

VETERAN HEALTH GP TRAINING

MARKETING KIT

Partnering Organisations:





Sponsoring Organisations:











The purpose of this document is to:

- Provide a simple way in which sponsoring organisations can view and approve all marketing materials
- 2. Once approved by all sponsors, the marketing messages can be rolled out by sponsoring organisations
- 3. Showcase the printed marketing materials each GP participant will receive upon completing the training.



MARKETING FOR SPONSORS

Email to all General Practices + GPs: Friday 13 October 2023

Note: If you have a specific General Practice or GP that you think would be interested, send them a personlised email + ensure each of your team members receive this email so they are informed about the training (your team members may like to forward onto their specific GP contacts) + if team members are visiting a practice, please print the PDF invite and leave in their lunch rooms.

Subject line: RARE GP VETERAN HEALTH TRAINING - 11 November - limited seats!

Content:

VETERAN HEALTH - A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns

This face-to-face educational event facilitated by Dr Kerry Summerscales a General Practitioner who recently transitioned out of the Defence Force skilled in defence and Veteran health conditions, will provide GPs the opportunity to reinforce and improve the management of healthcare for Defence Veterans.

GPs will be empowered to provide healthcare services in an area that is often identified as important but challenging due to the uncertainty of navigating defence health issues and associated health care planning.

This educational event aims to improve knowledge, skills and confidence in defence Veteran health consultations. Providing GPs with clarity around conducting post ADF health assessments and Medical Impairment Assessments and knowledge about the Coordinated Veteran Care (CVC) program, enrolment and implementation with a specific focus on musculoskeletal concerns.



Learning Outcomes

- 1. Distinguish common health and musculoskeletal conditions that impact Veterans health to improve early diagnosis and treatment.
- 2. Outline the process of a Post ADF Discharge Health Assessment and formulate a process to implement within your clinic.
- 3. Formulate a process to support Veterans to submit claims for assistance with the Department of Veterans Affairs to increase accessibility into health services.
- 4. Identify the appropriate Department of Veteran Affairs (DVA) forms to complete, to support Veterans in receiving healthcare assistance.
- 5. Develop a process to identify the qualifying features of the Co-ordinated Veterans Care Program and then implement a process to activate the Co-ordinated Veterans Care program.
- 6. Utilise relevant software and resources to appropriately bill for Veteran consultations.
- 7. Discuss key history and examination findings for common upper and lower limbs commonly seen in the Veteran population and identify an appropriate treatment plan.
- 8. Perform an appropriate musculoskeletal examination on a patient with musculoskeletal concerns in upper and lower limbs and identify an appropriate treatment plan.

Date: Saturday 11 November 2023

Time: 830am registration open - 9am start to 5pm finish **Venue:** 0aks Darwin Elan Hotel, 31 Woods Street, Darwin

Catering: Morning tea, lunch and afternoon tea will be provided (if you have a dietary requirement please state this when you register)

REGISTER HERE >> https://events.humanitix.com/veteran-health-a-systematic-approach-to-navigating-dva-and-musculoskeletal-health-concerns

Please book as soon as possible as seats are limited!

Inivtation flyer attached. You are welcome to forward this onto any GP you think would be interested and benefit from attending.



INVITATION FLYER



GP VETERAN HEALTH

A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns

GP VETERAN HEALTH EDUCATION EVENT

Saturday 11 November 2023, 9am to 5pm (8.30am registration open) Oaks Darwin Elan Hotel, 31 Woods Street, Darwin

With Dr Kerry Summerscales

ECTIVES

0 B J

Z

~

EA

This face-to-face educational event facilitated by Dr Kerry Summerscales a General Practitioner who provides GPs the opportunity to reinforce and improve the management of healthcare for Defence

services in an area that is often identified as important but challenging due to the uncertainty of navigating defence health issues and associated health care planning.

This educational event aims to improve knowledge, skills and confidence in defence Veteran health consultations. Providing GPs with clarity around conducting post ADF health assessments and Medical Impairment Assessments and knowledge about the Coordinated Veteran Care (CVC) program, enrolment and implementation with a specific focus on musculoskeletal concerns.



Learning Outcome 1 - Distinguish common health and musculoskeletal conditions that impact Veterans health to improve early diagnosis and treatment.

