



Provider
CONNECT
Australia

Business partner toolkit



Australian Government
Australian Digital Health Agency

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Business partner toolkit

Welcome

We are pleased to welcome you as a valued business partner of Provider Connect Australia (PCA). This toolkit has been developed to help enhance collaboration across the healthcare sector and provide you with communication resources to promote the benefits of PCA to your network.

Getting started with the toolkit

- Explore the resources: The toolkit includes a range of materials including flyers and social media posts crafted to help you communicate effectively with your teams and networks about the benefits of registering for PCA.
- Customise your communications: Use the provided key messages and templates to build announcements, internal updates or social posts tailored for your organisation.
- Stay connected: Leverage the toolkit's resources to encourage healthcare locations to register for PCA and regularly update via PCA, ensuring everyone benefits from its streamlined processes and reliable secure information-sharing.



Key messaging

The below key messages can be used to build out communications relevant for your channels:



Provider Connect Australia (PCA) provides a secure way to share information and streamlines the process for healthcare provider organisations to manage their business information with business partners.



Efficient data management: PCA shares accurate and up-to-date information about healthcare services, service locations, and practitioners. Healthcare organisations can share this information via PCA with their business partners and with consumers (for example via healthdirect's Service Finder).



Seamless updates: Healthcare organisations can easily update their business details and securely share them with business partners, reducing administrative burden.



Improved patient care and communication: Faster, more reliable information-sharing across the healthcare system helps reduce clinical risks caused by outdated or delayed information.



Increased exposure in directories: PCA enables healthcare providers to publish their details directly to the National Health Services Directory and other directories, making it easier for people to find them and access their services.

PCA logos and guidelines

The attached PCA logos can be used when you are communicating and developing materials to showcase the benefits of PCA.

The Provider Connect Australia logo is available in full colour blue, reversed white and monotone black. To protect the integrity of the logos in the context of surrounding elements, allow space around the logos equivalent to the height of the capital A in 'Australia'.

Standard full colour



Black and white logos



Logo spacing



Your own PCA referral link

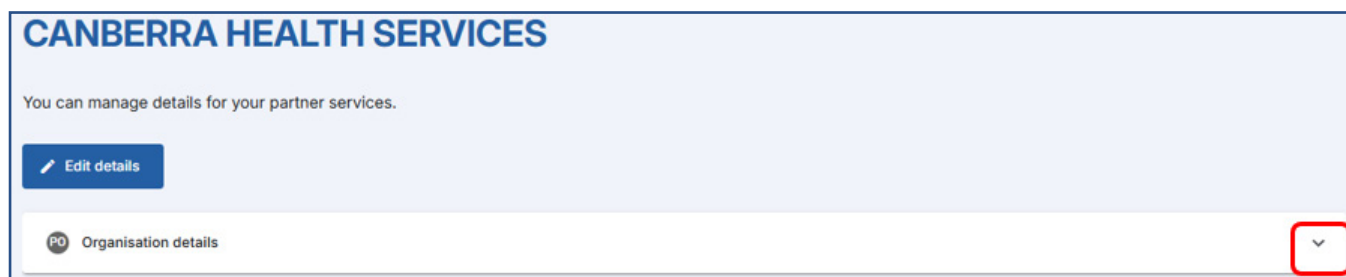
Now that you're a PCA business partner, when you are logged into the PCA portal, you can share your own PCA New registration referral link with organisations who are not yet registered with PCA.

PCA will record how many organisations register with PCA via your unique PCA referral link in the PCA Portal.

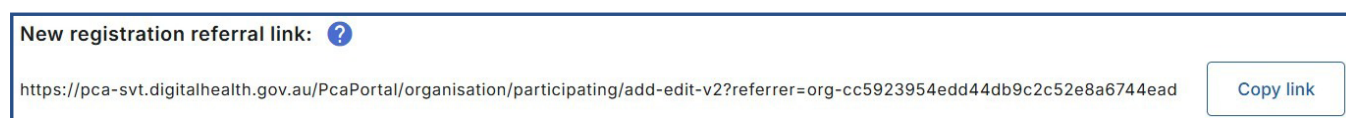
We recommend you use your unique PCA referral link in communications encouraging healthcare organisations to register. We also recommend including it on your PCA webpage.

Generating a new registration referral link

1. On the home page, click the Manage button on the Manage businesses tile or alternatively. Click on the Businesses icon in the blue sidebar.
2. On the Your organisations page, click on your organisation name (next to the PO icon).
3. Click on the Organisation details dropdown chevron.



4. Click on the Copy link button.
5. Paste the link into the communications you wish to send to your customer.
6. PCA will track the number of link referrals you have shared and referrals completed.



Website copy

Website copy to build out communications for your website:

Banner
Image



<H1> Header

Provider Connect Australia (PCA)

<Body>

PCA is a free government service from the Australian Digital Health Agency. PCA helps healthcare provider organisations update their business information in a single place, ensuring accurate and up-to-date information. PCA enables faster, secure and reliable information-sharing across the healthcare system and helps to reduce clinical risks caused by outdated or delayed information.

