



Virtual Front Door to the Australian Healthcare System

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Today

- Healthdirect Australia's evolution and national scalability
- Learnings and growth from our role in responding to the pandemic
- Connectivity to the wider health and care system
- Coordinated care: Real-time availability, service navigation & capacity management
- Optimising the efficient use of critical health infrastructure and resources



Healthdirect Australia

Free, health
information and
advice, anywhere,
anytime

Scalable
virtual health
services

Connect people
to appropriate
levels of the
health system

Improve
health
literacy

Rapid
response
to health
emergencies

Our government funders



Australian Government
Department of Health
and Aged Care



ACT
Government
Health



Health



NORTHERN
TERRITORY
GOVERNMENT



Queensland
Government



Government of South Australia
SA Health



Tasmanian
Government

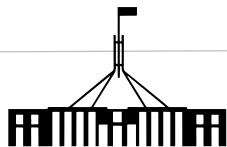


GOVERNMENT OF
WESTERN AUSTRALIA



Innovation and evolution of services

The company was established as the National Health Call Centre Network by the Council of Australian Governments



2006

After hours GP helpline established



2011

2014

Healthdirect Symptom Checker released



2020

- National Coronavirus Helpline established.
- Healthdirect COVID-19 Symptom Checker released
- NHSD enables users to book appointments directly through the healthdirect website



2023

- healthdirect virtual GP goes 24/7 in NSW
- Service Finder replatformed with expanded online appointment bookings
- Healthdirect app integrates with my Health Record





Overview of Healthdirect services

Healthdirect is responsible for providing a broad suite of services across the care continuum

healthdirect

Services include:
Nurse helpline, website resources, service finder and medicine library



24/7 Virtual GP

ED alternative support for people in rural and remote areas



healthdirect Video Call

Purpose built software for health consultations. Used by other Healthdirect services and other agencies.



National Health Services Directory

Virtual directory of health services and practitioners for consumers, providers and policy planners.



Pregnancy birth & baby

Helpline staffed by child health nurses and dedicated social media and website information source



myagedcare

Inbound call service for consumers and providers. More bespoke outgoing call services where required.



Coronavirus services

National Coronavirus Helpline and Living with COVID



Ambulance secondary triage

Calls referred from NSW and WA ambulance services and triaged by Healthdirect commissioned nurses