Learning Outcome 2 - Outline the process of a Post ADF Discharge Health Assessment and formulate a process to implement within your

Learning Outcome 3 - Formulate a process to support Veterans to submit claims for assistance with the Department of Veteran Affairs to increase accessibility into health services.

Learning Outcomes 4 - Identify the appropriate Department of Veteran Affairs (DVA) forms to complete, to support Veterans in receiving healthcare assistance.

Learning Outcomes 5 - Develop a process to identify the qualifying features of the Co-ordinated Veterans Care Program and then implement a process to activate the Co-ordinated Veterans Care program

Learning Outcomes 6 - Utilise relevant software and resources to appropriately bill for Veteran consultations.

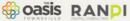
Learning Outcome 7 - Discuss key history and examination findings for common upper and lower limbs commonly seen in the Veteran population and identify an appropriate treatment plan.

Learning Outcome 8 - Perform an appropriate musculoskeletal examination on a patient with musculoskeletal concerns in upper and lower limbs and identify an appropriate treatment plan.

SEATS ARE LIMITED, BOOK ONLINE: <u>HTTPS://EVENTS.HUMANITIX.COM/VETERAN-HEALTH-A-SYSTEMATIC-APPROACH-TO-</u> NAVIGATING-DVA-AND-MUSCULOSKELETAL-HEALTH-CONCERNS

Partnering Organisations:

Sponsoring Organisations:















EMAIL SIGNATURE

Your team is welcome to update their email signature with the event signature + hyperlink to the event registration page.

Update Email Signature - Friday 13 October 2023

REGISTER HERE >> https://events.humanitix.com/veteran-health-a-systematic-approach-to-navigating-dva-and-musculoskeletal-health-concerns



WEB CONTENT

Upload content to your website (events page): Friday 13 October 2023

Header: VETERAN HEALTH - A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns

Content:

VETERAN HEALTH - A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns

This face-to-face educational event facilitated by Dr Kerry Summerscales a General Practitioner who recently transitioned out of the Defence Force skilled in defence and Veteran health conditions, will provide GPs the opportunity to reinforce and improve the management of healthcare for Defence Veterans.

GPs will be empowered to provide healthcare services in an area that is often identified as important but challenging due to the uncertainty of navigating defence health issues and associated health care planning.

This educational event aims to improve knowledge, skills and confidence in defence Veteran health consultations. Providing GPs with clarity around conducting post ADF health assessments and Medical Impairment Assessments and knowledge about the Coordinated Veteran Care (CVC) program, enrolment and implementation with a specific focus on musculoskeletal concerns.



Learning Outcomes

- 1. Distinguish common health and musculoskeletal conditions that impact Veterans health to improve early diagnosis and treatment.
- 2. Outline the process of a Post ADF Discharge Health Assessment and formulate a process to implement within your clinic.
- 3. Formulate a process to support Veterans to submit claims for assistance with the Department of Veterans Affairs to increase accessibility into health services.
- 4. Identify the appropriate Department of Veteran Affairs (DVA) forms to complete, to support Veterans in receiving healthcare assistance.
- 5. Develop a process to identify the qualifying features of the Co-ordinated Veterans Care Program and then implement a process to activate the Co-ordinated Veterans Care program.
- 6. Utilise relevant software and resources to appropriately bill for Veteran consultations.
- 7. Discuss key history and examination findings for common upper and lower limbs commonly seen in the Veteran population and identify an appropriate treatment plan.
- 8. Perform an appropriate musculoskeletal examination on a patient with musculoskeletal concerns in upper and lower limbs and identify an appropriate treatment plan.

