The Future of Primary Care
Improving outcomes in an era of reform

29th & 30th October 2014, CQ Functions, Melbourne

Key Speakers

The Hon David Davis MLC
MINISTER FOR HEALTH & AGEING, VICTORIA

Dr David Cullen
Assistant Secretary of Policy
DEPARTMENT OF HEALTH

Jon Evans
Director of Health Strategy
DEPARTMENT OF HEALTH, VICTORIA

Michael Laverty
Chief Executive Officer
ROYAL FLYING DOCTORS SERVICE

Attend & learn

» What the Primary Health Networks will mean for your organisation
» How to create innovative service models
» How to measure patient outcomes
» How to improve communication strategies

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WORKSHOPS
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A - How to create partnerships in the Primary Health Network era
Jason Trethowan, Barwon Medicare Local

B - How to get ready for the Primary Health Networks
Andrew Hollo, Workwell Consulting

> see page 5

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Achieving better primary care in the new era

With the abolition of the Medicare Locals & the introduction of the Primary Health Networks, primary health care organisations are facing a significant change. However, in this time of reformation, it’s imperative to ensure the focus still remains on patient outcomes, to better manage their condition and access appropriate services; prevent complications and reduce the need for hospitalisation.

This conference will show you how to achieve this through a series of presentations from leaders in the field, including government, academic, hospital and primary care organisations.

This conference will cover:

• The future of primary care with the introduction of Primary Health Networks
• How to measure patient outcomes
• How to integrate innovative service models
• How to create effective communication strategies for improved system outcomes

“Improved primary health care is fundamental to achieving better health outcomes across Australia.”
- The Hon Peter Dutton, MP, Minister for Health & Sport, 2014

Who will attend?
Senior representatives from the following industries:
Government; Community Health Services; Health Associations, Councils & Societies; Medicare Locals and Primary Care Partnerships & Industry Boards, Nursing & General Practitioners, Providers & Trainers

With responsibilities for:
Strategy, policy, operations

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Plus key contributions from:

Andrew Wilson
Medibank

Jason Trethowan
Barwon Medicare Local

A/Professor Ian Scott
Princess Alexandra Hospital

Lyn Morgain
CoHealth

Adj. Professor Belinda Moyses
Southern Adelaide Local Health Network

Dr Julie White
Monash Health

Professor Max de Courten
Victoria University

Dr Illona Szabo
Accoras

Fiona Hearn
Royal District Nursing Service

Professor John Mathews
University of Melbourne
Day 1
Wednesday 29th October, 2014

8:30 Registration, coffee & networking

9:00 Welcome remarks from the Chair
Professor John Mathews
University of Melbourne

Transitioning from Medicare Locals to Primary Health Networks

9:10 Ministerial opening speech
The Hon David Davis MLC,
Minister for Health & Ageing, Victoria

9:40 What the future will look like for primary care
• Designing a delivery system that is evidence based, client-centred and works
• Implementing a new system of healthcare
• Designing new policies for system deliverance
Jon Evans
Director Health Strategy
Department of Health, Victoria

Andrew Wilson
Executive General Manager
Provider Networks and Integrated Care
Medibank

10:40 Morning tea & networking

11:10 Transitioning from Medicare Locals to Primary Health Networks
• The key partnerships that are required for the transition
• Planning for an outcomes focussed network
• Maintaining important links to local communities
Jason Trethowan
Chief Executive Officer
Barwon Medicare Local

11:50 What will the Primary Care Networks mean for your organisation?
Jon Evans, Department of Health
Andrew Wilson, Medibank
Michael Lavity, The Flying Doctors Services
Jason Trethowan, Barwon Medicare Local

Panel Discussion

12:30 Lunch & Networking

Creating innovative service models

1:30 Putting patients at the centre of health service delivery & health systems
• Approaches and strategies to promote patient-centred care
• Implementing leadership and change management strategies
• Refocusing the way we look at quality in health care
Lyn Morgain
Transitional CEO
Cohealth

2:10 Integrating primary & specialty care in chronic disease management & end of life care
• Integrating primary care/specialist care programs with a system of care redesign
• Optimising chronic disease management and enhancing GP skills
• Maximising patient-centred benefit to advance care planning and end of care co-ordination
A/Professor Ian Scott
Director of Internal Medicine and Clinical Epidemiology
Princess Alexandra Hospital

2:50 Afternoon tea & networking

3:10 Improving access to primary care in rural & remote areas
• The importance of geographic and socioeconomic determinants of health
• The role of remote area primary care in addressing health issues
• Future directions in remote area primary care delivery and the role of new partnerships
Michael Lavity
Chief Executive Officer
Royal Flying Doctors Service

3:50 Improving integrated care through accountability & performance
• Respect, standards, accountability, risk and performance
• How General Practitioners provide integrated coordinated care
• The General Practitioner leading the PHCO clinical council - communication and respect
Dr Ilona Szabo
Chair
Accoras

4:30 Closing remarks from the Chair & close of day one
Day 2
Thursday 30th October, 2014

8:30 Welcome, coffee & networking

9:00 Welcome remarks from the Chair
Professor John Mathews
University of Melbourne

Measuring patient outcomes for a better quality system

9:10 The economic importance of getting the role of primary health care right
- Examining the latest international evidence for effective primary health care interventions in chronic disease
- Quantifying the benefits that can flow to the Australian economy from better prevention & management
- Effective primary care intervention to improve efficiency in the health care system
Dr David Cullen
Assistant Secretary of Policy
Department of Health

