



Welcome to Practice Connect

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

MAY 2021

Hi,

Welcome to another edition of Practice Connect, where Tonic Media Network tries to engage with you and provide information that you need and want.

In this edition:

- Accessing the COVID-19 vaccination information hub on myDr.com.au
- Was the COVID-19 vaccine rushed?
- Will people get COVID-19 from the COVID-19 vaccine?
- The importance of continuing to deliver “normal” GP practice services in the months ahead
- What your patients are searching for online

If there is any topic you'd like us to cover next time or put on our screens, please let us know by emailing our Head of Content, Anne Mason via [Anne.mason@tonicmedianetwork.com.au](mailto:Anne.mason@tonicmedianetwork.com.au).

Feel free to share this email with colleagues or if you have received this from a colleague and would like to receive future editions, just let us know at [customer care@tonicmedianetwork.com.au](mailto:customer care@tonicmedianetwork.com.au).

Enjoy this edition!

\*Dr Norman Swan, Dr John Aloizos and Anne Mason



## Accessing the COVID-19 vaccination information hub on myDr.com.au

We have created a one stop COVID-19 vaccination information hub for you with important updates, information and resources.



## Importance of continuing to deliver the “normal” GP practice services

Apart from the COVID-19 vaccines these services will need focused consideration at GP practices in the months ahead.



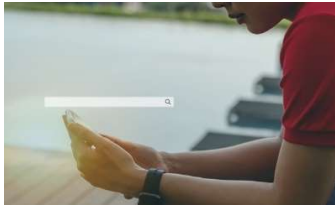
## Were the COVID-19 vaccines rushed?

It's a myth that the COVID-19 vaccines were developed too quickly. Dr Norman Swan takes a closer look.



## Will I get COVID-19 from the COVID-19 Vaccine?

The COVID-19 vaccines available in Australia don't contain the whole vaccine, so you don't get infected with the virus. Dr Norman Swan explains.



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

While everyone's focus has been on COVID-19 and the vaccine, patients' interest in their general health continues unabated. So we thought you'd be interested to discover the top searches over the past few months on Australia's leading direct to consumer health website, *myDr.com.au*:

- 1) Nine signs your liver may be damaged
- 2) First aid for spider bites and stings

### In the past month these have been some of the top searches

- 1) Ideal weight calculator
- 2) Post-nasal drip: symptoms, causes and treatment
- 3) Cocaine: what are the effects?
- 4) Weight loss medicines



## 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:

- Recognising septicemia
- DNA: Nature and Nurture from ABC TV
- How can co-morbidities lead to depression



## Why practices with brochure boards should also have myDr TV

The COVID-19 pandemic has been another strong reminder of the importance of providing patients with trusted, current and engaging information that they need and want.

Featured in over 5,300 GP and health centre waiting rooms across Australia, you're encouraged to install myDr TV at your practice at zero cost to you. myDr TV is specifically designed for the waiting room environment. myDr TV engages, informs and entertains patients while increasing loyalty to your practice and doctors.

myDr TV features a mixture of health, lifestyle and wellbeing content that is reliable, accessible, entertaining and evidence-based, along with news and information. You can also utilise your free allocated screen time to promote and increase uptake of practice services.

We have made it easy to partner with us through our simple registration process. We take care of everything - so you can continue to focus on patients and running your practice. Simply fill out the Expression of Interest Form by visiting [www.tonicmedianetwork.com.au/eoi-new](http://www.tonicmedianetwork.com.au/eoi-new) or email [customercare@tonicmedianetwork.com.au](mailto:customercare@tonicmedianetwork.com.au) and we will be happy to assist you.



## Digital brochures using QR codes to be launched

QR codes have had a resurgence due to the COVID-19 pandemic. In response, Tonic Media Network has extended its printed brochure board offering and launched digital brochures, made available via QR codes.

After the successful launch in NSW and positive feedback from practice staff (GP's, Practice Managers and Nurses), digital brochures will be launched in all other states and territories in June 2021. Stay tuned for more details.



## Chemist2U

Chemist2U is the leading same day, national pharmacy delivery service for scripts and pharmacy needs. We can help you manage your patient's prescription and medication adherence, without you losing control. Learn more at [www.chemist2u.com.au](http://www.chemist2u.com.au)

**Tonic Media Network**

**10-14 Waterloo Street, Surry Hills NSW 2010**