Trusted health information and advice for millions of Australians

Reach & usage in past 12 months

Since May 22 to Apr 23



Calls offered
– all lines

5.7M



After hours
calls

75%



Video
consultations

1.2M



Healthdirect
helpline calls

Rural **29%** Metro **71%**



Callers identified as
First Nations people

7%

The demand for digital info and self-help tools continues



Website
visits

80.7M

May 22 to Apr 23



Healthdirect app
users

100K

May 22 to Apr 23



Service Finder
online bookings

1.7M

Annualized 2023



Service Finder
sessions

17M

Annualized 2023



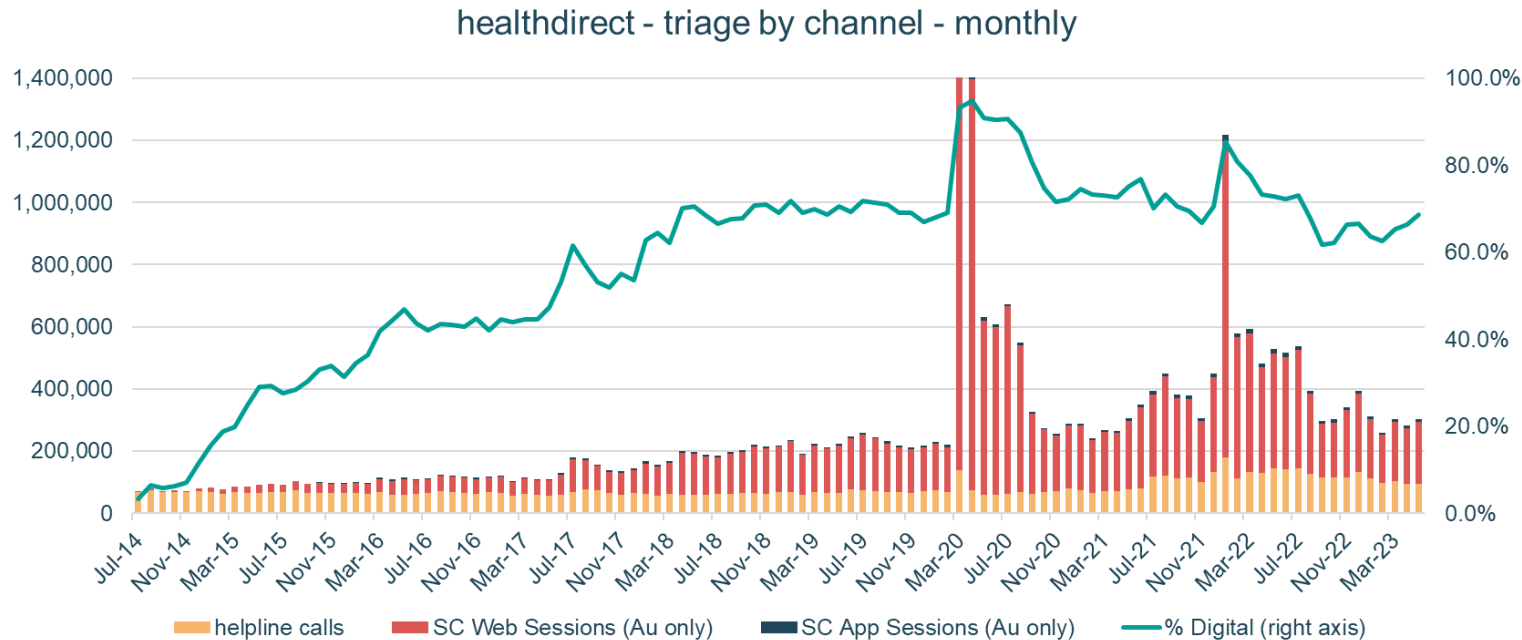
Symptom Checker
sessions

3.4M

May 22 to Apr 23



healthdirect triages per month

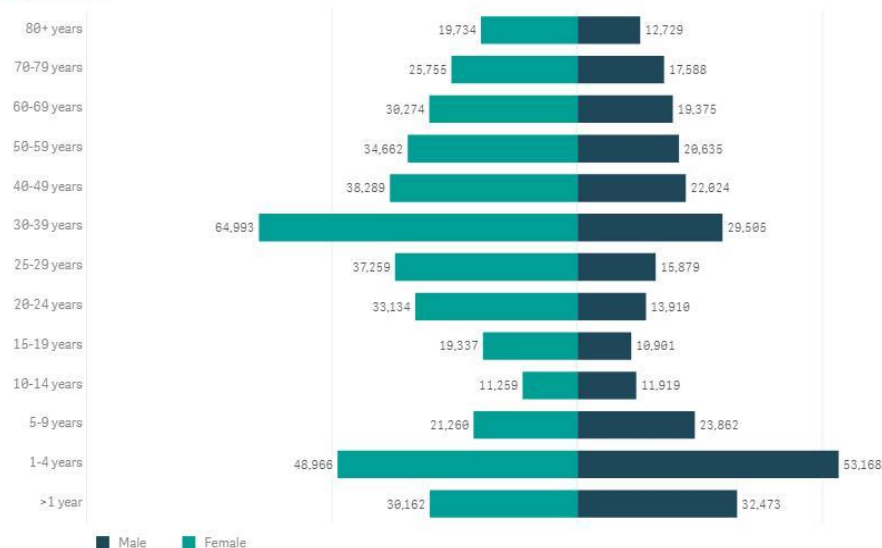




healthdirect helpline – who uses the phone

helpline caller (patient) demographics FY23

Patient Gender & Age Pyramid
Unique Patients



Filters applied: LinkDate.AutoCa.FY: FY23



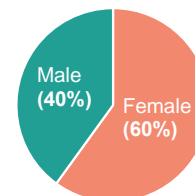
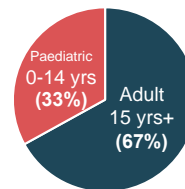
younger
(18-40yrs)

51% are calling for themselves



young families
with kids at home
(0-14yrs)

