

**HEALTHY**  
**NORTH COAST**

**phn**  
NORTH COAST  
An Australian Government Initiative

## PRIMARY CARE ACCESS

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13 September 2023





# Connecting you to the right care

We are here to assist any time of the day or night.  
Confidential and free 24/7 health advice from our  
qualified nurses, connecting you to local health and  
virtual care services.

 1800 198 888

 Chat now



# THE CHALLENGE



**People in our region find it hard to get unplanned episodic care**



**ED is seen as more available**



**High ED use for low urgency conditions**

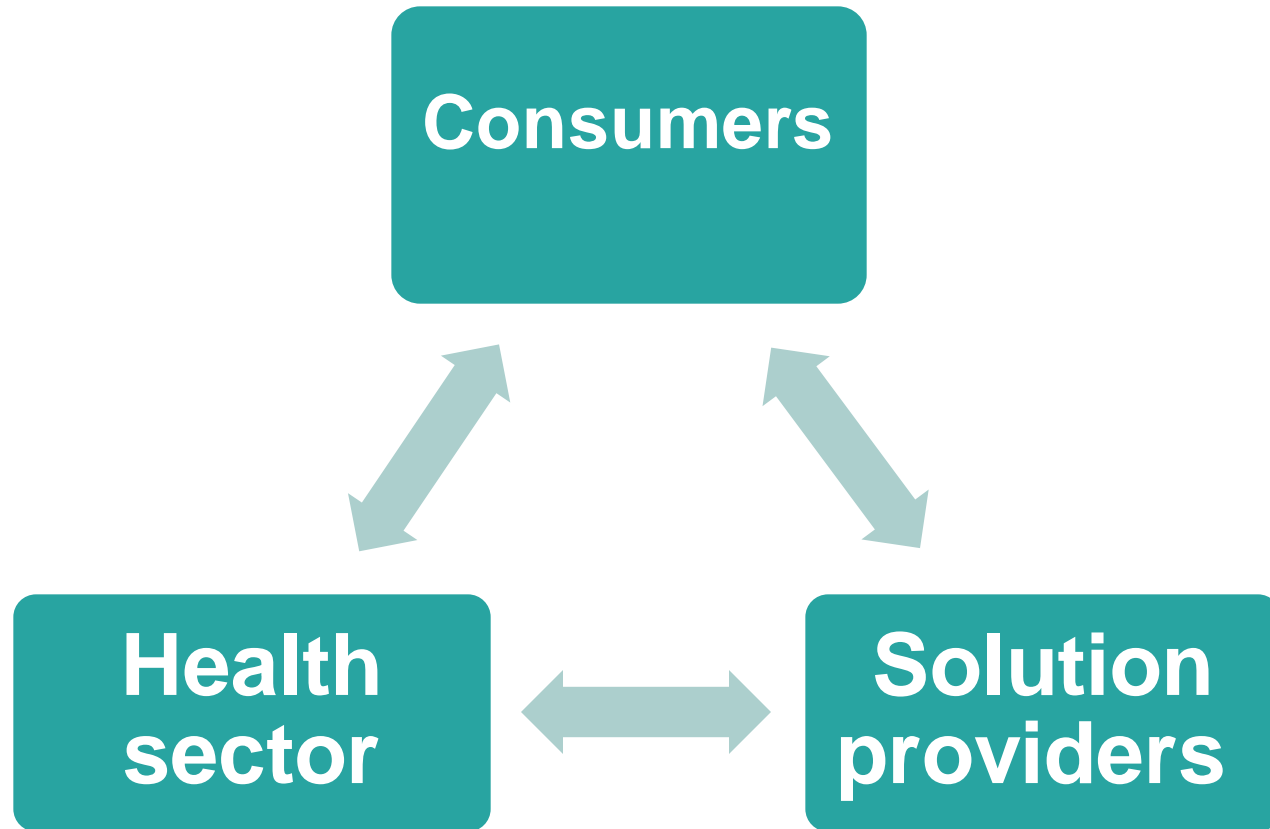
# Consumer research

*It seems like you need to know that you're going to be sick well, in advance. Because sometimes, you can't get in the same day or even the same week. And then it's a case of, time availability, trying to work around work hours is tricky.*

