



Registry Select Direct Email Campaign

With a reputation for secure, confidential and respectful communication, excellent data security protocols and industry knowledge of primary healthcare, **Summit Health** is often asked to distribute health information directly to South Australian health professionals.

Registry Select is a unique and targeted communication service that's fully aligned with 2014 Privacy Act requirements, and compliant with current anti-spamming legislation.

Registry Select is a dedicated, secure database with approximately **1,500 subscribers** developed purely for communicating non-marketing health-related information directly to South Australian healthcare professionals (including more than **1,300 GP's** as well as Practice Managers, Practice Staff and Allied Health Professionals) who have *consented* to receive valuable health-related information.

Organisations who distribute communication through Registry Select can target information across a range of topic areas including:

- ✦ Available health services and changes to services
- ✦ Clinical information for specified conditions/diseases
- ✦ Information about education and training opportunities
- ✦ Information about research and participation opportunities

See over for further information on campaign communication criteria to distribute information through Registry Select.

Registry Select also offers customised two-way communication services, allowing us to source feedback and responses directly from health professionals that can be collated, analysed and evaluated to help inform your organisation. Each release requires approval by our Senior GP Clinical Adviser to ensure the information complies with health industry standards, and our team will provide feedback on your submission and a proof before release.

Direct Email Campaign

Price List 2018/19

One-off campaign \$ 357 (+GST)

All email campaigns include feedback on each campaign, including statistical analysis and a comprehensive report.

To discuss campaign packages please call the GPSA Unit of Summit Health on **08 8406 7797** or email hpry@summithealth.org.au



independent
health
industry
communication

Registry Select Email Campaign | Communication Criteria

The following criteria have been developed in consultation with database participants, and form the basis of their willingness to participate in targeted communication campaigns. All campaigns are required to meet these guidelines.

About the information:

All of the following must be true:

- The information is not a newsletter (although it might contain a link to a newsletter)
- The information is not commercial in nature, i.e. not selling a product or service
- The information complies with any relevant legal obligations with respect to intellectual property, copyright or trademarks

At least one of the following must apply to the information being communicated:

- The information is of a clinical nature
- The information is about health services
- The information is about funding for health programs and/or services
- The information is about clinical education or training
- The information is about independent health research or research findings (non-pharmaceutical)

About the organisation:

The information is coming from a credible health or health-related organisation with **at least one** of the following characteristics:

- Provides funding and/or support for healthcare services or health care providers
- Promotes health and well-being or health services directly to patients
- Provides health-related support services directly to patients
- Provides health policy advice to relevant government organisations
- Promotes chronic disease management

Interested in running a campaign?

A standard campaign includes:

- Dedicated campaign manager
- Campaign review by a Senior GP Clinical Adviser
- Campaign development (we can assist with key message development, and advice on how to create a strong 'call-to-action' for your messaging)
- Database segmentation to ensure your campaign is delivered to a targeted audience
- Campaign analytics, including feedback and recommendations in a comprehensive report

To discuss campaign packages, and how we can help you reach your target audiences, please call us on **08 8406 7797** or email hpry@summithealth.org.au

Registry Select Email Campaign | Guidelines

So that Registry Select remains a recognised source of quality non-marketing information, we have designed our email campaigns to all have the same look and feel. General Practitioners are busy professionals who are time poor. Our research suggests that brief, factual and relevant communications are better received. If publications have an overflow of information or content that is too lengthy, the message can get lost. Therefore, your communication will be distributed to GP's and health professionals in a brief format consisting of a headline and a number of bullet points or paragraph style message. The message can also include a direct link to your website or further information. We do not include attachments in the email. Direct contact name and details of your organisation may also appear. Your logo may also appear.

The guide below can be of assistance when compiling the dot points you wish to include in your message.

Dear [GP_name]

Headline [10 words or less]:

Short paragraph about what this message is about.

- Bullet point 1 (max 20 words) e.g. What?
- Bullet point 2 (max 20 words) e.g. Where?
- Bullet point 3 (max 20 words) e.g. What does it mean for the GP?
- Bullet point 4 (max 20 words) e.g. Why?
- Bullet point 5 (max 20 words) e.g. How do I take part/refer/find further information?

To read the full articles please [click here](#)

If you have any questions or concerns about this email, contact us on 08 8406 7797, or via email to hpry@summithealth.org.au



Please email us a **Word document** detailing the information you wish to convey (you can use the example as a guide) including any links to further information.

Return your completed **Email Campaign Information Form** and **Word document** by email to hpry@summithealth.org.au

Registry Select Email Campaign | Example

Program of Experience in the Palliative Approach (PEPA)

[View this email in your browser](#)

Dear Jane Doe

Progress your skills through Palliative Care clinical placements

- Introducing the Program of Experience in the Palliative Approach (PEPA) supervised clinical placements.
- Update your skills in the palliative approach through a subsidised two day placement in a specialised service.
- Integration of learning into practice; placements can be community or hospice based or both; post placement support and knowledge sharing with specialist palliative care providers.
- Up to 80 CAT1 RACGP CPD points and over 30 ACRRM PDP points provided.
- Reimbursement of \$920 per day per placement.
- Financial assistance towards travel and accommodation for remotely practicing doctors.
- Placements available now until June 2016.

Funded by the Australian Government Department of Health.

For further information and to apply please [click here](#)



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If you have any questions or concerns about this email please contact us on 08 8406 7797 or via email to hpry@summithealth.org.au

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