34% are parents calling
for their children



18% of callers speak
LOTE at home

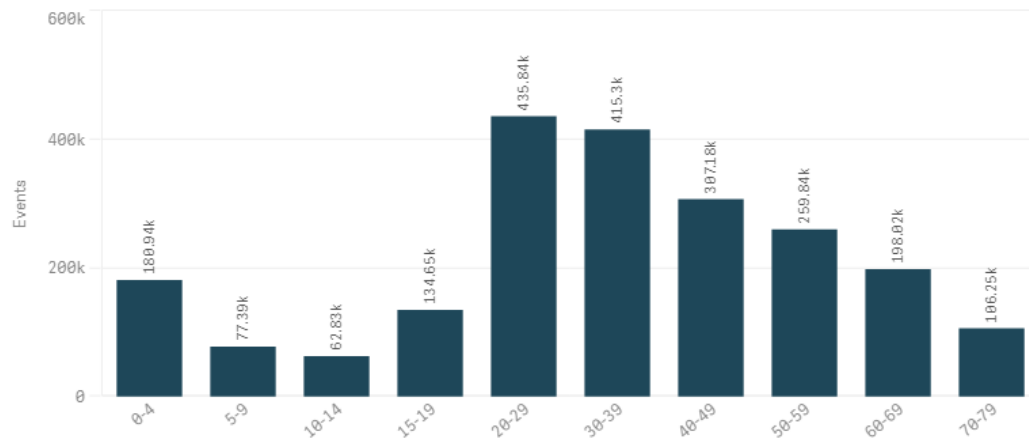
7% of callers identify
as First Nations



healthdirect users – who uses digital

Symptom Checker user demographics FY23

Age Groups



Symptom Checker users more likely to be seeking advice for themselves

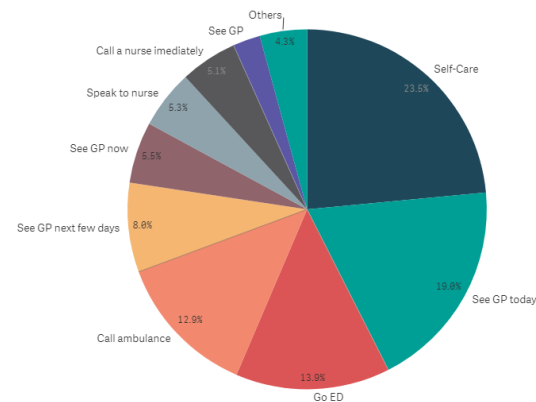


Have lower levels of symptom acuity and don't need immediate advice from a nurse



Most users aged 20-40yrs and are females (70%) vs males (30%)

Symptom Checker Disposition Group



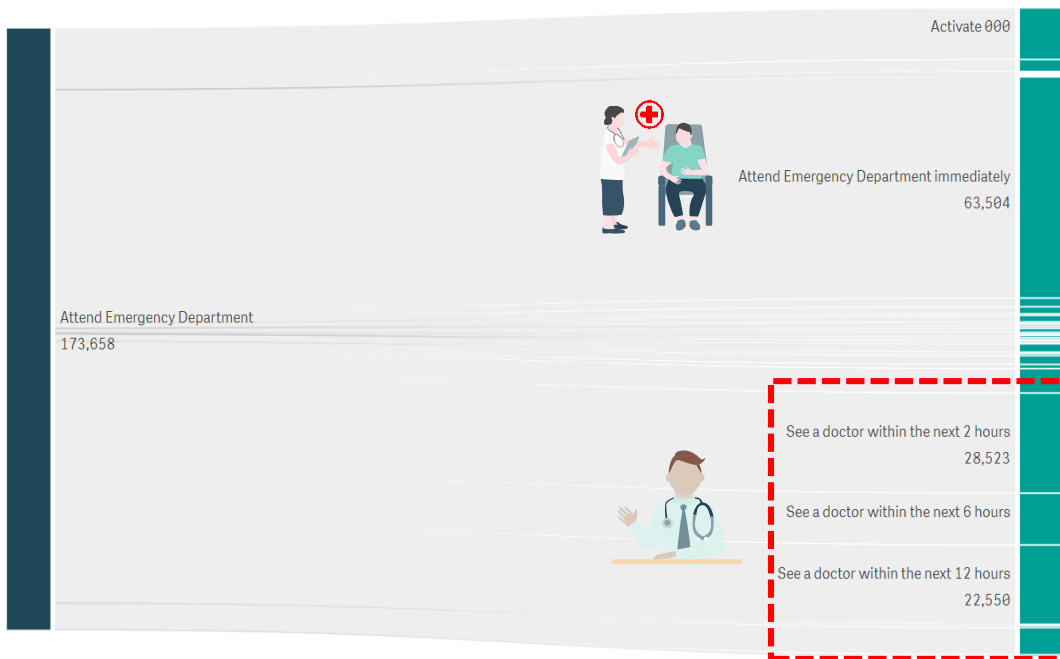
- 2.5M Symptom Checker sessions
- Most common disposition/triage advice is 'See a GP' (35%) followed by 'Self Care' (23.5%)
- Top three symptoms: **COVID** (26.7%); **Abdominal pain** (7.4%); **Sexual health & lower body** (5.7%)



healthdirect helpline – reducing demand on EDs

Original Intention

Clinical Disposition



- NSW Health Data Linkages Study (2019) of 600k callers, **400k advised not to attend ED and 93% complied with advice**
- 2019 NSW study also showed **78k who intended to go to ED before calling, did not present to ED post helpline advice**
- UNSW Data Linkages Study – **helpline callers who presented at EDs had significantly higher levels of acuity than average ED consumer**
- LEK Study – **helplines contributed to c.230k unnecessary ED presentations being avoided**
- In **FY23**, of **callers who originally intended to go to ED, 53% given less urgent clinical disposition**

FY23



Virtual front door

Healthdirect as a virtual front door includes multiple entry points that work together as part of an omnichannel patient engagement strategy aimed at making care management easy, efficient and engaging.

