



# UNITYHEALTH... INNOVATING CHANGE IN HEALTHCARE

## IMGATEWAY ADOPTED BY VICTORIA FELIX MEDICAL EDUCATION

The Victoria Felix Medical Education (Vic Felix) is now providing IMGateway access to its medical educators and registrars!

December 2006

Volume 1 Issue 2

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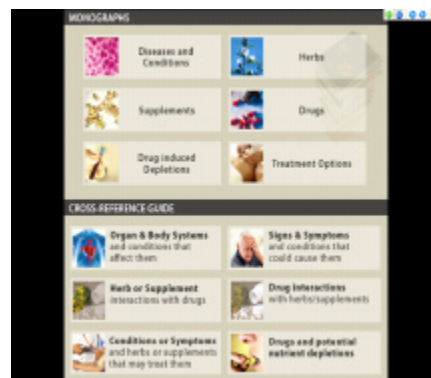
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Dr John Togno (Chief Executive Officer), explains that this initiative has risen out of their commitment to provide quality educational resources for their Registrars. "Given the increasing use of complementary medicines by people with a wide range of medical problems it is important that Registrars have access to a validated source of information on a topic that can be confusing at times even for experienced practitioners".

Dr Togno goes on to state that "IMGateway was chosen because it provides a straight forward web based integrated solution accessible to all of VFMEs doctors in training. The Registrars can easily view quality evidence based material to help improve their understanding of the use of complementary medicines, and therefore provide better care for their patients".

Vic Felix Medical Education is now the third regional training provider to purchase an IMGateway site licence for access by its medical educators and registrars.

UnityHealth is delighted to have the opportunity to provide IMGateway to the supervisors and registrars of Vic Felix. We look forward to a mutually beneficial collaboration with this and other regional training providers!





## IMGATEWAY SITE LICENSE AVAILABLE AT EPWORTH AND PRINCE CHARLES HOSPITALS!

In an exciting new initiative, Epworth Hospital (Vic) and the Prince Charles Hospital Health Service District (Qld) have approved the use of IMGateway for their doctors, pharmacists and nursing staff. This initiative demonstrates their commitment to patient safety as well as the provision of high quality resources for their clinicians.

With recent surveys indicating that approximately 70% of Australians have used complementary therapies in the last 12 months, more doctors are faced with the need to understand the way these products may potentially interact with conventional treatment strategies. IMGateway, was seen to be the best choice in assisting these hospital doctors with this challenging task.

Epworth and Prince Charles Hospitals are the first in Australia to undertake hospital wide implementation of IMGateway. Dr Allen Yuen (Director of Emergency Medicine, Epworth Hospital ) explains "It makes good sense, that clinical staff should have access to a resource like IMGateway which provides them readily with the authoritative and evidence-based information they need on complementary medicines, their uses and effects and their known interactions with orthodox western medicines. Having this information available, will hopefully encourage doctors to include alternative medicines whenever they ask patients about current medications, thereby leading to more adequate documentation and safer patient outcomes. We are fortunate to have Professor Marc Cohen (President, Australasian Integrative Medicine Association) and Professor Avni Sali (Founder, National Institute of Integrative Medicine) on the consulting committee of IMGateway."

Similarly, Bernadette Sinclair (Nurse Manager, Quality Support Unit Prince Charles Hospital) states "Given the high use of Complementary Medicine (CM) in Australia and the progressive integration of CM with conventional medicine, medical, nursing and allied health staff need access to evidence-based information to assist decision making and to support better patient outcomes. IMGateway was selected because its content is evidence-based and kept up-to-date in accordance with a rigorous scientific methodology that meets the highest conventional medical standards. In addition, it comes highly recommended by experts in complementary medicine including Professor Marc Cohen (President, Australasian Integrative Medicine Association).

UnityHealth is proud of its association with Epworth and Prince Charles Hospital and welcomes the opportunity to work with both organisations.

"It makes good sense, that clinical staff should have access to a resource like IMGateway which provides them readily with the authoritative and evidence-based information they need on complementary medicines"

Epworth 



Queensland Government  
Queensland Health

## IMGATEWAY FURTHER IMPROVEMENTS MADE!

The controversy surrounding Complementary medicine, sparked by Prof John Dwyers' article "Serving up nonsense in the form of pick-me-up pills", has once again reinforced the need for Practitioners to have access to **evidence-based** complementary medicine.

At UnityHealth, our commitment to providing the latest research in Integrative treatment strategies remains stronger than ever. It is this commitment, which has resulted in the development of our recent "*Integrative Medicine in General Practice*" CD ROM, accredited by the RACGP for 30 Category 1 points, ACCRM and now the RNZCGP.