Date: Saturday 11 November 2023

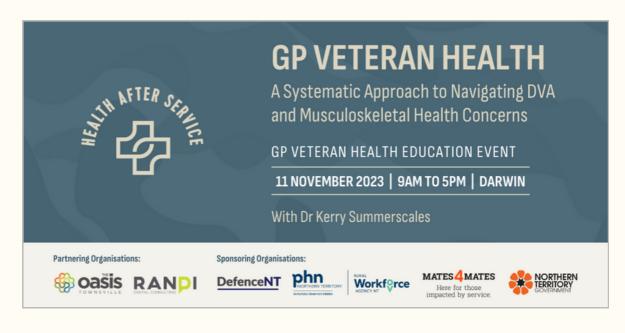
Time: 830am registration open - 9am start to 5pm finish **Venue:** Oaks Darwin Elan Hotel, 31 Woods Street, Darwin

Catering: morning tea, lunch and afternoon tea will be provided (if you have a dietary requirement please state this when you register)

REGISTER HERE >> https://events.humanitix.com/veteran-health-a-systematic-approach-to-navigating-dva-and-musculoskeletal-health-concerns



WEB BANNER GRAPHIC



NEWSLETTER

Distribution: every newsletter between Friday 13 October 2023 and the event date 11 November 2023

Note: There's a specific newsletter banner to use for the first newsletter, however if you think a social tile would be more suitable for subsequent newsletters, feel free to choose a social media tile and hyperlink to the registration page.

Event Name: VETERAN HEALTH - A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns

Content:

This face-to-face educational event facilitated by Dr Kerry Summerscales a General Practitioner who recently transitioned out of the Defence Force skilled in defence and Veteran health conditions, will provide GPs the opportunity to reinforce and improve the management of healthcare for Defence Veterans.

GPs will be empowered to provide healthcare services in an area that is often identified as important but challenging due to the uncertainty of navigating defence health issues and associated healthcare planning.

This educational event aims to improve knowledge, skills and confidence in defence Veteran health consultations. Providing GPs with clarity around conducting post ADF health assessments and Medical Impairment Assessments and knowledge about the Coordinated Veteran Care (CVC) program, enrolment and implementation with a specific focus on musculoskeletal concerns.



Learning Outcomes

- 1. Distinguish common health and musculoskeletal conditions that impact Veterans health to improve early diagnosis and treatment.
- 2. Outline the process of a Post ADF Discharge Health Assessment and formulate a process to implement within your clinic.
- 3. Formulate a process to support Veterans to submit claims for assistance with the Department of Veterans Affairs to increase accessibility into health services.
- 4. Identify the appropriate Department of Veteran Affairs (DVA) forms to complete, to support Veterans in receiving healthcare assistance.
- 5. Develop a process to identify the qualifying features of the Co-ordinated Veterans Care Program and then implement a process to activate the Co-ordinated Veterans Care program.
- 6. Utilise relevant software and resources to appropriately bill for Veteran consultations.
- 7. Discuss key history and examination findings for common upper and lower limbs commonly seen in the Veteran population and identify an appropriate treatment plan.
- 8. Perform an appropriate musculoskeletal examination on a patient with musculoskeletal concerns in upper and lower limbs and identify an appropriate treatment plan.

Date: Saturday 11 November 2023

Time: 830am registration open - 9am start to 5pm finish **Venue:** 0aks Darwin Elan Hotel, 31 Woods Street, Darwin

Catering: morning tea, lunch and afternoon tea will be provided (if you have a dietary requirement please state this when you register)

REGISTER HERE >> https://events.humanitix.com/veteran-health-a-systematic-approach-to-navigating-dva-and-musculoskeletal-health-concerns



NEWSLETTER GRAPHIC

GP VETERAN HEALTH

A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns

GP VETERAN HEALTH EDUCATION EVENT

With Dr Kerry Summerscales



Saturday 11 November 2023 9am to 5pm (8.30am registration open) Oaks Darwin Elan Hotel, 31 Woods Street, Darwin

This activity is designed and supported by funding through:

















FACEBOOK EVENT

Create a Facebook Event: Friday 13 October 2023

Note: If you have joined Facebook groups and have individual pratices or GPs that you are connected with, please share this event with them + connect The Oasis Townsville as a host.

Event Name: VETERAN HEALTH - A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns

Content:

This face-to-face educational event facilitated by Dr Kerry Summerscales a General Practitioner who recently transitioned out of the Defence Force skilled in defence and Veteran health conditions, will provide GPs the opportunity to reinforce and improve the management of healthcare for Defence Veterans.

GPs will be empowered to provide healthcare services in an area that is often identified as important but challenging due to the uncertainty of navigating defence health issues and associated health care planning.

