

## **B Referred: Supporting clinicians to understand and utilise all hepatitis B care pathways.**

**Authors:**  
Purcell I<sup>1</sup>

<sup>1</sup> ASHM Health, Sydney, Australia

### **Background/Approach:**

Most people living with chronic hepatitis B (CHB) can be cared for in the community. Despite this, in 2021, only 8.3% of people receiving hepatitis B treatment had all their care managed by a general practitioner (GP). Given that 78% of people living with hepatitis B in Australia are not engaged in care and are therefore at risk of adverse health outcomes, it was clear this must be addressed.

### **Analysis/Argument:**

ASHM developed a suite of online resources and a national awareness-raising media campaign.

The resources were designed for clinicians who are not experienced in hepatitis B to be used to support referrals within primary care.

The 'Hep B Care, Its Primary Care too' campaign, highlighting primary care management options was launched with a media release and several social media posts and included media kits.

### **Outcome/Results:**

Improved awareness and access to resources has been a key outcome of this project. Through the national webinars, over 361 clinicians were reached. The resources have been viewed over 980 times with 17 s100 providers reporting B Referred tools being used to facilitate referrals. The associated community resource was viewed 247 times in a four-month period.

The campaign page was viewed 291 times in the first 4 months, with 55 s100 providers reporting using the media kit to share the campaign. There were approximately 20,000 impressions across social media with a sponsored article through RACGP distributed to a database of approximately 36,000 people gaining approximately 700 clicks.

### **Conclusions/Applications:**

For Australia to meet the care and treatment goals set out in the Fourth National Hepatitis B Strategy by 2030, innovative projects that maximise and uptake of existing programs and care options are vital to improve engagement in care and associated health outcomes. This work must be done in collaboration with community to ensure appropriateness, relevance and acceptability.

### **Disclosure of Interest Statement:**

This work was funded by the Australian Government Department of Health