Clinical program heads engagement in Macquarie University Hospital’s marketing strategy
2018

Utilising your role as a clinical program head to strategically engage MUH accredited specialists to effectively market the hospital as well as reinforcing the concept of MQ Health.
Input in marketing strategy

We would like your input into our Hospital marketing strategy. We've identified 30 committed specialists and segmented these under each clinical program. We'd like your assistance in recognising these specialists as well as identifying young specialists who have the capacity to drive activity to the Hospital with additional marketing support. These activities include:

- Prime position in publications
- Specific online opportunities
- Opportunities to present at events
- Opportunities to present on radio program and podcasts

We will prepare a letter on your behalf to send to these individuals and inform them that the marketing team will be in contact. Katherine Filippi and Eliza Kenny will also meet with you individually to discuss marketing activities in each of your respective areas.

Media activities

We'd like to utilise the Program Heads to assist in generating positive PR about Macquarie University Hospital. We'd like each of you to invite 5 key specialists in each of your areas to a lunch session, (date/time to be advised) where the University's PR team will explain how doctors can best manage the media process. There will also be an opportunity for these specialists to undertake media training.

More generally we plan on promoting the processes of engaging media via email, posters, and newsletters to all MUH Specialists.

MQ Health stories for Hospital displays and publications

We need your assistance in gathering additional stories for our displays, magazines and other media opportunities.

Please contact Katherine Filippi on 0457524924 or email Katherine.filippi@muh.org.au if you would like a particular activity showcased.

 Interested in talking to the media?

We are preparing a world, Australian wide, media campaign in the coming weeks to document the groundbreaking medical progress that is being made here at Macquarie University Hospital. Your input in finding specialist practitioners who are at the forefront of these exciting medical stories would be greatly appreciated.

We will prepare a letter on your behalf to send to these individuals and inform them that the marketing team will be in contact. Katherine Filippi and Eliza Kenny will also meet with you individually to discuss marketing activities in each of your respective areas.

A team approach to your care
Input into the MUH event’s program for 2018

The Hospital has budget to host 7 events this year. Traditionally these events are speciality specific (Neurosurgery at MUH, Hand surgery at MUH etc.) with a particular focus on key specialties and services that drive significant activity to the Hospital.

However this year, there is an opportunity to structure GP education events around the clinical programs, should you think that this was worthwhile. In the following survey we invite your feedback on option A or option b on the following two pages.

We have also provided you with a summary of the results of our recent GP education survey where we asked GPs what type of education they would be interested in receiving. We’ve also included a short survey for you to complete about the types of events you would like to host in 2018.

These MUH GP events fall outside the list of activities developed by the team managing the MUCA Clinics. We reference these events on the last page of this document.
Clinical program head survey

We would like to obtain your feedback regarding MUH’s upcoming GP education events. Please tick your preferred option.

1. How would you like to structure your GP education event for your area in 2018? Please note as these are MUH marketing initiative, it is important that we promote activities that drive business to the Hospital.
   
   a. Combined clinical program events which include all the specialties under each clinical program. This provides us with the opportunity to better explain our new structure to GPs e.g. in the case of the Neurosciences program, presentations could include a neurologist, a neurosurgeon, an ENT/head and neck surgeon and an ophthalmologist.
   
   b. Or specialization specific e.g. neurosurgery at MUH or ENT at MUH

   Please refer to page 4-5 for example invite.

2. In 2018 we plan to host our GP events in a range of venues and on occasion host the events at lunch time. Please note all MUH sessions will be Category 2 (4 points) RACGP accredited events, running no longer than 3 hours. Can you please advise which locations would be of interest to you? You can tick more than one box. If you would like to suggest other locations for events, please let us know in the comments section.

   a. MUH Café - dinner
   
   b. Banjo Paterson Restaurant, Gladesville - dinner
   
   c. GG Lobby Bar (Fujitsu Building), Talavera Road - dinner
   
   d. Shangri-La Hotel, Altitude Restaurant, Cumberland Street, Sydney - lunch
   
   e. Lecture room, F10A, Macquarie University Clinic (from June 2018) - dinner

Can you please add any other comments here?

Name

Thank you
GP survey results

Please find a summary of the results of our recent GP education survey where we asked GPs what type of education they would be interested in receiving.

1. Have you attended any of Macquarie University Hospital's GP Education Dinners?
   Yes – 34.62%

2. Did you find the education sessions informative?
   Yes – 41.56%

3. Which format would you prefer the education sessions?
   Specialists presenting at the podium – 64.86%

4. Have you referred a patient to Macquarie University Hospital?
   Yes – 76.62%

5. Please tick which topics would be of interest to you if you were to attend a GP educational event at MUH in 2018. Please note as part of our new MQ Health strategy we have listed our specialties under seven clinical programs. We have therefore segmented potential areas of interest under each of these seven categories.

