



**A practical forum for Practice Managers
and GPs**

Message from Dr Norman Swan, Editor

Hi,

Welcome to the first edition of Practice Connect for 2021.

We trust that you and your team had a very happy and healthy festive season.

In this edition:

- Exclusive insights into patient's thoughts about receiving the COVID-19 vaccine
- An update on the Pfizer/BioNTech and Oxford/AstraZeneca vaccines
- Answering some of the questions your patients' might be asking about receiving the COVID-19 vaccines
- Is administering the COVID-19 vaccine right for your practice? (Phase 1B EOI)
- What people are currently searching on *myDr.com.au* apart from COVID-19

If there is any topic you'd specifically like us to cover next time or put on our screens, don't hesitate to let us know by emailing our Head of Content, Anne Mason via Anne.mason@tonicmedianetwork.com.au.

Please feel free to share this email with colleagues or if you have received this from a colleague and would like to receive future editions, please email customercare@tonicmedianetwork.com.au.

We have also provided this brief summary pdf version of Practice Connect for you to print and place in staff areas (please note that your colleagues will need to see you if they require the links to the articles).

We are looking forward to working with you throughout this year. Enjoy reading this edition!



What patients really think about receiving the COVID-19 vaccine

Will patients want to receive the vaccine straight away? What are their concerns? We share some of the early results from our survey.



Pfizer/BioNTech and Oxford/AstraZeneca vaccines update

Want the latest information about the two main vaccine candidates in Australia? We have the very latest for you and your patients.



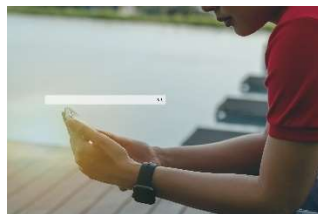
Answering your patient's questions about receiving the COVID-19 vaccines

Is the vaccine safe? Can I choose what vaccine I receive? Will there be any side effects? We have some of the main questions and the answers that your patient's will ask.



Is administering the COVID-19 vaccine right for my practice? (Phase 1B EOI)

Leading Practice Intelligence Platform Cubiko provides a free feasibility tool that looks at the financial, staff and community impacts of being involved in phase 1B of the COVID-19 vaccination program



What people are currently searching on *myDr.com.au* apart from COVID-19

The strong focus has been on COVID-19 and the upcoming vaccine program. We thought it would be of interest to learn what are the top 5 searches on Australia's leading direct to consumer health website, *myDr.com.au*.

- 1) Bluebottle stings
- 2) White-tail spider bite
- 3) Face mask fails you don't want to make
- 4) Body mass index calculator
- 5) Calories burned calculator



Your *myDr* Screens – Did you change your practice hours for the festive season?

Please let us know if you have changes in your practice hours and we will adjust your screen's operational times accordingly.

Just a timely reminder that as a valued partner, you are also invited to advertise your practice hours, services and announcements on your *myDr* screen (conditions apply).

Simply contact customer@tonicmedianetwork.com.au for more information or changes to practice hours.

What's on your *myDr* Screens

We have over 80 hours of content playing on the *myDr* screens from health content and messages, to wellbeing segments, news, weather and quizzes.

Some of the new content you can expect to see on your screens this month include:

- IVF Fertility with Monash IVF
- Coronavirus updates with Dr Norman Swan
- Mental health and wellbeing segments



Your *myDr* Brochure Board

We would like to thank and congratulate the 3600+ practices around Australia that are continuing to receive and benefit from our great brochure board health information. Brochures are the perfect way to get detailed information into the hands of your patients.

The 'Touch It, Take It' campaign encouraging patients to take their brochures with them in this COVID-19 Safe environment has been a great success and is helping to keep your patients and staff safe. Your continued support allows us to keep our supply of brochures and boards complimentary to practices. Thank you and here's to a safe and successful year.

Just a reminder that the new merchandising schedule for 2021 is March, June, September and December. Our rural and remote practices are running on the same schedule. If you have any questions, please don't hesitate to contact us via brochures@tonicmedianetwork.com.au

If you have a brochure board but don't yet have a complimentary *myDr* screen, please also contact us via customercare@tonicmedianetwork.com.au or feel free to give us a call on 1300 856 690.

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