#MakingReferralsEasier #SpecialistClinics</p>
	Mid-Oct	Launch date of Tranche 1 SRC	<p>From 1 November 2019, all Victorian public hospitals will be assessing new adult referrals for ENT, Vascular and Urology against the statewide referral criteria.</p> <p>Learn more about the statewide referral criteria at <a href="https://src.health.vic.gov.au">https://src.health.vic.gov.au</a></p> <p>#MakingReferralsEasier #StatewideReferralCriteria #SpecialistClinics</p>
	Mid-Oct	Awareness raising of SRC	<p>The statewide specialist clinic referral criteria provide clear guidance to referring clinicians about when patients are suitable for referral to public specialist clinics and what investigations are required to support safe and appropriate triage.</p> <p>Statewide referral criteria for ENT, Vascular and Urology come into effect in all Victorian public hospitals from 1 November 2019. View the statewide referral criteria at <a href="https://src.health.vic.gov.au">https://src.health.vic.gov.au</a> or [HealthPathways website]</p>
	Mid-Oct	Call to Action	<p>From 1 November 2019, new referrals for select conditions in ENT, Vascular and Urology will be assessed against the statewide referral criteria across all Victorian public hospitals. Referrals that</p>

# Statewide Referral Criteria - social media messages and schedule

		do not meet the criteria will be declined and returned to the referrer. Be prepared. Bookmark the criteria at <a href="https://src.health.vic.gov.au">https://src.health.vic.gov.au</a>
Late Oct	Awareness raising of SRC	Consistent, clear, and streamlined specialist clinic referral criteria for ENT, Vascular and Urology will apply to clinicians from 1 November 2019. The criteria support referring clinicians and their patients in confidently knowing when and how to make access specialist clinics across Victoria.  Learn more about and read the criteria here <a href="https://src.health.vic.gov.au">https://src.health.vic.gov.au</a>
Nov	LAUNCH	The statewide referral criteria for all Victorian public hospitals is now in effect.  From today, all public hospitals will assess new referrals for ENT, Vascular and Urology against consistent statewide specialist clinic referral criteria. New referrals made that do not meet the criteria will be declined and returned to the referrer.  Bookmark the website on your browser for quick access <a href="https://src.health.vic.gov.au">https://src.health.vic.gov.au</a>
Nov	HealthPathways	HealthPathways offers clinicians up-to-date, evidence-based guidance on how to safely manage your patient in primary care. HealthPathways also supports clinicians to navigate local referral pathways. You can also access the new statewide referral criteria in HealthPathways. Contact your local PHN for a login. [link to PHN email]
Nov	Awareness Raising	New adult referrals to public specialist clinics for ENT, Vascular and Urology will need to follow the statewide referral criteria. Referrals will be declined if they do not meet the criteria or are missing required information.  Head to HealthPathways to access the criteria as well as supporting clinical and referral pathways [link to your HealthPathways site]
Nov	Awareness Raising	All public hospitals are assessing new referrals for ENT, Vascular and Urology against consistent statewide specialist clinic referral criteria. Referrals can be made using your practices preferred referral template as long as the referral includes the required information. View the statewide referral criteria at <a href="https://src.health.vic.gov.au">https://src.health.vic.gov.au</a>

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			or visit your HealthPathways [link to your HealthPathways website]
	Dec	HealthPathways and raise awareness	Does your patient with [enter a core condition with SRC] need to see a public specialist? Follow the newly developed statewide referral criteria for [condition] on HealthPathways and ensure your referral has all the necessary diagnostics and referral information. [link to your HealthPathways website]
	Dec	HealthPathways and raise awareness	Your patient is not eligible for referral to a public specialist clinic? HealthPathways offers clinicians up-to-date, evidence-based guidance on how to safely manage your patient in primary care.  Contact your local PHN for a login [link to PHN email]

<b>Twitter</b>	Early to mid Oct	Launch date	Making referrals to public specialist clinics easier. Statewide referral criteria launching in Victorian public hospitals for ENT, Vascular and Urology from 1 Nov 2019. View them at <a href="http://bit.ly/30pWB1H">http://bit.ly/30pWB1H</a> #RightCarePlaceTime
	Mid Oct	Awareness raising	Statewide referral criteria will provide clear guidance about which patients are appropriate for referral to public specialist clinics. Supporting patients to receive the right care, in the right place, at the right time. #MakingReferralsEasier #SpecialistClinics #Victoria
	Mid Oct	Call to action/Launch	New statewide specialist clinic referral criteria for ENT, Vascular and Urology launching in all Victorian public hospitals from 1 Nov 2019. Login to HealthPathways for access to the criteria and supporting clinical and referral pathways [link to your HealthPathways site] #StatewideReferralCriteria
	Late Oct	Awareness raising of SRC	Consistent, clear, and streamlined specialist clinic referral criteria will apply to clinicians from the 1st November. The criteria support clinicians and their patients in confidently knowing when and how to make access specialist clinics across Victoria. Bookmark the website <a href="http://bit.ly/30pWB1H">http://bit.ly/30pWB1H</a>
	Nov	LAUNCH	From today, all Victorian public hospitals will assess new referrals for ENT, Vascular and Urology against the statewide referral criteria. Referrals that do not meet the criteria will be declined and returned to the referrer. View criteria at <a href="http://bit.ly/30pWB1H">http://bit.ly/30pWB1H</a>

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Nov	Awareness raising	Statewide specialist clinic referral criteria now exist for select [select ENT/Vascular/Urology] conditions. View the statewide referral criteria on HealthPathways or <a href="http://bit.ly/30pWB1H">http://bit.ly/30pWB1H</a> #MakingReferralsEasier
Nov	HealthPathways	Your patient is not eligible for referral to a public specialist clinic? HealthPathways offers clinicians up-to-date, evidence-based guidance on how to safely manage your patient in primary care. Contact your local PHN for a login. [ link to PHN email] #EvidenceToPractice
Nov	Awareness Raising	All public hospitals are assessing new referrals for ENT, Vascular and Urology against consistent statewide specialist clinic referral criteria.  Referrals can be made using your practices referral template as long as the referral includes the required information. View the statewide referral criteria on HealthPathways or <a href="http://bit.ly/30pWB1H">http://bit.ly/30pWB1H</a> #MakingReferralsEasier
Dec	HealthPathways and raise awareness	Does your patient with [enter a core condition with SRC] need to see a public specialist? Follow the newly developed statewide referral criteria for [condition] on HealthPathways and ensure your referral has all the necessary diagnostics and referral information. [link to your HealthPathways website] #RightCarePlaceTime
Dec	HealthPathways and raise awareness	HealthPathways offers clinicians up-to-date, evidence-based guidance on how to safely manage your patient in primary care. You can also access the new statewide referral criteria via HealthPathways. Contact your local PHN for a login. [link to PHN email]