This educational event aims to improve knowledge, skills and confidence in defence Veteran health consultations. Providing GPs with clarity around conducting post-ADF health assessments and Medical Impairment Assessments and knowledge about the Coordinated Veteran Care (CVC) program, enrolment, and implementation with a specific focus on musculoskeletal concerns.

RACGP Approved Activity

- Education Activities 5.5 Hours
- Reviewing Performance 3 Hours

Learning Outcomes

- 1. Distinguish common health and musculoskeletal conditions that impact Veterans health to improve early diagnosis and treatment
- 2. Outline the process of a Post ADF Discharge Health Assessment and formulate a process to implement within your
- 3. Formulate a process to support Veterans to submit claims for assistance with the Department of Veterans Affairs to increase accessibility into health services.
- 4. Identify the appropriate Department of Veteran Affairs (DVA) forms to complete, to support Veterans in receiving healthcare assistance.
- 5. Develop a process to identify the qualifying features of the Co-ordinated Veterans Care Program and then implement a process to activate the Co-ordinated Veterans Care program.
- 6. Utilise relevant software and resources to appropriately bill for Veteran consultations.
- 7. Discuss key history and examination findings for common upper and lower limbs commonly seen in the Veteran population and identify an appropriate treatment plan.
- 8. Perform an appropriate musculoskeletal examination on a patient with musculoskeletal concerns in upper and lower limbs and identify an appropriate treatment plan.

Date: Saturday 11 November 2023

Time: 830am registration open - 9am start to 5pm finish **Venue:** 0aks Darwin Elan Hotel, 31 Woods Street, Darwin

Catering: morning tea, lunch and afternoon tea will be provided (if you have a dietary requirement please state this when you register)

REGISTER HERE >> https://events.humanitix.com/veteran-health-a-systematic-approach-to-navigating-dva-and-musculoskeletal-health-concerns

FACEBOOK EVENT GRAPHIC



Distribution: 1 x post every week - until event date 11 November 2023

- · Week beginning 16 October 2023
- Week beginning 23 October 2023
- · Week beginning 30 October 2023
- Week beginning 6 November 2023



GP TRAINING - Rare GP Veteran Health Training - coming to the NT!

Looking to boost your understanding of Veteran Health?

Dr Kerry Summerscales a General Pracitioner and transitioned Medical Officer from the Army, will bridge the gap between GP and miltary landscapes.

GPs will be empowered to provide healthcare services in an area that is often identified as important but challenging due to the uncertainty of navigating defence health issues and associated health care planning.

The VETERAN HEALTH - A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns, GP training event will be held on Saturday 11 November at 9am-5pm.

Venue: Oaks Darwin Elan Hotel, 31 Woods Street, Darwin

RACGP Approved Activity

- Education Activities 5.5 Hours
- Reviewing Performance 3 Hours

REGISTER HERE >> https://events.humanitix.com/veteran-health-a-systematic-approach-to-musculoskeletal-health-concerns

@NorthernTerritoryPHN

@theoasistownsville

@NTGovernment

@Mates4Mates

@RANDIdigital

#GPTraining

#VeteranHealth

#TheOasisTSV

#VeteransADF



GP TRAINING - VETERAN HEALTH - A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns

This face-to-face educational event facilitated by Dr Kerry Summerscales a General Practitioner who recently transitioned out of the Defence Force skilled in defence and Veteran health conditions, provides GPs the opportunity to reinforce and improve the management of healthcare for Defence Veterans. GPs will be empowered to provide healthcare services in an area that is often identified as important but challenging due to the uncertainty of navigating defence health issues and associated health care planning.

This educational event aims to improve knowledge, skills and confidence in defence Veteran health consultations. Providing GPs with clarity around conducting post ADF health assessments and Medical Impairment Assessments and knowledge about the Coordinated Veteran Care (CVC) program, enrolment and implementation with a specific focus on musculoskeletal concerns.

RACGP Approved Activity

- Education Activities 5.5 Hours
- Reviewing Performance 3 Hours

Date: Saturday 11 November 2023

Time: 9am-5pm.