   **BONE AND JOINT PROGRAM**
   - Hand Surgery and Therapy 47.14%
   - Orthopaedics and Sports Medicine 72.49%
   - Rheumatology 64.29%

   **CANCER PROGRAM**
   - Medical Oncology 51.79%
   - Radiation Oncology 26.79%
   - Multidisciplinary Approach 75%

   **CARDIOVASCULAR AND RESPIRATORY PROGRAM**
   - Cardiology 74.24%
   - Cardiothoracic Surgery 22.73%
   - Respiratory Medicine 65.15%
   - Vascular Medicine and Surgery 56.06%
   - TAVI 24.24%

   **NEUROSCIENCES PROGRAM**
   - ENT and Head and Neck Surgery 74.24%
   - Neurology 60.61%
   - Neuropsychology 37.88%
   - Neurosurgery 34.85%
   - Ophthalmology 74.24%

   **GASTROINTESTINAL AND SURGERY PROGRAM**
   - Gastroenterology 67.14%
   - General and Upper GIT Surgery 48.57%
   - Plastic, Reconstructive and Maxillofacial Surgery 41.43%
   - Urology and Gynaecology 72.86%
   - Colorectal Surgery 42.86%

   **PRIMARY CARE, WELLBEING AND DIAGNOSTICS PROGRAM**
   - Allied Health 38.46%
   - Primary Care 51.92%
   - Improving access for patients with specific symptoms e.g. haematuria, liver disease 50%
   - Pathways to improving recovery from certain forms of major surgery 40.38%

   **CRITICAL CARE**
   - Anaesthetics 65.52%
   - Intensive Care 72.41%

   **TECHNOLOGY RELATED**
   - Robotic Surgery Program 70.97%
   - Gamma Knife 54.84%
   - Other 16.13%
MQ Health team managing MUCA events

DRAFT PLAN FOR MUCA CLINIC EVENTS

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>TARGET AUDIENCE</th>
<th>TARGET NO</th>
<th>VENUE (TBC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Cardiology at Blacktown</td>
<td>March</td>
<td>GPs</td>
<td>25</td>
<td>Blacktown Clinic</td>
</tr>
<tr>
<td>2 Optometrist Seminar</td>
<td>April</td>
<td>Optometrists</td>
<td>50</td>
<td>TBC</td>
</tr>
<tr>
<td>3 Cardiology at Suite 203</td>
<td>April</td>
<td>GPs</td>
<td>25</td>
<td>Suite 203, Cardiology Clinic</td>
</tr>
<tr>
<td>4 Urology/Men's Health</td>
<td>April</td>
<td>GPs</td>
<td>50</td>
<td>TBC</td>
</tr>
<tr>
<td>5 Community Event (Healthy Weight)</td>
<td>April</td>
<td>Community</td>
<td>100+</td>
<td>TBC</td>
</tr>
<tr>
<td>6 Gastro-Intestinal Surgery</td>
<td>May</td>
<td>GPs</td>
<td>50</td>
<td>TBC</td>
</tr>
<tr>
<td>7 Liver</td>
<td>May</td>
<td>GPs</td>
<td>50</td>
<td>TBC</td>
</tr>
<tr>
<td>8 Cardiology Masterclass</td>
<td>June</td>
<td>GPs</td>
<td>100</td>
<td>Australian Hearing Hub</td>
</tr>
<tr>
<td>9 Community Event (Men's Health)</td>
<td>June</td>
<td>Community</td>
<td>100+</td>
<td>TBC</td>
</tr>
<tr>
<td>10 Physiotherapy</td>
<td>July</td>
<td>GPs &amp; Specialists</td>
<td>50</td>
<td>TBC</td>
</tr>
<tr>
<td>11 Respiratory &amp; Sleep</td>
<td>July</td>
<td>GPs &amp; Specialists</td>
<td>80</td>
<td>TBC</td>
</tr>
<tr>
<td>12 Ophthalmology</td>
<td>August</td>
<td>GPs</td>
<td>50</td>
<td>TBC</td>
</tr>
<tr>
<td>13 Healthy Weight Clinic</td>
<td>August</td>
<td>GPs &amp; Specialists</td>
<td>50</td>
<td>TBC</td>
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<td>14 Lymphoedema</td>
<td>September</td>
<td>GPs</td>
<td>50</td>
<td>TBC</td>
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<tr>
<td>15 Cardiology at Suite 203</td>
<td>September</td>
<td>GPs</td>
<td>25</td>
<td>Suite 203, Cardiology Clinic</td>
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<tr>
<td>16 MQ Health - Fundraising Ball/Gala</td>
<td>Sept/Oct</td>
<td>Community</td>
<td>200</td>
<td>External</td>
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<tr>
<td>17 Structural Heart Symposium</td>
<td>October</td>
<td>Cardiologists</td>
<td>100</td>
<td>Australian Hearing Hub</td>
</tr>
<tr>
<td>18 Optometrist Seminar</td>
<td>October</td>
<td>Optometrists</td>
<td>50</td>
<td>TBC</td>
</tr>
<tr>
<td>19 Cardiology at Blacktown</td>
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<td>25</td>
<td>Blacktown Clinic</td>
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<tr>
<td>20 Urology/MDT services</td>
<td>November</td>
<td>GPs</td>
<td>50</td>
<td>TBC</td>
</tr>
</tbody>
</table>

If you would like to suggest alterations to the current MUCA events’ plan or make recommendations about additional activities, please let us know by adding your feedback in the comment section above or alternatively please contact Austeja Vidugiryte on 02 9850 2860 or email austeja.vidugiryte@mqhealth.org.au