



1. About the Project

VTPHNA have been commissioned by DH to support the development and implementation of statewide public specialist clinic criteria into primary care. DH has developed statewide referral criteria (SRC) to assist GPs and clinicians referring patients to adult public specialist clinics. The criteria have been developed to improve the quality and appropriateness of referrals.

The statewide referral criteria apply to acute adult public specialist clinics across all of Victoria. If GPs do not follow the criteria, with regards to the eligibility criteria as well as the required investigations, the referral will be declined and returned to the referrer.

This work commenced in March 2018 with the first launch of criteria in November 2019 with ENT, Vascular and Urology. Another batch of specialties (neuro, gastro and gynae) were released in February 2020. The next batch, referred to PHNs as Tranche 3 and 4, were due for release from 1 June 2020 but have been postponed due to COVID. The new launch date is **1 May 2021**.

Tranche 3 and 4 includes the following specialties; Endocrinology, Cardiology, Rheumatology, Ophthalmology, Obstetrics.

2. Purpose of communication

VTPHNA has been funded to promote the SRC and supporting HealthPathways (or equivalent online care pathways for SEMPHN region) as a key project deliverable. The statewide coordination team (led by NWMPHN) are responsible for developing a statewide toolkit that can be used by ALL Victorian PHNs to ensure consistent messaging on the reform to primary care audiences across Victoria.

Alongside the usual communication and marketing, NWMPHN will run a paid social media campaign on behalf of all PHNs using statewide communication and marketing project funding. This will include:

1. **paid social media marketing**
2. **paid google ads**

These new initiatives will be adopted for two reasons:

1. Due to COVID, there has been reduced engagement with GPs and general practices about SRC despite the two previous launches.
2. We will need to promote to professional groups outside of General Practitioners such as Optometrists for Ophthalmology SRC.



3. Audience/s

Characteristics	Specifications
Job Title	Doctor GP Optometrist
Age	25 and over
Follower of pages/accounts	RACGP Murray City Country Coast GP Training Eastern Victoria General Practice Training Australian Doctor Optometry Australia Australian College of Optometry Australian Medical Association Rural Doctors Association
Websites visited	PHNs RACGP Australian Medical Association Australian Doctor and other healthcare media Australian Government Department of Health/Department of Health and Human Services Rural Doctors Association Australian College of Rural & Remote Medicine ThinkGP
Search terms	'Referral Criteria' 'Pre-referral guidelines'
Degree completed	Bachelor of Medicine/Bachelor of Medical Science/Bachelor of Biomedical Science/Bachelor of Surgery Master of Medicine Doctor of Medicine

4. Research

PHNs use social media to promote SRC but unpaid posts usually reach a very small number of people from within our target audience (less than 200 people per post). Further, without paid advertising, it is difficult to reach new users (people who don't already follow our accounts). Paid digital advertising is a more effective way of reaching new target users (as opposed to simply



posting more often). Based on previous VTPHNA and NWMPHN paid digital campaigns targeting similar audiences, estimated reach per campaign budget is between 1,000 – 2,000 users for \$100. PHNs also heavily rely on media articles in digital newsletters, which are a proven way to effectively engage stakeholders.

5. Key messages

The main objective is to raise awareness of the SRC – due to the complexity regarding the different HP platforms and SEMPHN not having HealthPathways we are avoiding references to the pathways in this social media campaign and we will direct people to the DH SRC website.

Message 1: Guide and Educate audience

From 1 May 2021 referrals for selected conditions in Endocrinology, Cardiology, Rheumatology, Ophthalmology and Obstetrics will be assessed against new statewide referral criteria in all Victorian public specialist clinics.

The statewide public specialist clinic referral criteria can be easily accessed via the official DH website: <https://src.health.vic.gov.au/specialities>

Message 2: Explain why the service/product will be beneficial

The statewide referral criteria provide referring clinicians clear and consistent guidance about which patients can be seen in public specialist clinics across Victoria and what investigations are necessary to support accurate prioritisation of referrals.

Alternate message:

Clear, consistent referral criteria. Statewide referral criteria now applicable for 10 specialities across all Victorian public specialist clinics.

Message 3: Reassure and Inform. Alleviate fear

The Victorian statewide referral criteria strive to ensure patients receive the right care in the right place and at the right time.

6. Monitoring and evaluation

Capturing social media analytics will inform monitoring, as has been done with other statewide campaigns.

