

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.

1

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.

2

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.



3

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@mq.edu.au** if you would like a particular activity showcased.



4

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.

NEUROSCIENCES

CLINICAL PROGRAM AT MQ HEALTH



Diseases of the nervous system, brain and senses are often debilitating and life-altering for sufferers, and their families and carers. Our Neurosciences Program utilises the expertise of the best surgeons, neurologists and allied health professionals, as well as world-leading researchers. Together, this team treats the full spectrum of neurological and brain conditions using the latest evidence-based treatments and technology, while working tirelessly towards more effective interventions and, ultimately, cures.

Specialties that will feature in the evenings presentation include

- Ear, nose and throat, and head and neck surgery
- Neurology
- Neurosurgery
- Ophthalmology

DATE AND TIME
TUESDAY 3 OCTOBER
REGISTRATION 6.15PM
6.30PM START

VENUE
BANJO PATERSON
COTTAGE RESTAURANT
PUNT ROAD, GLADESVILLE

**WITH AN INTRODUCTION BY PROGRAM HEAD
PROFESSOR MARCUS STOODLEY**

Se nonvestium in tur, dentem inest? Consulto nostrum ut fatquer fenatus o urae tuscriae coeniquodit omproptemur. Gilsulere, que consocepit, vis. Sentimus, nonternumus, nihil considere popubliu qutiu quam cae demque tante cae consuli cemolus finatquid menator tenati publinessim mo es? inte cotem ignatum sint. esitie erem ta nos, ete niterit intem hus, uteatiqui confirteres Cat L. Vala verevid medo, vis atis; hin sum temuatrum proxima, spere are intius.u quam cae cae consuli cemamo.

RSVP
BY FRIDAY 3 MARCH
CLICK HERE TO REGISTER ONLINE >

EAR, NOSE AND THROAT,
AND HEAD AND NECK SURGERY

DR XXXX

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NEUROLOGY

DR XXXX

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NEUROSURGERY

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OPHTHALMOLOGY

DR XXXX

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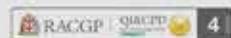
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Tuesday 13 March 2018
Registration 6.15pm – 6.30pm start
at Banjo Paterson Cottage Restaurant,
Punt Road
Gladesville, NSW 2111

Free parking available at the venue

RSVP by Thursday 28 September 2017

Approved: Q&CPD
Category 2 (4 pts)
RACGP 2017-2019 Triennial
Activity Number 111622



MACQUARIE UNIVERSITY HOSPITAL

MQ Health is Australia's first fully integrated university-led health sciences centre, combining excellence in clinical care with teaching and research. Macquarie University Hospital is an important part of this entity. The hospital is Australia's first private hospital on a university campus. We are committed to delivering a positive patient experience and superior clinical outcomes through the best available care.

This state-of-the-art hospital offers a comprehensive range of services and specialist areas and features the latest technology, much of it unavailable anywhere else in the country. To bring the best outcomes to our patients, Macquarie University Hospital follows three simply stated aims: to heal, to learn, to discover. For a list of all our specialists please visit mh.org.au



NEUROSURGERY

GP EDUCATION EVENING



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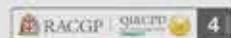
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Clinical program head survey

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 speciality 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

Whilst the MUCA team did originally consult with the Clinical Program Heads around these events they would still welcome any feedback on the proposed plan and will endeavour to accommodate where possible.

DRAFT PLAN FOR MUCA CLINIC EVENTS

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

Can you please add any other comments here?

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