It is also this commitment that has resulted in a number of recent improvements to *IMgateway*, the leading online resource in Integrative Medicine for Practitioners, including-

- **Regularly updated** scientific monographs that now total 6,000 in number
- An all **new Product Directory** providing details on a variety of herbal and supplement brands for use in various conditions
- **Website enhancements** to ensure the smooth navigational flow of information and improved usability of the system
- **Expanded online store** and improved online payment facilities for easy access to complementary medicine resources
- **Improved help desk facility** to quickly respond to service and technical difficulties
- **Ongoing collaboration** with leaders in the field of Integrative Medicine including Prof Marc Cohen, Prof Avni Sali and Dr Vicki Kotsirilos

Please "take a tour" of the website, a feature now available on the homepage, to experience the benefits associated with *IMgateway* membership.



'Take a tour' of the website [www.IMgateway.net](http://www.IMgateway.net) to experience some of the benefits of membership

## EDUCATION INITIATIVE – COELIAC DISEASE

UnityHealth is delighted to announce it's involvement in the production of a new educational CD in the area of Coeliac Disease. This important educational resource is being developed by the ANZCRF and will involve one of the leading experts in Coeliac Disease, Dr Bob Anderson.

The General Practitioner component of the CD will address the gaps evident in the diagnosis and management of Coeliac Disease. The component for patients will aim to improve the sufferer's understanding of the disease and educate them on appropriate nutrition and lifestyle interventions. The CD will be available for purchase in March 2007.

## BUSINESS AND MARKET STRATEGY CONSULTING FOR THE HEALTHCARE SECTOR

UnityHealth **Business Planning, Strategy and Marketing** consultants offer 35 years of combined experience from the domestic and international I.T., education and healthcare sectors.

Consultants specialise in the Australia and New Zealand healthcare area, offering clients a broad experience base for the market.

Business Planning and Strategy assesses business 'fitness' internally (eg. revenues, products & customers in relation to staff and systems) and externally (eg. competitors, further customer potential, domestic & international markets). This then highlights growth potential enabling forecasting and business planning objectives to be set. Marketing, sales and customer services activity is then established to support realisation of objectives.

Some of our key services include:-

- Business Strategy including business case development;
- Sales and Marketing plans and direct market campaigns; and
- Website and email marketing systems for ongoing client management.

## NEW CLIENT MANAGEMENT SYSTEM

For many organisations, the establishment of a central customer and prospect database is vital for businesses to record, track and manage contact with their existing and potential clients. The need for sales, marketing and customer support staff to effectively profile clients for follow up is a critical component to success.

This easily accessible and secure online database can include email or website based marketing tools, flexible reporting and support for direct mail marketing campaigns. This product is an effective and productive client management system for any organisation.

For further details on UnityHealth's Client Management System and electronic marketing tools, contact Peter De Lorenzo on +61 3 9855 2655 or email at [peter@unityhealth.com.au](mailto:peter@unityhealth.com.au).

Date	Status	Activity	Contact Method	By	Comments
04-12-2006	None	None	Telephone	US	Start grant and local appointment of Big usage to Alan and Barbara. Clear improvements towards mid of Dec. another
04-12-2006	None	None	E-Mail	US	Send an email of Big usage for Alan and Barbara. The graph of the results indicates a significant improvement towards the end of Oct and November. Use with Alan and Barbara to Big usage at Concord. Alan (?) is resistant to helping us. We will pursue Big usage with Barbara. Barbara is likely to be at 02. Please call Lee Harney (Education Co-ordinator). Investigate possibility of summer run by Alan and Barbara.



**Director**

**Peter De Lorenzo**  
BSc, MACS

Peter De Lorenzo, is the Managing Director and founder of UnityHealth Pty Limited. He has unique and broad experience in the medical and financial industry sectors in a career spanning 25 years in practice management, business change and information technology projects.

Over the last eight years, Peter has dedicated his career and personal aspirations in delivering holistic health research, information and education to health professionals, corporations and consumers through active working relationships with leading medical and complementary medicine peak bodies and organisations.

UnityHealth  
Princess Tower, Suite 606  
1 Princess St, Kew  
VIC Australia 3101

Ph: +61 3 9855 2655  
Fax: +61 3 9816 9271  
Email: [office@unityhealth.com.au](mailto:office@unityhealth.com.au)  
[www.unityhealth.com.au](http://www.unityhealth.com.au)