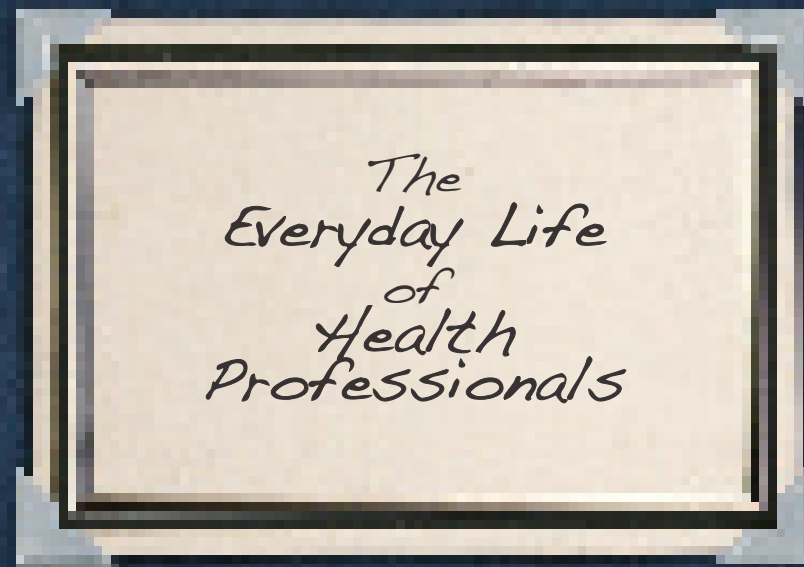




Context

This document has been created through workshops and visits to real health professionals over a 3 month period in 2009.

The intent of these workshops was to better understand the health professionals world. It was not about finding out what Medicare Australia looks like in their world. It was about understanding their whole experience - all their interactions in the context of their day or situation and the *relativeness* of Medicare Australia interactions. That is Medicare Australia are not the centre of their day!

This document takes a different perspective on providers, not a a generic view of providers or a program view of providers, but rather a whole of provider view. This means personalising the provider, seeing them in their context, and understanding their drivers, their roles and their interactions within the health system.

The idea of creating "pathways" is based on a view that:

"We shift our perspective from the massive totality of the system to the pathways of individual human experience"

Richard Buchanan, Interaction Pathways in Organizational Life
Managing as Designing 2004

This means we looked at different segments of the providers and stopped to see the experience of the system from their perspective only. This discipline meant we suspended our assumptions about their world and listened.

The following pages reflect real experiences. These experiences are reinforcing similar messages to other sources and research in Medicare Australia.

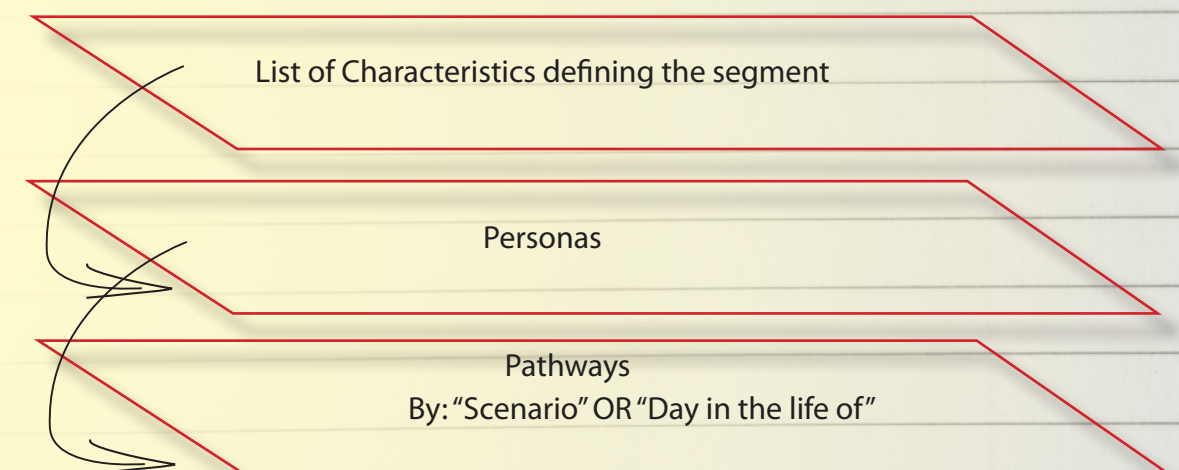
How to read this document

The structure of this document is split into segments of the provider population:

- * Practice Managers - administrative perspective
- * General Practitioners - clinical perspective; and
- * Allied Health - clinical perspective of Physiotherapists, Psychologists, Podiatrists, Dietitians and Social Workers

You can start at any section.

In each section you will find:



This pathway document should be read in conjunction with the Final Report
(*Medicare Australia Health Professionals - Pathways Final Report*)

Health Professionals: The personas

Experience *NEW, Under 3 years*

At least 3 years

At least 10 years

Practice Managers



BERYL
PRACTICE MANAGER



NICOLE
PRACTICE MANAGER



CHARLIE
PRACTICE MANAGER



MARY
PRACTICE MANAGER



JAN
PRACTICE MANAGER



BETTY
PRACTICE MANAGER

GPs



DR SASHA



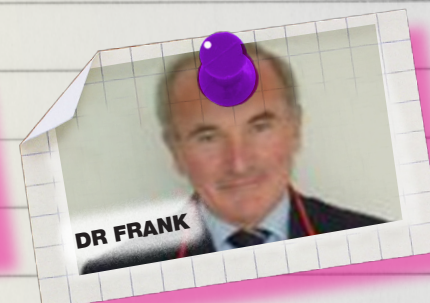
DR NG



DR ANNE JAMES



DR DENIS



DR FRANK

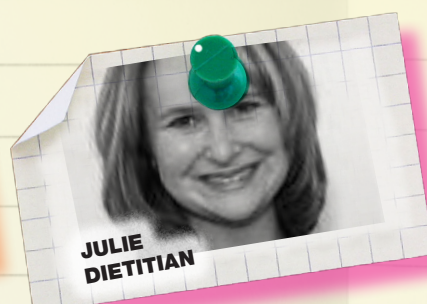
Allied Health



MELANIE
DIETITIAN



JANET
PODIATRIST



JULIE
DIETITIAN



ANDREA
SOCIAL WORKER



ANDREW
PHYSIOTHERAPIST



AMANDA
PHSYCOLOGIST



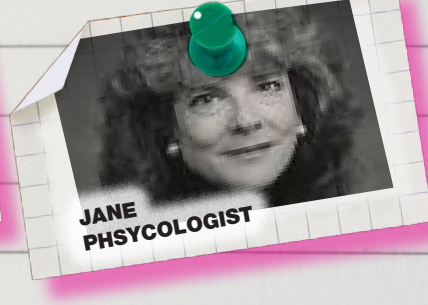
MARK
PODIATRIST



ANTONIA
SOCIAL WORKER



ROBYN
HYSIOTHERAPIST



JANE
PHSYCOLOGIST