Scale

Guides consumers to the information and services they need and meets consumers where they are - beyond brick and mortar of physical facilities.

Digital symptom checkers and web content guide consumer self-service and navigation to appropriate care.

Convenience

Offers free, quick, easy to access information and service options. Helps to address gaps in health equity of access.

Resilience

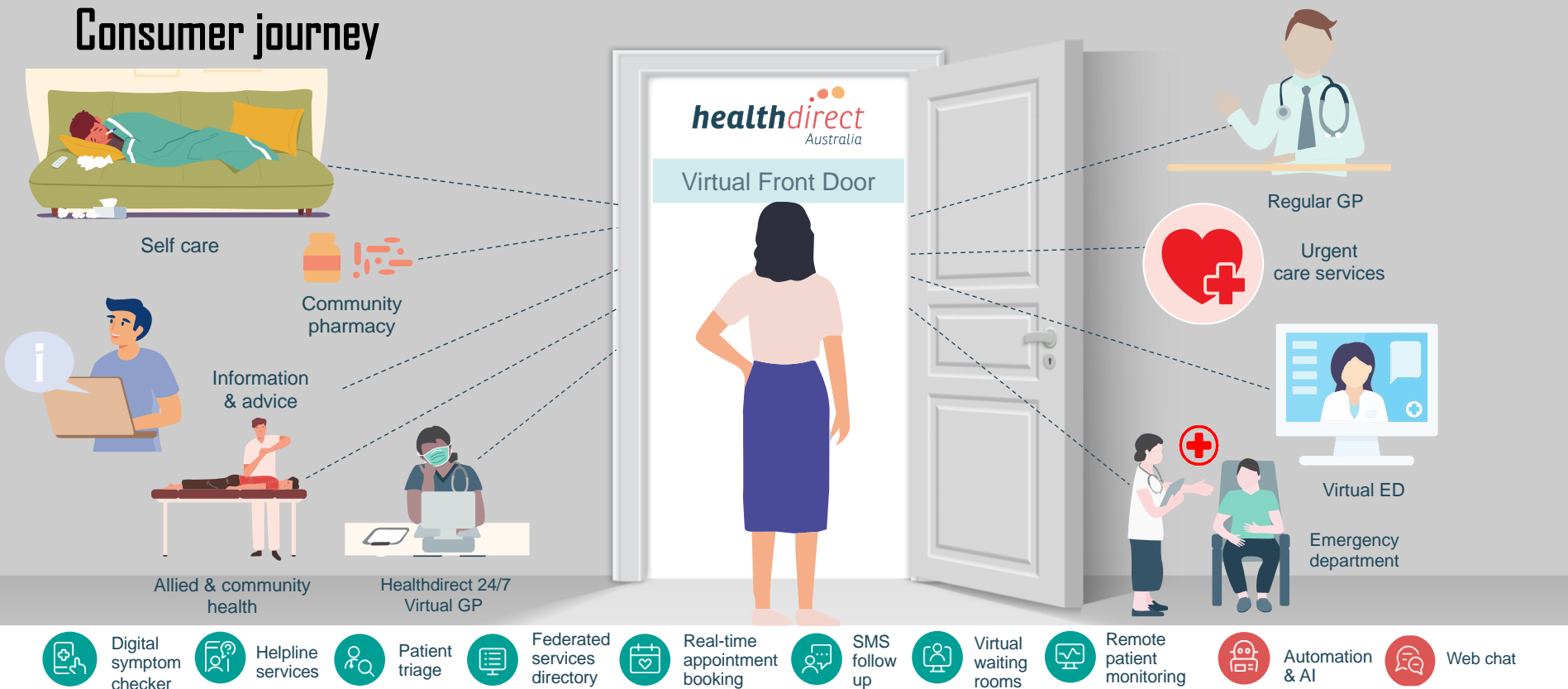
Softens inbound contact centre burden, conserves service capacity and delivers greater value.

