

CONTINUITY OF CARE COLLABORATION (CCC)

Patient safety and continuity of care is extremely important, particularly for those patients who have chronic and complex diseases or conditions, vulnerable populations, the elderly and immunocompromised. There are mounting concerns that Australians are not maintaining their regular doctor visits for existing chronic conditions and/or putting off seeing their doctor to get a test, investigation, or immunisation due to fears of contracting COVID-19 or burdening the health system.

Not seeking help when it is really required may place your health, and even your life, at risk.

The CCC is a communication collaboration of Peak Bodies, Industry and Healthcare Organisations coming together to stress the importance for people to continue with monitoring their health status and conditions to ensure optimal long term health outcomes are achieved. The CCC represents the broad healthcare ecosystem and is the first ever such collaboration.

POSITIONING STATEMENT

The CCC is advocating for people to continue with their health management during the COVID-19 pandemic and preparing for the future. The aim is to communicate consistently the importance of:

KEY HIGH LEVEL MESSAGES

- Urging people to keep a close watch on their ongoing health care and maintenance, and to not allow the ongoing COVID-19 crisis to prevent this crucial healthcare activity.
- We all have a responsibility to keep people safe and healthy during the COVID-19 pandemic and beyond
- Continuity of care consists of the following areas:

PREVENTION



CHRONIC DISEASE MANAGEMENT



VACCINATION



CANCER SCREENING



ADHERENCE TO MEDICINES



ACUTE CARE



PATHOLOGY TESTING



CALL FOR ACTION

- Federal and State Government Engagement and endorsement of CCC
- Media Engagement (TV, Radio & Print) and Social Media via each individual organisation communicating consistent messages to inform consumers
- More frequent and timely data sets are required to track and monitor the situation

KEY MESSAGES

- Patient safety is paramount and we support the various strategies to help protect patients access the medical services they need. This includes; Telehealth; E-prescribing; Home

Delivery of Medicines; Health Clinics Infection Control Measures; Separate Lab Collection Centres and Personal Protective Equipment for Healthcare Professionals.

- Australians long term health status could be severely impacted if people don't maintain regular doctors visits, tests, investigations and immunisations – we need to act now
- A healthy Australia will ensure a stronger economic recovery on the 'road out' – we don't want the healthcare system to be inundated post COVID-19
- What health checks did you miss? – don't leave it too late

YOUR COMMITMENT

By committing your organisation to the CCC, you are agreeing to the following:

- a) During your normal engagement with Federal/ State Governments and media please continue to seed the collaborations messages around continuity of care
- b) Amplifying the CCC consumer messages through your organisations main media and social media channels to ensure we have one collective voice
- c) Contribute patient stories to highlight opportunities and issues for maintaining healthcare
- d) Be part of the ongoing community to develop, evolve and execute key messages
- e) Nominate a representative from your company to attend meetings as required

DURATION

The anticipated duration of the collaboration is over the next 3-6 months, with a view to review, depending on how the pandemic evolves. We will use the measures of success to determine overall longevity.

PROCESS

Pathology Awareness Australia (PAA) will take the lead in the facilitation of communication materials and will provide organisations the opportunity to provide feedback to ensure high quality materials.

FINANCIAL COMMITMENT

The concept of CCC is to utilise our existing internal resources and rely on in-kind contributions. At this stage, we expect there is no additional costs to organisations to be part of the alliance.

OPEN TO EXPANSION

The CCC is open to expanding to other organisations beyond the founding members as we want to be inclusive and diverse in our approach. Please submit your nomination to PAA.

MEASURES OF SUCCESS

1. Federal and State Governments engage and advocate for the continuity of care
2. Increase in testing, clinic visits, immunisations – back to at least baseline seen prior to COVID-19
3. Media Coverage / Social Media Posts with correlation of increasing access of medical services