



UnitingCare Community Options

A Good Life for All

Access Points - The Way Forward

A Service Providers
Perspective
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Access Points – The Beginning

- Consultation During June 2007 with the Outer East Primary Care Partnership (PCP).
- At the same time UnitingCare Community Options as the auspice agency for Carelink was approached to express and interest in hosting the AP.

Access Points – The Beginning

- Initially the AP was to be in the OEPCP catchment only.
- After consultation with both the PCP's and UCCO this changed to be across the whole of the Eastern Metropolitan Region.

Access Points – The Beginning

- The Access Point was to consume the Carelink Resources which was to be re-born as the Access Point.
- The intent was to acknowledge that many people already accessed the system in a myriad of ways.
- The AP was to link to people that did not know how to access the service system.

Access Points – Key Elements

- The Access Point had a purview of linking older people and their carers into the aged care and HACCC service sector.
- Access Points are not intended to supplant existing entry points to the service system- rather add value to the concept of “no wrong door”

Access Points – Key Elements

- Focused on Aged Care Programs (DHS, HACCC & DoHA)
 - Intake Professionals
 - Guided Referral
 - E-Referral (SCTT, ACNA-R testing)

Carelink – As it applied in the EMR

- Carelink covers the entire EMR.
- Has a focus broader than Ageing.
- Providing Information & Referral to many disadvantaged groups.
- Combined Service Model with the CCRC i.e. providing support to both centres- (community care information and respite services)

Carelink – In the EMR (continued)

- Access to Intake Professionals (through the CCRC) who provide Guided Referral
- However with broader groups than the AP (Centerlink; Disability; Mental Health and Drug and Alcohol). Those people will still need to have access to information and there is an issue around resourcing this.

Access Point – Marketing in the EMR

- DHS corporate marketing following consultation with carers in the Grampians and across Melbourne is planning a marketing campaign.
- We believe that this campaign will focus upon macro marketing techniques.

Access Point – Marketing in the EMR

- Local Marketing will be critical if we are to achieve the intent of linking with people that don't know how to access the system.
 - Targeting natural information points within communities.
 - Different strategies across Metropolitan and Rural/Remote areas of the EMR.
 - Elements of being local with Physical presence

Access Point – Marketing in the EMR

- **Carelink Ambassadors Program**, will be reframed and enhanced as the AP Ambassadors Program.

- Ambassadors in Local Community locations, Targeting:
 - GP practice managers
 - Chemists
 - Hairdressers
 - Local stores (Shire of Yarra Ranges)

Access Point – Marketing in the EMR

- We will be trying to gather metric data regarding the effectiveness of this strategy.
- Seeking to expand the program if it is proving successful.