



Welcome to Practice Connect

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

July 2021

Message from the Tonic Media Network Editorial Committee*

Hi,

Welcome to the July 2021 edition of Practice Connect.

We hope that the confusion over COVID vaccines is settling a bit for your team and patients.

We know you're busy, so have once again produced focussed content designed to add value and assist you.

In this edition:

- Helping to address patient hesitancy about AstraZeneca
- Type 2 diabetes remission diet also reduces hypertension
- How best to communicate yet more change to change fatigued staff
- What patients are currently searching on myDr.com.au apart from COVID-19

We've had lots of great feedback and if there's any topic you'd specifically like us to cover next time or put on our screens, don't hesitate to email our Head of Content, Anne Mason via Anne.mason@tonicmedianetwork.com.au.

Please share this email with colleagues and if you've received this from a colleague and would like to receive future editions directly, please email customercare@tonicmedianetwork.com.au

Enjoy this edition!

*Dr Norman Swan, Dr John Aloizos and Anne Mason



Type 2 diabetes remission diet also reduces high blood pressure

A low-calorie weight management program can reverse type 2 diabetes and help to reduce high blood pressure, with some people no longer needing medication.



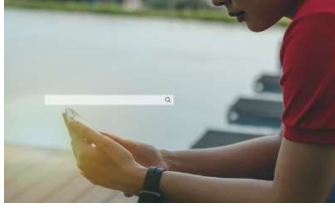
Helping to address patient hesitancy about AstraZeneca

Experiences at home and overseas can help Australian clinicians have conversations with patients about getting vaccinated.



8 simple steps to communicate more change to a change fatigued practice team

As we adapt to living in "COVID normal" investing a few minutes on a change communications plan will help address practice team members' concerns. We explain the 8 simple steps.



What health topics your patients are currently searching on *myDr.com.au* apart from COVID-19

Knowing what health topics your patients are searching online provides you with valuable insights and helps you to continue to meet their needs. So, we thought you'd be interested in knowing the top 5 searches on Australia's leading direct to consumer health website, *myDr.com.au* last month:

- 1) Post-nasal drip: symptoms, causes and treatment
- 2) 9 signs your liver might be damaged
- 3) Ideal weight calculator
- 4) Face mask fails you don't want to make
- 5) Hiatus hernia: symptoms, causes, self-care and treatment



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 content you can expect to see on your screens this month include segments on:

- Diabetes
- COVID-19 (vaccines, myth busters)
- Menopause
- General health



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.

You'll receive a high definition TV screen, all hardware, software, professional installation and ongoing customer service at no cost to the practice. Our content is targeted specifically for patients and accompanying people in medical practices.

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 or email customer@tonicmedianetwork.com.au and we'll be happy to assist you.

Special offer for you

Just a reminder that if you recommend a practice that doesn't currently have myDr TV, we'll send you 4 movie tickets once the installation process is complete. Who will you take to the movies?

Let us know by sending an email to customer@tonicmedianetwork.com.au, the contact details of the Practice and mention "Free Movie Tickets".



Chemist2U

With COVID-19 measures in place in Australia, now is the perfect time for patients to try [chemist2u.com.au](https://www.chemist2u.com.au) for themselves. [Chemist2u.com.au](https://www.chemist2u.com.au) 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

Just in case you missed the previous edition of Practice Connect

Here are some quick links to previous articles:

To be or not to be vaccinated: Expert advice for practices on COVID-19 vaccine hesitancy

<https://www.mydr.com.au/practice-connect/covid-19-vaccine-hesitancy/>

How are we going to return to life in the 'new normal'?

<https://www.mydr.com.au/practice-connect/how-are-we-going-to-return-to-life-in-the-new-normal/>

Increase your CDM billings in 4 easy steps

https://www.cubiko.com.au/blog/increase-your-cdm-billings-in-4-easy-steps/?utm_campaign=CDM%20Billings&utm_source=tonic&utm_medium=email

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