10:10 Taking a new management approach to chronic disease
- Collaborating practices to strengthen health systems and improve outcomes
- Working with community stakeholders to implement a fully accredited quality system
- Encouraging clients and the community to be actively involved in their own health care
Professor Maximilian de Courten
Director, Centre for Chronic Disease
Victoria University

10:50 Morning tea & networking

11:20 What does the future of patient-centered care look like?
- Examining the latest international evidence for effective primary health care interventions in chronic disease
- Quantifying the benefits that can flow to the Australian economy from better prevention & management
- Effective primary care intervention to improve efficiency in the health care system
Dr David Cullen
Assistant Secretary of Policy
Department of Health

12:00 Linking primary care with hospital strategies
- How mutual values & a considered stakeholder engagement can foster new, innovative service models
  - Collaborating approaches to achieve positive impact on hospital avoidance
  - Changes in the funding modelling for health and the impact of complex chronic disease from an ageing population
  - Identifying system challenges that lead to inappropriate acute sector resource utilisation
Adj. Professor Belinda Moyes
Chief Executive Officer
Southern Adelaide Local Health Network

12:50 Networking lunch

1:50 Expanding primary care to reduce hospitalisation
- Designing new frameworks to improve service design
- Increasing the scope and role of nurse practitioner to reduce hospitalisation
- Creative thinking to achieve these goals
Dr Julie White
Chair of the Victorian Department of Health Hospital Admission Risk Program
Monash Health

2:30 Afternoon Tea

3:00 Service models that support interface between primary community & hospital care
- Importance of primary and community services focusing on patient outcomes
- The influence of primary care services on reducing hospitalisation
- Refocusing primary care programmes to reduce hospitalisation
Fiona Hearn
Victorian General Manager
Royal District Nursing Service

3:40 Panel Discussion:
- What does the future of patient-centered care look like?
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  - Quantifying the benefits that can flow to the Australian economy from better prevention & management
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Health Care Australia  blog.criterionconferences.com
Workshops
Workshop A 28th October, 2014
Workshop B 31st October, 2014

How to create partnerships in the Primary Health Network era

Pre Conference Workshop A
Tuesday 28th October 2014, 9:00am – 4:00pm

The new Primary Health Networks will be framed significantly around concepts of engagement, collaboration and partnership. It will be essential to create frameworks for building and maintaining partnerships in a way that focuses strongly on outcomes, both for patients and organisations.

Key themes include:
• Maximising the end-value for patients
• Patient and organisational outcomes
• Frameworks for building and maintaining partnerships

What you will take away from this workshop:
• Strengths and weaknesses of various strategies
• Where to start and what you should focus on
• Meet the expectations of the Primary Health Networks

Your workshop leader:

Jason Trethowan
Chief Executive Officer
Barwon Medicare Local

Jason Trethowan is the CEO for Barwon Medicare Local. Jason has substantial experience in community partnerships, business operations, and health system innovation. Jason was the CEO of the GP Association of Geelong from 2007 and during this time he led the developments of headspace Barwon and the establishment of a GP Super Clinic in Geelong. Since his appointment as CEO of Barwon Medicare Local in 2011 Jason has led developments in local hospital network collaborations, partnerships with private health funds and commissioning of primary health services. Most of all he enjoys working with General Practice and private allied health practitioners in developing a well-connected health system.

Jason holds a Bachelor of Science in Health Information Management, Graduate Certificate in Health Informatics and a Masters of Business Administration from Deakin University. He is also the Deputy Chair for the G21 Geelong Region Alliance.

For a full bio visit www.primarycarereform.com

How to get ready for the Primary Health Networks

Post Conference Workshop B
Friday 31st October 2014, 9:00am – 4:00pm

With the introduction of the Primary Health Networks, it is imperative for your organisation to be ready for the new era of change. The focus on preparing for the future and understanding more about the proposed Primary Health Networks is so important for your organisation. This includes looking at internal strategies and also working more closely with the community to ensure partnerships are formed throughout the transition.

Key themes include:
• Knowing what partnerships you will need during the transition
• Maintaining local links with general practice and allied health hospital networks
• Influencing an outcomes focussed organisation

What you will take away from this workshop:
• How to transition from a medicare local environment to the Primary Health Networks
• Key building blocks for a Primary Health Network environment
• Practical tools to ensure you have the right partnerships acquired throughout the process

Your workshop leader:

Andrew Hollo
Director
Workwell Consulting

Andrew works with boards, executive teams and specialists to dramatically increase the effectiveness of group enquiry, debate, planning and decision-making. He is a graduate of the University of Melbourne where he trained in psychology and, early in his career, traded working at a leading global consulting firm for grassroots non-profit work. A solo consultant for almost 20 years, Andrew now assists every form of organisation which tackle large-scale health and social issues: all levels of government, agencies, not-for-profits and private and public companies. He is the author of “We Don’t Need More, We Need Different: Working across organisational boundaries to solve 21st century problems”.

Andrew lives between Melbourne, Australia and Bali, Indonesia with his wife Kate and son Jasper.

For a full bio visit www.primarycarereform.com

To register, call us on 1300 316 882 or book online www.primarycarereform.com
The Future of Primary Care
29th & 30th October 2014, Melbourne

Event Prices

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<tr>
<td>2 Day Conference</td>
<td>$2099 + GST = $2308.90</td>
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<td>$2299 + GST = $2528.90</td>
<td>$2499 + GST = $2748.90</td>
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<td>Upgrade package with our Pre &amp; Post Conference Workshops</td>
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<td>Pre Conference Workshop A</td>
<td>$799 + GST = $878.90</td>
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Signature: ___________________________

Approval Manager’s Name: ___________________________

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