Digital front doors streamline operations by automating administrative tasks, digital-triaging and minimizing errors.

Simplification

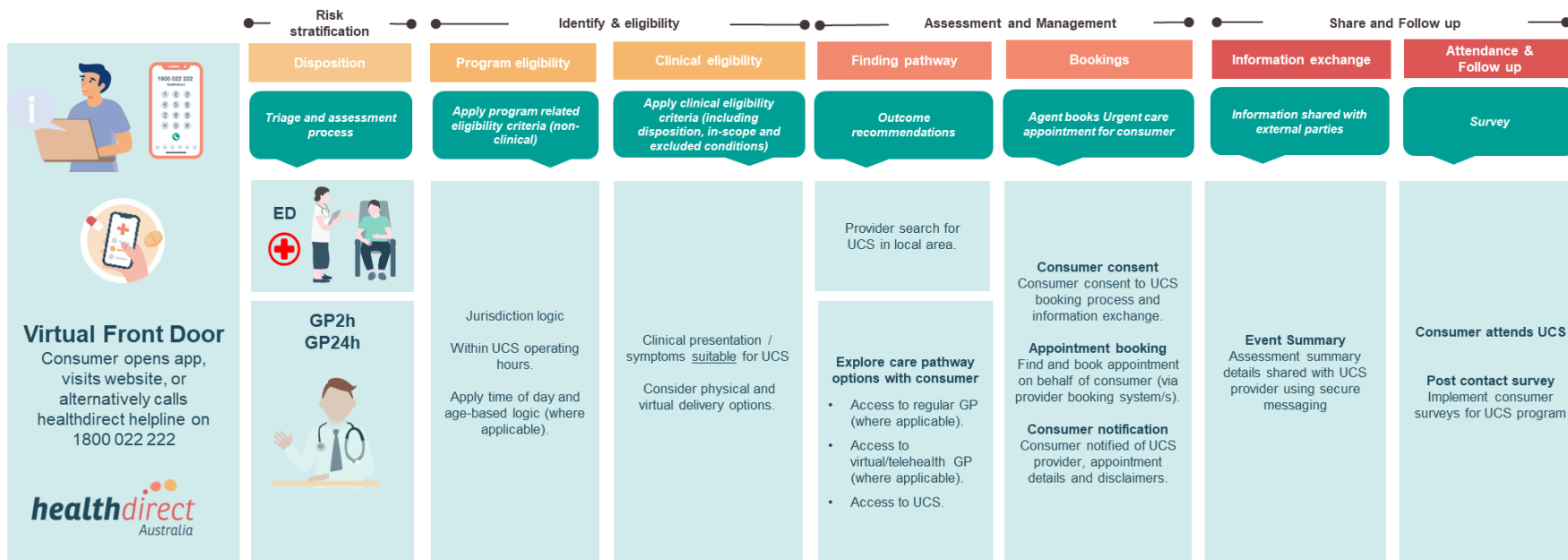
By offering a unified point of entry, the healthcare digital front door simplifies the process of navigating healthcare services and allows patients to take a more active role in managing their health.

Consumer journey





Urgent care services pathway





Future foundations

| | Initiative | Outcome |
|-----------------------------------|---|---|
| Care Navigation | <ul style="list-style-type: none">• Integrate Symptom Checker with Service Finder and NHSD, enabling symptom and condition-based search.• 'Find and book' expanded to the full range of non-referred services offered by GP, allied, pharmacy and public sector. | <ul style="list-style-type: none">• Consumers better equipped to navigate the health system and locate health services appropriate to their needs.• Foundation capability for future digital front door initiatives. |
| Care Coordination | <ul style="list-style-type: none">• Increase the use of secure messaging and My Health Record across Healthdirect virtual care and commissioned services. | <ul style="list-style-type: none">• Care teams gain insights at each step in the consumer journey, leading to more integrated care, improved health outcomes and reduced duplication of services. |
| Capacity Management | <ul style="list-style-type: none">• Include health service 'wait times' in directory search and care navigation pathways. | <ul style="list-style-type: none">• Improved understanding of service availability will lead to better informed consumer decision-making and referrals to services with reduced wait times and increased capacity. |
| Health System & Services Planning | <ul style="list-style-type: none">• Derive insight into future supply and demand for services across geographic regions and cohorts through use of AI, analytics and Healthdirect data lake. | <ul style="list-style-type: none">• Better support governments with capital investment planning and services commissioning.• Investment in telehealth reduces carbon footprint? |

MEDINFO23

8 – 12 JULY 2023 | SYDNEY, AUSTRALIA



Thank you

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