

## Appendix 22 Communication and Marketing Plan

### Purpose –

- 1 To educate referrers, clients and the community on the scope of Allied Health Service provision.
- 2 To educate and communicate to Allied Health Professionals, line managers, referrers, clients and the community about implementation of the Demand Management Model.

Message	Stakeholder/s	Medium	Evaluation
<p>Clear education and communication with referrers and clients re: the scope of AH services will increase the efficiency and effectiveness of service provision and help manage increasing demand on Allied Health services</p> <p>The Allied Health Demand Management Model for Community and Outpatient services is being rolled out to help Allied Health Professionals manage increasing demands on services</p>	<p>Referrers to Allied Health Services</p> <p>Clients of Allied Health Services Community</p> <p>Health Service Providers (including Allied Health Professionals and line managers)</p>	<ul style="list-style-type: none"> <li>• Letters to referrers outlining referral criteria and scope of services</li> <li>• Flyers/brochures/pamphlets as above</li> <li>• Discussion forums or education sessions with referrers (eg. GP Divisions of General Practice meetings)</li> <li>• Referral proformas</li> <li>• Signs on the walls in waiting rooms</li> <li>• Pamphlets outlining scope of service to be sent to clients with initial appointment letter</li> <li>• Effective education of referrers will impact on client's expectation of Allied Health services</li> <li>• Group e-mails</li> <li>• <b>Power point presentation (Appendix 21)</b></li> <li>• District newsletters and QHEPs sites</li> <li>• Internal forums and other Allied Health forums to use opportunistically</li> <li>• Videoconferences</li> </ul>	<p>Audit of referrals received</p> <p>Survey of referrers</p> <p>Goal setting audit</p>