Note: Digital targeting is not an exact science but is based on factors including age, location, job title, qualifications and interests. According to the [Commonwealth Department of Health](#), there were 24,641 registered medical practitioners in Victoria in 2018. Our medical practitioner audience on Facebook and Google is estimated at 33,000 people. This indicates our targeting is fairly accurate – although we are bound to reach some people from outside our target audiences, just as there is the potential that we will miss some others.



7. What does success look like?

Success will be measured in the following ways:

- Ensuring reform is promoted through all relevant channels
- Reach – number of relevant ‘users’ who have seen posts/messages
- # of interactions – evidence of interaction with reform messaging
- Measure of link clicks to SRC website – demonstrates that audience is engaging with the information

8. Materials and assets

Social media icons available via the [Comms Toolkit on the VTPHNA website](#).

9. Budget

A budget of \$1,000 is recommended for this campaign. It will allow us to reach a large proportion of our intended target audiences and show them our content multiple times. It is estimated that a \$1,000 budget will obtain reach of 10,000 – 20,000 for 30,000 – 60,000 impressions.

10. Project partners (as required)

We are funded by DH but they are not formal partners in the development of these promotional messages and campaigns. NWMPHN (on behalf of the Alliance) will be working with Optometry Australia to help inform messaging to Optometrists and possible channels for promotion.

11. Environment

No competing services/products however health services (usually via GPLO networks) could also be promoting the reform to GPs – to ensure consistency of messaging we have shared our communication toolkits with the GPLO network to avoid any confusion amongst GPs.

Appendix 1

Case- study: OCPs state-wide social media campaign, VTPHNA

To build GP and general practice staff awareness and increase use of OCPs a state-wide targeted social media campaign was undertaken. This involved producing a two-minute video featuring a GP and HealthPathways Clinical Editor who responded to questions developed to highlight the key messages identified in the OCPs communication toolkit. Three accompanying 15-second videos that emphasised specific key messages were also produced.

The videos were then posted on GPs’ and general practice staff’s Facebook, LinkedIn, Twitter and YouTube accounts.

GPs and general practice staff were targeted using custom audience filters built into each social media platforms’ advertising manager. The parameters, based on NWMPHN’s previous social media campaigns, included the following:



- ❖ Job title (doctor, GP, practice nurse)
- ❖ Age over 26
- ❖ Interests for example RACGP
- ❖ People who visit websites related to general practice (for example PHNs, RACGP and Australian Practice Nurse Association [APNA])
- ❖ Followers of pages/accounts like RACGP and APNA
- ❖ People who search for terms related to general practice (for example, 'best practice cancer care' and 'cancer information for GPs')
- ❖ People who have completed specific degrees (for example Bachelor of Nursing and Bachelor of Medicine, Bachelor of Surgery)

The videos were also posted on VTPHNA's Facebook, LinkedIn, Twitter and YouTube accounts and shared and reposted by each individual PHN on their social media channels.

Table 1: Optimal care pathways social media report

Post	Platform	Reach	Impressions	Views	Link clicks
Full video	YouTube	2, 687	13,842	2,916	39
Full video	Facebook	9,611	87,547	4,621	293
Full video	Twitter	9,662	18,398	536	18
Full video	LinkedIn	N/A	14,669	998	92
Snippet 3	YouTube	2, 102	18, 556	2,206	44
Snippet 3	Twitter	N/A	13,372	1,837	7
Snippet 1	Facebook	8,572	33,562	1,914	79
Snippet 2	Facebook	9, 794	34,878	1, 836	74
Snippet 3	Facebook	9, 524	32,995	950	44
Total		60, 940	370, 594	19,465	1,161

Per Table 1, the campaign had a total of 370,594 impressions and a reach of 60,940; this means that the videos were seen a total of 370,594 times by 60,940 people. Please note that if someone saw a video on Facebook, LinkedIn and YouTube, they would be counted three times in the total reach.



The total number of views was 19,465. The difference between an impression and a view is that a view must be for a certain amount of time, whereas an impression simply means the post has been seen.

Views

The various social media platforms have different methods of classifying a view. For the purpose of this report only views that have at least a moderate degree in interest are included.

- ❖ A Facebook view = viewers watches at least 15 seconds of the video.
- ❖ A LinkedIn view = viewer watches at least 25% of the video.
- ❖ A Twitter view = viewer watches at least 15 seconds or 25% of the video (whichever is greater).
- ❖ A YouTube view = viewer watches at least 30 seconds or 50% of the video.