

Continuity of Care Collaboration

Supporting MA via social media

This social media strategy will support the announcement from Medicines Australia on the Continuity of Care Collaboration, launching on 6 May 2020.

This strategy will continue to strengthen Medicines Australia's reputation as a key partner in the Australian healthcare community, during COVID-19 and beyond.

Goal:

- Inform the community about the CCC initiative through Medicines Australia's social media engagement, while demonstrating MA's commitment to this important collaboration.
- Encourage more HCOs and other organisations to join the CCC, by demonstrating the value of the CCC, therefore driving a diverse approach to the initiative.

Objective:

- Use MA's social media channels (including paid posts) to share key messages on the CCC at time of launch (Wednesday 6 May - Friday 8 May 2020).
- Ask member companies to support this messaging via their owned social media channels by sharing MA posts.
- Support posts from Pathology Awareness Australia about the CCC and the consumer survey link released on 6 May 2020 via liking and sharing.

Audience:

- HCOs and patient organisations
- Healthcare organisations
- Patients and their carers
- Members of the general public
- Political stakeholders.

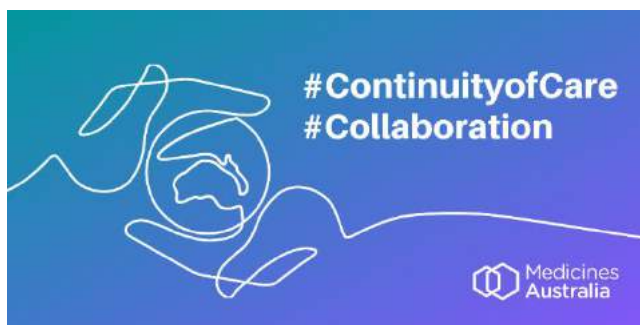
Messages:

- A unique collaboration of 15 Australian health organisations have come together to actively support those living with chronic health conditions to manage and monitor their health, and advocate for preventative health during the COVID-19 pandemic and to minimise the post COVID-19 community health legacy.
- The Continuity of Care Collaboration (CCC) is an Australian first national communication collaboration of Peak Bodies, Industry and Healthcare Organisations coming together to stress the importance for people to continue monitoring their health and maintaining their regular medical care. The CCC represents the broad healthcare ecosystem, including physicians, nurses, allied health professionals and patient organisations.
 - Continuity of care consists of 7 key areas and these include; Prevention; Chronic Disease Management; Vaccination; Cancer Screening; Adherence to Medicines; Acute Care Management; Pathology Testing.
 - The CCA is advocating for people to continue with their health management during the COVID-19 pandemic and preparing for the future.

- Australians are not maintaining their regular GP 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.
- The CCC believes patient safety and continuity of care has never been more important, particularly for those patients who have chronic and complex diseases or conditions, vulnerable populations, the elderly and immunocompromised.
- Testing for diseases in Australia has declined by 40% resulting in 60,000 patients not getting their regular pathology or diagnostic testing to manage or diagnose conditions. This is an indicator that people are not seeking expert medical advice and maintaining their regular health routines.
- The CCC will communicate consistently the importance of 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 crucial healthcare interactions such as seeing your GP or receiving important tests.
- The CCC will engage with Federal and State Governments and Department of Health to keep patients safe during COVID-19 whilst moving the continuity of care agenda forward.
- Elizabeth de Somer, CEO MA: We all have a responsibility to keep people safe and healthy during the COVID-19 pandemic. Patients need to continue with their regular GP visits, pathology testing, vaccinations and taking medications, as we want to ensure that peoples' health is managed not only for now but also in the long-term.
- 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. (link to Liz video and media release)

Proposed content and timeline:

Leverage social media tile: You may include your own logo, please see example below.





Date	Twitter	LinkedIn
6 May 2020 12pm	<p>15 health organisations, including @MedicinesAus, join forces to urge continuity of care for all Australians during the #COVID19 pandemic and to minimise the post #COVID19Aus community health hangover.</p> <p><i>Read more:</i> https://medicinesaustralia.com.au/media-release/medicines-australia-joins-forces-with-15-healthcare-organisations-to-highlight-continuity-of-care/</p> <p>#ContinuityofCare #Collaboration #PathologyAwarenessAus</p>	<p>Medicines Australia has been a driving partner in the creation of the Continuity of Care Collaboration (CCC), a new alliance of 15 Australian health organisations which is supporting those living with chronic health conditions to manage and monitor their health, and advocate for preventative health during the #COVID19 pandemic and to minimise the post #COVID-9 community health hangover.</p> <p>The Continuity of Care Collaboration (CCC) is an Australian first national communication collaboration of Peak Bodies, Industry and Healthcare Organisations coming together to stress the importance for people to continue monitoring their health and maintaining their regular medical care. The CCC represents the broad healthcare ecosystem, including physicians, nurses, allied health professionals and patient organisations.</p> <p>Continuity of care consists of 7 key areas and these include</p> <ul style="list-style-type: none"> • Prevention • Chronic Disease Management • Vaccination • Cancer Screening