*You kind of need those early morning appointments, or late afternoon appointments, which are usually taken up...*

*I think only the physio is open on weekends, otherwise, nothing else is open. - **Female, 25 years, Port Macquarie***

# THE APPROACH



## Connecting you to the right care

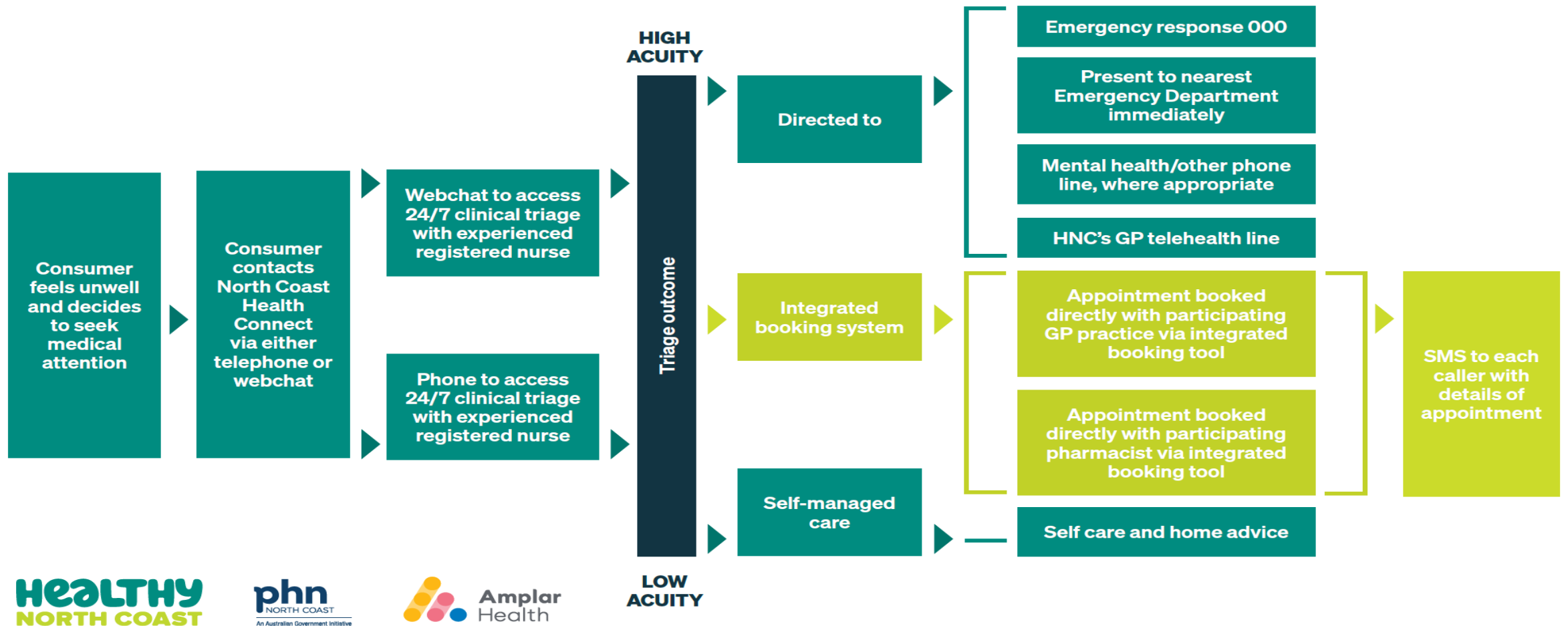
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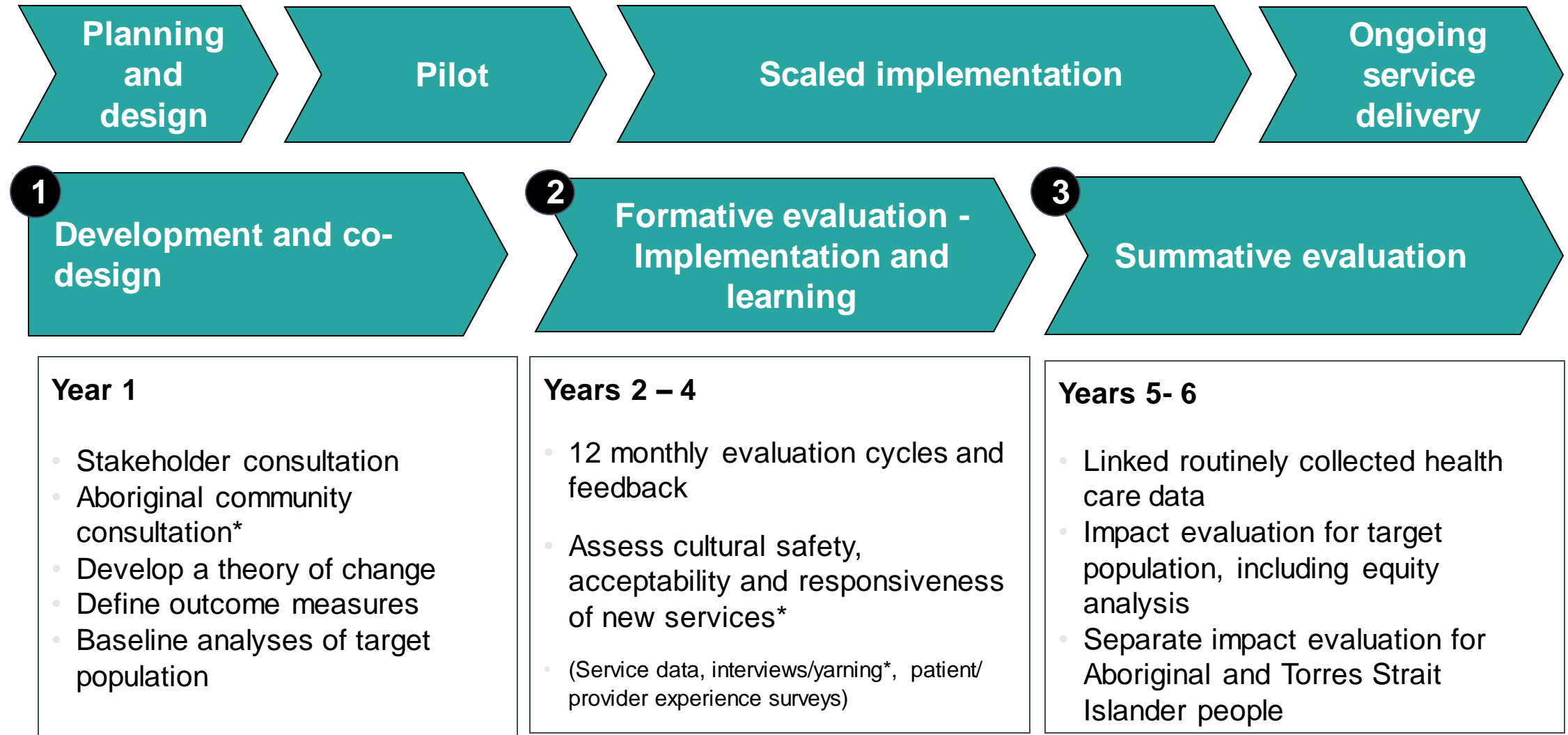
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## Consumer journey

# NORTH COAST Health Connect



# THE IMPACT (EVALUATION)



# LESSONS



Establishing baseline  
and understanding the  
problem



Local design and  
alignment with  
emerging and national  
policies



Establishing data  
conventions early -  
sharing agreement,  
dictionary and  
analysis plan



Innovative approaches  
require agility in  
implementation





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