Activity 4 – Patient identification and management

Activity 4A: Understand how MyMedicare is evolving, and the current and future benefits.	
MyMedicare registration strengthens general practice, creating a system that formalses the relationship between practices to enhance continuity of care with the wider practice team.	MyMedicare aims to ensure greater continuity of care and improve health outcomes by formalising the relationship between patients, their general practice, general practitioner (GP) and primary care teams. The value of MyMedicare registration will evolve and increase over time as MyMedicare is incorporated into a range of general practice incentives and Medicare Benefits Schedule items (refer to Appendix 1). Early planning and considered change management with your practice is essential to: • allow time for your team to explore impacts on the practice and each team member's role • strengthen your processes and systems • update your business polices and care models • support your team to consistently and effectively communicate with patients. General Practices will be the primary communication channel for consumers in relation to MyMedicare and associated changes. Each change will require engagement with patients and increase MyMedicare enquiries and registration by patients. See attached Patient Resource – What is MyMedicare document.
Activity 4B: Develop a shared practice team perspective of how MyMedicare aligns with your practice's approach to patient care.	
Exploring how MyMedicare aligns with your practice	Discuss the following questions with your practice team • *How does MyMedicare changes align with your practice strategy, business plan and values?* • *What opportunities does MyMedicare provide that can benefit your practice, your staff and you? How could you amplify these?* • *What opportunities or benefits does MyMedicare provide to your patients? How could you amplify these?* • *What are some of the concerns you have about the changes and their impact on your practice? How can you mitigate or manage these?* Using the MyMedicare Practice Perspective (Appendix 2), summarise the below points:

For action	• Main themes from the discussion • Questions arising for follow up/investigation • Actions agreed or arising from the discussion • Use this information to update/inform the Plan – Do-Study-Act Template (document attached) • Consider using this information to develop a practice staff room poster outlining the benefits of MyMedicare for your practice team from your practice perspective
Activity 4C: Develop key messages, benefits and talking points that your practice team can use to consistently communicate to patients about Chronic Conditions Management and MyMedicare	

MyMedicare Communications: Your Practice & MyMedicare	These questions may help your general practice team to develop key messages for your patients about MyMedicare Registration. Refer to the Talking Points/script on the document attached.
	
	Questions for discussion:
	
	MyMedicare registration allows a patient to nominate or choose the practice location they want to attend as their usual general practice for ongoing care.
	
	• *Why should/would a patient choose your practice location as their primary practice for ongoing care? (If your practice has more than one location, ensure you consider how you will register and bill patients as patient registration is generally for one location only. NB. Aboriginal Medical Services may operate as a Hub and Spoke – refer to the MyMedicare Guidelines)*
	• *How does your practice plan, organise and deliver care that it is proactive, comprehensive and ongoing? (Rather than episodic care)?*
	  • *What would you like to highlight as your strengths in this regard for your patients?*
	  • *Are there any improvements or changes you would like to make to enhance this?*
	• *Are there any services that your practice specialises in that you would like to emphasise for patients to help them make a choice about if your practice is the right practice to partner with for ongoing care?*
	• *Are there any patient groups that you would like to prioritise for MyMedicare registration? Discuss which groups and why.*

For action: Document/Summarise	Use this information:
	• Update the talking points on MyMedicare – Talking Points (document attached) to suit your practice and provide copies of these to your practice team.
	• To develop a practice waiting room poster/s outlining the benefits of MyMedicare registration *specific to your practice*. You may want to include a photo of your team, one of your staff, and a quote or statement. For example:
	  • *"Register with our practice for MyMedicare if we are your preferred practice. This helps us to plan and put in place processes to work with you to manage your care into the future as your health care needs change"*
	  • *"Patients registered with MyMedicare at our practice benefit from ongoing, comprehensive care. Services we offer include….(add a summary of your practice's ongoing /comprehensive care services for patients here)*