		<ul style="list-style-type: none"> • Adherence to Medicines • Acute Care Management • Pathology Testing. <p>The CCA is advocating for people to continue with their health management during the COVID-19 pandemic and preparing for the future.</p> <p><i>Read more:</i> https://medicinesaustralia.com.au/media-release/medicines-australia-joins-forces-with-15-healthcare-organisations-to-highlight-continuity-of-care/</p> <p>#ContinuityofCare #Collaboration #PathologyAwarenessAus #COVID19Aus</p> <p><i>Explore tagging PAA or other orgs if possible</i></p>
6 May 2020 1pm	<p>There are growing concerns for Australians not maintaining their regular healthcare visits for existing chronic conditions. The newly formed CCC, which @MedicinesAus is a member of, believes that continuity of care has never been more important.</p> <p><i>Read more:</i> https://medicinesaustralia.com.au/media-release/medicines-australia-joins-forces-with-15-healthcare-organisations-to-highlight-continuity-of-care/</p> <p>#ContinuityofCare #Collaboration #COVID19Aus</p>	<p>Australians are not maintaining their regular health 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.</p> <p>Medicines Australia is a driving partner in the newly formed Continuity of Care Collaboration, which believes patient safety and continuity of care has never been more important, particularly for those patients who have chronic and complex diseases or conditions, vulnerable populations, the elderly and immunocompromised.</p> <p>#ContinuityofCare #Collaboration #PathologyAwarenessAus #COVID19Aus</p> <p><i>Read more:</i> https://medicinesaustralia.com.au/media-release/medicines-australia-joins-forces-with-15-healthcare-organisations-to-highlight-continuity-of-care/</p> <p><i>Explore tagging PAA or other orgs if possible</i></p>
7 May 2020 9am	<p>Testing for diseases in Australia has declined by 40%, indicating that people are not maintaining their regular health routines. We urge you not to let #COVID19 prevent crucial healthcare interactions.</p>	<p>Testing for diseases in Australia has declined by 40% resulting in 60,000 patients not getting their regular pathology or diagnostic testing to manage or diagnose conditions. This is an indicator that people are not seeking</p>

	<p><i>Read more:</i> https://medicinesaustralia.com.au/media-release/medicines-australia-joins-forces-with-15-healthcare-organisations-to-highlight-continuity-of-care/</p> <p>#ContinuityofCare #Collaboration #PathologyAwarenessAus</p>	<p>expert medical advice and maintaining their regular health routines.</p> <p>The newly formed Continuity of Care Collaboration, an Australian first national communication collaboration of Peak Bodies, Industry and Healthcare Organisations including Medicines Australia, will communicate consistently the importance of 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 crucial healthcare interactions such as seeing your GP or receiving important tests. #ContinuityofCare #Collaboration #PathologyAwarenessAus #COVID19Aus</p> <p><i>Read more:</i> https://medicinesaustralia.com.au/media-release/medicines-australia-joins-forces-with-15-healthcare-organisations-to-highlight-continuity-of-care/</p> <p><i>Explore tagging PAA or other orgs if possible</i></p>
Friday 8 May 2020	<p>'A healthy Australia will ensure a stronger economic recovery on the 'road out' - @EDSM on the continuity of care during #COVID19Aus</p> <p><i>Read more: Link to Interview with Liz</i></p> <p>#ContinuityofCare #Collaboration #PathologyAwarenessAus</p>	<p>Elizabeth de Somer, CEO MA: We all have a responsibility to keep people safe and healthy during the COVID-19 pandemic. Patients need to continue with their regular GP visits, allied health visits, pathology testing, vaccinations and taking medications, as we want to ensure that peoples' health is managed not only for now but also in the long-term.</p> <p>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. (link to Liz video and media release)</p> <p>#CCC #ContinuityofCare #Collaboration <i>Read more: Link to MA media release on MA website</i> <i>Explore tagging PAA or other orgs if possible</i></p>
Friday 8 May 2020	<p>The Continuity of Care Collaboration is Australia's first national communication collaboration of Peak Bodies, Industry and Healthcare Organisations which will urge people to keep a close watch on their</p>	<p>The Continuity of Care Collaboration is Australia's first national communication collaboration of Peak Bodies, Industry and Healthcare Organisations which will communicate consistently the importance</p>

	<p>ongoing health care and maintenance. Would you like to join us?</p> <p><i>Insert link to know pathology</i></p> <p>#ContinuityofCare #Collaboration #PathologyAwarenessAus</p>	<p>of 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 crucial healthcare interactions such as seeing your GP or receiving important tests. Would you like to join us? Find out how to here...(insert link)</p> <p>#ContinuityofCare #Collaboration #CCC</p>
	Twitter accounts to tag	Linked in accounts to tag
	<p>@Know_Pathology @RACGP @PathologyRCPA @NRHAlliance @APNAnurses @CHFofAustralia @heartfoundation @ACDPAlliance @comms_ahpa @AUDiabetesSoc @ACRRM @JeanHailes</p> <p>No twitter:</p> <ul style="list-style-type: none"> • Australian Patients Association • Patient Voice Initiative 	<p>Know Pathology Know Healthcare Australian Medical Association RACGP Royal College of Pathologists of Australasia National Rural Health Alliance Australian Primary Health Care Nurses Association Consumers Health Forum of Australia Australian Diabetes Society ACRRM Australian Patients Association Patient Voice Initiative Jean Hailes for Women's Health</p> <p>No LinkedIn:</p> <ul style="list-style-type: none"> • National Heart Foundation • Australian Chronic Disease Prevention Alliance • Allied Health Professions Australia

Phase 2 (8 May – November 2020):

- Monitor social media pages of collaboration partners and engage with their posts on this topic
- Share case studies of collaboration, tagging key partners involved in the case study.

Measurement:

MA can measure the success of these messages through monitoring organic social media interaction on LinkedIn and Twitter:

- Views
- Likes
- Shares/Retweets
- Comments.