Healthcare organisations can add important business information such as their location(s) and contact details, the services they provide and the practitioners who provide them in PCA. They can also nominate which of their business partners this information flows on to including health service directories, their peak associations, Primary Health Networks, and other key healthcare delivery partners.

When a healthcare organisation's information changes updating this once in PCA saves multiple updates as the information flows to their nominated business partners. This is a great way to ensure secure, accurate and timely sharing of information.

<H2> Header

Want to reduce your administration burden and make sure that consumers and other healthcare professionals can find you?

Hyperlink
Click to copy

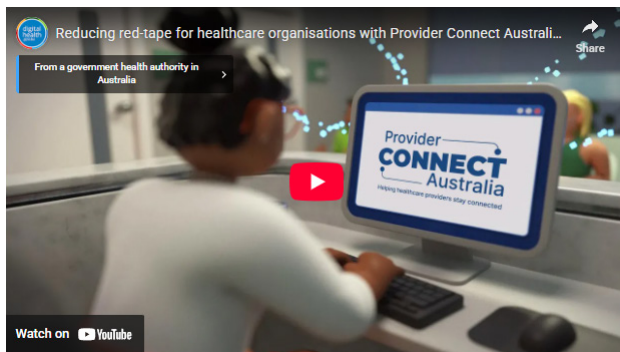
The Australian Digital Health Agency has developed a [step-by-step guide to register for PCA](#), or you can call the Digital Adoption Support team on (02) 6223 0741 (option 3) for support through the PCA registration process.

Once you've registered in PCA simply nominate us ***insert your organisation's name here*** to be your business partner and we'll get all your future updates in PCA.

Explainer videos

Educational resources targeted at healthcare providers and locations to help drive understanding of PCA might be useful to add to your website or other channels.

Use the hyperlinks below to link to these resources.
These resources are not for download.



What is provider Connect

<https://www.digitalhealth.gov.au/healthcare-providers/initiatives-and-programs/provider-connect-australia>



How to register for Provider Connect Australia

<https://www.digitalhealth.gov.au/healthcare-providers/initiatives-and-programs/provider-connect-australia/provider-connect-australia-register#healthcare-providers>

Email communication

Initial email to send to your members, users or customers (who provide healthcare services)

Banner Image



Subject

We've just become a Provider Connect Australia (PCA) business partner and we'd like you to join us.

<Body>

About PCA

PCA is a free government service from the Australian Digital Health Agency (the Agency). PCA helps provide a secure way for healthcare provider organisations to update their business information in a single place, ensuring accurate and up-to-date information across the healthcare system. This helps people and other healthcare professionals to find you and can be important for patient care e.g. ensuring secure messages or clinical results are sent to the right provider without delay.

How you can be involved

We'd like you to [register as a Healthcare provider organisation](#) in PCA and nominate us as one of your connected business partners. If you are eligible for a Healthcare Provider Identifier Organisation (HPI-O) and don't already have one, Services Australia has [information on how to Register for an HPI-O](#). HPI-Os are unique identifiers used in PCA.

Once registered in PCA, each time you update any of your business information (like changed operating hours, services, providers/practitioners etc.), it will automatically flow to us and any other healthcare service delivery partners you've nominated as business partners in PCA, reducing human error and saving admin time.

Getting started

The Agency has developed a [step-by-step guide to register for PCA](#), or you can call the Digital Adoption Support team on (02) 6223 0741 (option 3) for support through the registration process.

Social media posts

The Agency posts information on our social media channels that you can share or repost via your channels. Please follow us at:

LinkedIn: <https://www.linkedin.com/company/australian-digital-health-agency>

You can also develop content for your audience using the below key messages, ensuring you tag the Agency's social media account above.

Suggested initial post

We've just become a Provider Connect Australia (PCA) business partner and we'd like you to join us. Register as a Healthcare provider organisation in PCA and nominate us as one of your connected business partners. Every time you update your business information in this free government service, we'll receive your updates securely, as will other healthcare delivery partners you've nominated to share your information with, saving you time and effort.

Find out how to register here> [Register as a Healthcare provider organisation](#)

Suggested ongoing posts

Key messages for social media:

- Provider Connect Australia (PCA) ensures accurate and up-to-date information about healthcare services, service locations, and practitioners is shared with business partners.
- PCA allows healthcare organisation and practitioners to easily update their details once and automatically share them securely with business partners, reducing administrative burden.
- PCA ensures faster, more reliable information sharing across the healthcare system, reducing potential clinical risks caused by outdated or delayed information.
- Register for PCA by visiting: <https://www.digitalhealth.gov.au/healthcare-providers/initiatives-and-programs/provider-connect-australia>.

