

Social media posts

- Possible tags to add where you see fit: **#ClearConsistentCriteria #StatewideReferralCriteria #SpecialistClinics #RightCarePlaceTime #EvidenceToPractice**
- Links can be shortened using <https://bitly.com/>

Platform	Date	Topic	Content
Facebook & LinkedIn	Early to mid Jan	Launch date of Tranche 2 SRC	<p>Referrals to public specialist clinics for selected conditions in Neurology, Gynaecology and Gastroenterology will be assessed against statewide referral criteria from 1 February 2020.</p> <p>Clear consistent referral criteria across all Victorian public hospitals. Learn more at https://src.health.vic.gov.au</p>
	Early to mid Jan	Awareness raising of SRC	<p>Statewide public specialist clinic referral criteria from DHHS provide consistency to referring clinicians across Victoria. New referrals for made for selected conditions in Neurology, Gynaecology and Gastroenterology being assessed against will be assessed against the criteria from 1 February 2020.</p> <p>Familiarise yourself with the criteria before it comes into effect. Check out [HealthPathways/Online Care Pathways] or visit https://src.health.vic.gov.au</p>
	Mid Jan	Call to Action	<p>Know when to refer and what investigations are needed to meet the statewide public specialist clinic referral criteria. Referrals that do not meet the criteria may not be accepted and returned to the referrer.</p> <p>Bookmark the criteria at https://src.health.vic.gov.au</p>
	Late Jan	Awareness raising of SRC	<p>Clear and consistent specialist clinic referral criteria developed by DHHS for select conditions in Neurology, Gynaecology, and Gastroenterology will apply to clinicians from 1 February 2020. This joins criteria already in place for select conditions in ENT, Vascular and Urology.</p> <p>Check out the criteria and more at [HealthPathways/online Care Pathways link]</p>

	1 February 2020	LAUNCH	<p>The statewide referral criteria for Neurology, Gynaecology and Gastroenterology are now in effect across all Victorian public hospitals</p> <p>From today, all public hospitals will assess new referrals for Neurology, Gynaecology, and Gastroenterology against consistent statewide specialist clinic referral criteria.</p> <p>Bookmark the website on your browser for quick access https://src.health.vic.gov.au</p>
	Mid Feb	HealthPathways	<p>Access the new statewide referral criteria through [HealthPathways/Online Care Pathways], which 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 [HealthPathways/Online Care Pathways]. Contact your local PHN for a login. [link to PHN email]</p>
	Late Feb	Awareness Raising	<p>New statewide referral criteria from the Department of Health and Human Services are now in effect for select conditions in Neurology, Gynaecology and Gastroenterology.</p> <p>Head to [HealthPathways/Online Care Pathways] to access the criteria as well as supporting clinical and referral pathways [link to your HealthPathways/Online Care Pathways site]</p>
	March	HealthPathways and raise awareness	<p>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]</p>
	March	Awareness Raising	<p>Statewide specialist clinic referral criteria now exist for select Neurology, Gynaecology & Gastroenterology conditions. View the statewide referral criteria on HealthPathways or https://src.health.vic.gov.au</p>
	March	HealthPathways and raise awareness	<p>Your patient doesn't meet all the statewide referral criteria? Review [HealthPathways/online care pathways] to verify if there is anything more that can be done in your practice to manage your patient's condition.</p> <p>Contact your local PHN for a login [link to PHN email]</p>
	Twitter	Early to mid Jan	Launch date

	Early to mid Jan	Awareness raising	Statewide referral criteria from DHHS for Neurology, Gynaecology & Gastroenterology go live in public hospitals 1 Feb 2020. Supporting patients to receive the right care, in the right place, at the right time.
	Late Jan	Call to action/Launch	Launching 1 Feb 2020, statewide referral criteria for select conditions in Neurology, Gynaecology & Gastroenterology. Login to HealthPathways for access to the criteria and supporting clinical and referral pathways [link to your HealthPathways/Online Care Pathways site]
	Feb	LAUNCH	From today, new referrals for Neurology, Gynaecology & Gastroenterology will now be assessed against the criteria. Find out more on [HealthPathways/online care pathways] or the DHHS website https://src.health.vic.gov.au
	Feb	Awareness raising	Statewide specialist clinic referral criteria now exist for select Neurology conditions. View the statewide referral criteria on [HealthPathways/Online Care Pathways] or https://src.health.vic.gov.au
	Feb	HealthPathways	Your patient doesn't meet all of the statewide referral criteria? Review [HealthPathways/online care pathways] to verify if there is anything more that can be done in your practice to manage your patient's condition. Contact your local PHN for a login [link to PHN email]
	Mar	Awareness raising	Statewide specialist clinic referral criteria now exist for select Gynaecology conditions. View the statewide referral criteria on HealthPathways or https://src.health.vic.gov.au
	Mar	Awareness raising	Statewide specialist clinic referral criteria now exist for select Gastroenterology conditions. View the statewide referral criteria on HealthPathways or https://src.health.vic.gov.au
	Mar	HealthPathways and raise awareness	Know when to refer and what investigations are needed using [HealthPathways/Online Care Pathways] for the new statewide referral criteria developed by DHHS. Contact your local PHN for a login. [link to PHN email]