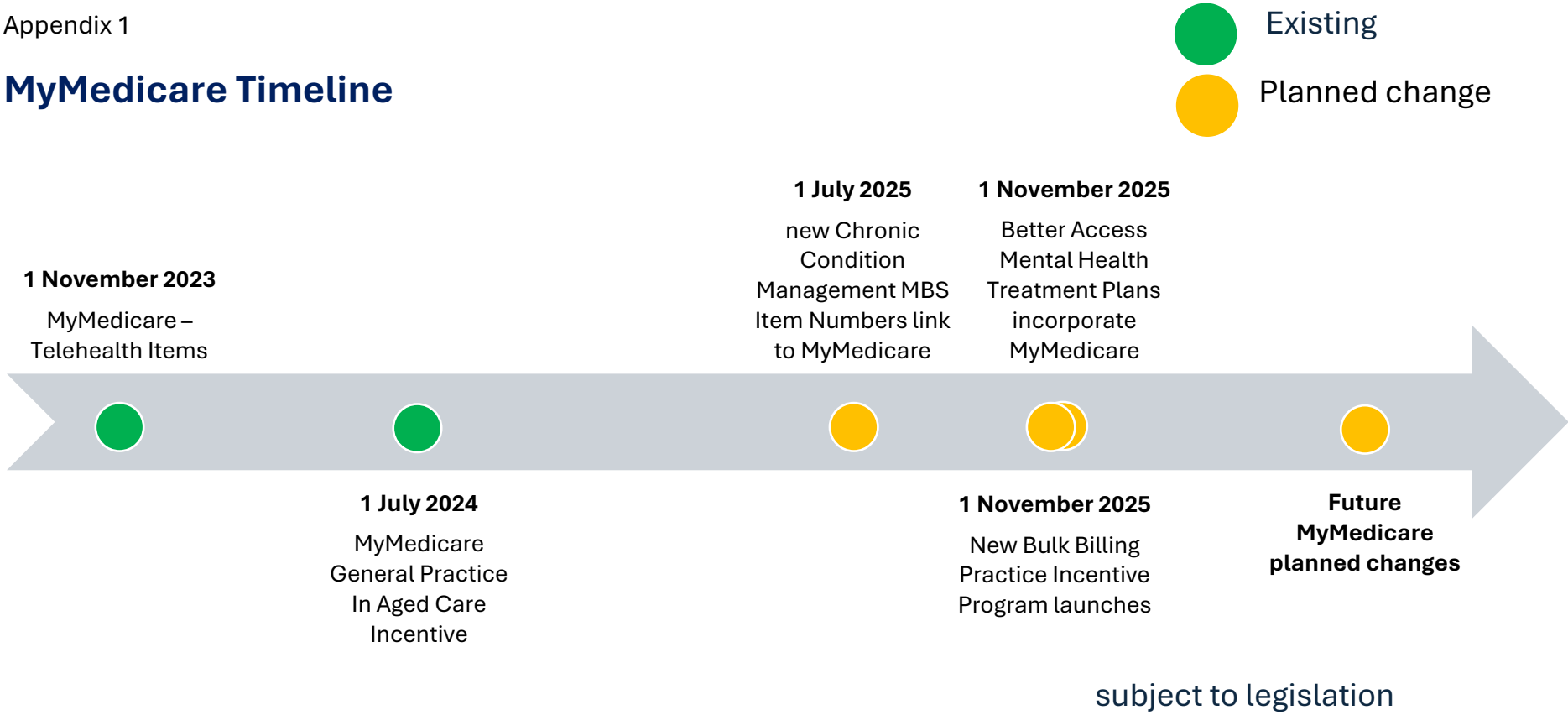
Activity 4D: Develop a plan for targeting patient populations using different communication mediums and channels to increase MyMedicare registration for regular patients of your practice.	
Discuss and decide how you will communicate and who will be your main target groups of patients	Ideas for targeting patients: • Engage patients to encourage registration as they present to the practice or attend appointments • Engage patients that qualify for MyMedicare (e.g. have attended the practice twice in 24 months) • Engage patients that attend the practice for ongoing care management (e.g. Chronic Disease Management Plans, Mental Health Treatment Plans, Health Assessments and Health Checks) How will you communicate about MyMedicare to your patients? • Patient waiting room posters or flyers or at reception check in • Promotion through our website or Facebook page • Searches and tags on patient records for action when they present or contact the practice • Encourage patients to register through Medicare Online Account or Express Plus Medicare Mobile app • Nurse or doctor led conversations during appointments