Social media posts

Animated Hero Tile



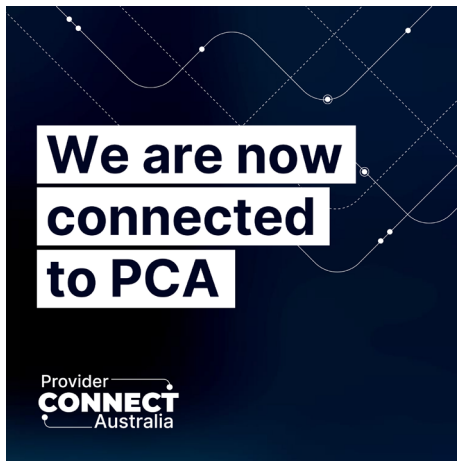
Hero Tile



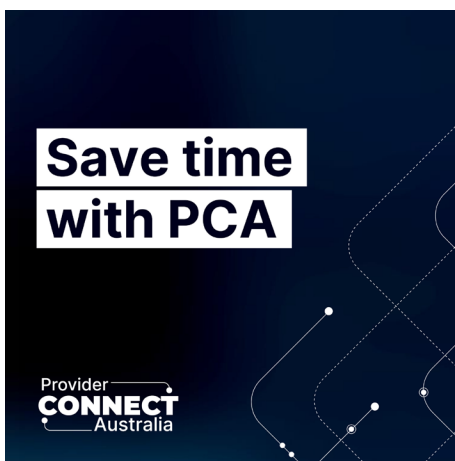
Business Partner



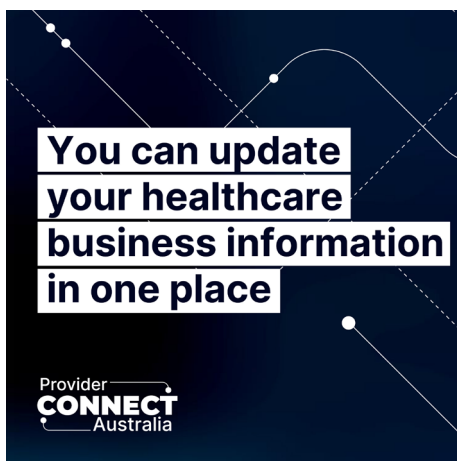
Connected to PCA



Save time with PCA



Streamlined registrations



Newsletter article

Example article



Provider Connect Australia (also known as PCA) is a free government service from the Australian Digital Health Agency that helps healthcare provider organisations update their business information in a single place. PCA improves the accuracy of healthcare service and practitioner information, while reducing duplication and streamlining notifications.

Key benefits include:

- Improved continuity of care resulting from timely message delivery.
- Improved visibility of healthcare organisations by ensuring accurate and up-to-date healthcare organisation details in directories.
- Enhanced connectivity through faster, more reliable information-sharing across the healthcare ecosystem.
- Secure sharing of validated information.

To register for PCA visit <https://www.digitalhealth.gov.au/healthcare-providers/initiatives-and-programs/provider-connect-australia>.

PCA flyer

The attached flyer can be sent to the healthcare organisations you support or are connected with (or your broader network) to provide an overview of PCA from a healthcare provider's perspective and encourage them to register for PCA.

You might choose to email it out to your network for promotional reasons or before or after a meeting if PCA is on the agenda. You might also like to provide a hard copy in the right circumstances e.g. at workshops, conferences or meetings.

The flyer features a woman in a blue top pointing at a network of glowing blue icons representing healthcare professionals and services. The background is dark blue with abstract light patterns.

Provider CONNECT Australia

What is Provider Connect Australia?

-  A single place to update your business information that reduces duplication and streamlines notifications.
-  A service that improves the completeness and accuracy of directories.
-  A secure, reliable and efficient way to help healthcare providers stay connected.

 **Register today**
Call (02) 6223 0741 option 3
digitalhealth.gov.au

 **Australian Government**
Australian Digital Health Agency

How it works

Once registered with Provider Connect Australia, you can add business information for your healthcare services and locations. This will automatically be sent to your registered business partners. Over time, business partners will include pathology and radiology services, public service directories, secure messaging providers and more.

This means you can maintain a single master copy of your organisation's details and your chosen business partners will automatically receive any updates.

Provider Connect Australia will save you time, reduce human error and remove the hassle of filling out multiple forms.

Registration and set-up process

Security is a key design element of Provider Connect Australia, which adheres to Australian Government security requirements. The registration process establishes your agreement that the Australian Digital Health Agency, as operator of Provider Connect Australia, can securely collect and share information on your behalf.

The initial set-up process to add your healthcare services and service locations is comprehensive to enable you to make the most of the service. The time you invest up front will ensure your business information is accurate, complete and can automatically be shared with all your registered business partners.

Get ready to register

Visit www.digitalhealth.gov.au/pca-register to access the pre-registration checklist user guides, and a video to assist you during the registration process.

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