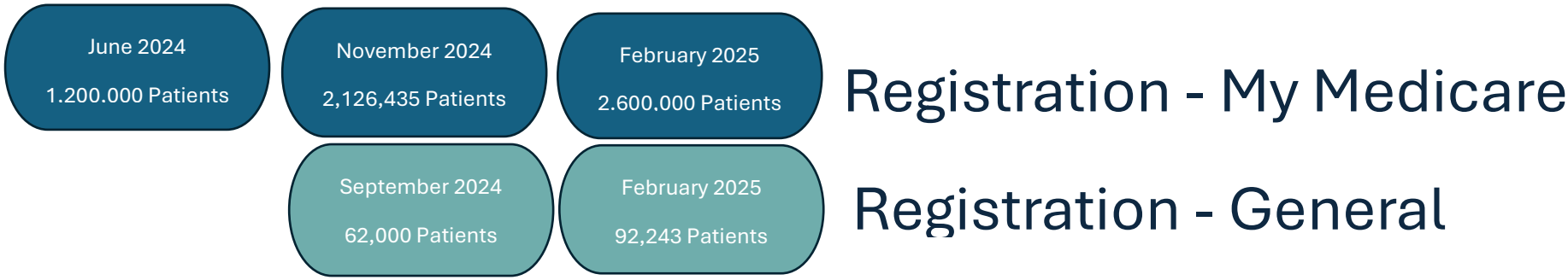
	• SMS or email campaign • MyMedicare patient forms offered to patients (note- paper forms need to be submitted through PRODA. Be aware of the additional staff time required to complete this task)
For actioning: Develop Communications Action Plan	Use the Communications Action Plan (appendix 3) as a template to document the action plan for your practice. Document a summary of the benefits from your discussion from Activity 4B in the *'Why improve this area of focus'* section. Decide which of the following communication approaches you will use and decide which patient groups you will target and document these in the *'QI Ideas "What" of the action plan'* section. Document additional and specific approach using the PDSA template attached.

Chronic Conditions Management: MBS Changes, 1 July 2025

Appendix 1

MyMedicare Timeline





Contact practicesupport@ntphn.org.au for support

Appendix 2

MyMedicare Practice Perspective

Practice name:

Practice Benefits & Opportunities	Patient Benefits & Opportunities	Issues/risks and management or mitigation options	Actions and Questions
Benefits • Benefit 1 **Opportunity** • Opportunity 1	**Benefits** • Benefit 1 **Opportunity** • Opportunity 1	**Issues or concerns** • Issue 1 **Management or mitigation options** • Option 1	**Questions** • Question 1 **Actions** • Action 1

Chronic Conditions Management: MBS Changes, 1 July 2025

Appendix 3

Communications Action Plan

Practice name:

QI focus area	Why improve this focus areas?	QI ideas "What" of the action plan	Resources
MyMedicare Patient Registration *Goal: To increase patient registration for MyMedicare for our General Practice*	**What are the benefits of undertaking activities in this area?** • *Opportunity to formalise, establish or enhance our relationship for ongoing coordinated care with patients* • *To prepare for Chronic Conditions Management (CCM) MBS item changes* • *To prepare for changes to Better Access Mental Health Treatment Plans*	**What ideas can we explore?** **Ideas for targeting patients:** • *Engage patients to encourage registration as they present to the practice or attend appointments (using talking points/scripts)* • *Engage patients that qualify for MyMedicare (e.g. have attended the practice twice in 24 months)* • *Engage patients that attend the practice for ongoing care management (e.g. Chronic Disease Management Plans, Mental Health Treatment Plans, Health Assessments and Health Checks)* **Communication approaches/ideas** • *Patient waiting room and reception posters or flyers (use existing or design your own)* • *Promotion through our website or facebook page* • *Search and tag patient records for action when they present or contact the practice* • *Encourage patients to register through Medicare Online Account or Express Plus Medicare Mobile app* • *Nurse or doctor conversations at appointments. Monitor reminder cards, display information in clinic rooms.* • *SMS or email campaign* • *MyMedicare patient forms offered to patients (note- paper forms submitted through PRODA require additional staff time required to process)* • *Practice staff room poster documenting your practices unique MyMedicare value or key messages*	**Clinic resources** • MyMedicare GP Toolkit (includes posters, social tiles, flyers, etc) • MyMedicare Videos • Introducing MyMedicare – Fact sheet • Registering in MyMedicare – Fact sheet • MyMedicare practice registration – Frequently asked questions • Registering patients with MyMedicare – Systems overview for practices and providers • MyMedicare Program Guidelines • About MyMedicare for health professionals