Venue: Oaks Darwin Elan Hotel, 31 Woods Street, Darwin

REGISTER HERE >> https://events.humanitix.com/veteran-healtha-systematic-approach-to-musculoskeletal-health-concerns

@NorthernTerritoryPHN

@theoasistownsville

@NTGovernment

@Mates4Mates

@RANDIdigital

#GPTraining

#VeteranHealth

#TheOasisTSV

#VeteransADF



GP TRAINING - Veteran Health Education - not to be missed!

This educational event aims to improve knowledge, skills and confidence in defence Veteran health consultations.

Providing GPs with clarity around:

- conducting post ADF health assessments and Medical Impairment Assessments
- knowledge about the Coordinated Veteran Care (CVC) program, enrolment and implementation
- Veteran Musculoskeletal concerns.

RACGP Approved Activity

- Education Activities 5.5 Hours
- Reviewing Performance 3 Hours

Date: Saturday 11 November 2023

Time: 9am-5pm.

Venue: Oaks Darwin Elan Hotel, 31 Woods Street, Darwin

REGISTER HERE >> https://events.humanitix.com/veteran-health-a-systematic-approach-to-musculoskeletal-health-concerns

@NorthernTerritoryPHN

@theoasistownsville

@NTGovernment

@Mates4Mates

@RANDIdigital

#GPTraining

#VeteranHealth

#TheOasisTSV

#VeteransADF



GP TRAINING - Veteran Health Education - last chance to register!

VETERAN HEALTH - A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns

This face-to-face educational event facilitated by Dr Kerry Summerscales a General Practitioner who recently transitioned out of the Defence Force skilled in defence and Veteran health conditions, provides GPs the opportunity to reinforce and improve the management of healthcare for Defence Veterans. GPs will be empowered to provide healthcare services in an area that is often identified as important but challenging due to the uncertainty of navigating defence health issues and associated healthcare planning.

This educational event aims to improve knowledge, skills and confidence in defence Veteran health consultations. Providing GPs with clarity around conducting post ADF health assessments and Medical Impairment Assessments and knowledge about the Coordinated Veteran Care (CVC) program, enrolment and implementation with a specific focus on musculoskeletal concerns.

RACGP Approved Activity

- Education Activities 5.5 Hours
- Reviewing Performance 3 Hours

Date: Saturday 11 November 2023

Time: 9am-5pm.

Venue: Oaks Darwin Elan Hotel, 31 Woods Street, Darwin

REGISTER HERE >> https://events.humanitix.com/veteran-health-a-systematic-approach-to-musculoskeletal-health-concerns

@NorthernTerritoryPHN

@theoasistownsville

@NTGovernment

@Mates4Mates

@RANDIdigital

#GPTraining

#VeteranHealth

#TheOasisTSV

#VeteransADF

SOCIAL MEDIA STORIES

Distribution: 1 x story every week - until event date 11 November 2023

- Week beginning 16 October 2023
- Week beginning 23 October 2023
- Week beginning 30 October 2023
- Week beginning 6 November 2023

Tag:

- @NorthernTerritoryPHN
- · @theoasistownsville
- @NTGovernment
- @Mates4Mates
- @RANDIdigital

Include Registration Link

https://events.humanitix.com/veteran-health-a-systematic-approach-to-navigating-dva-and-musculoskeletal-health-concerns



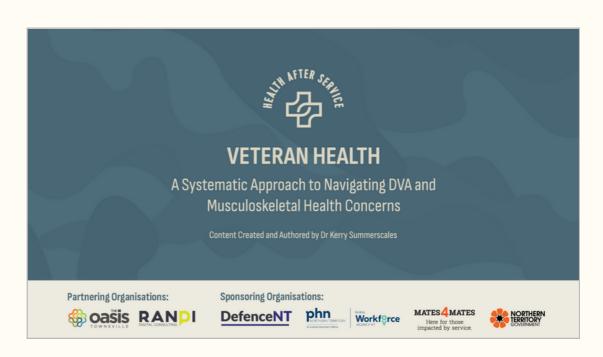






POWERPOINT

This PowerPoint template will be used during the GP training day.



MARKETING FOR GENERAL PRACTICES

GPs that attend the training will receive this marketing package upon completion

Each attending GP will receive a presentation folder with printed marketing materials



1x printed copy of each A4 poster to display in their practice

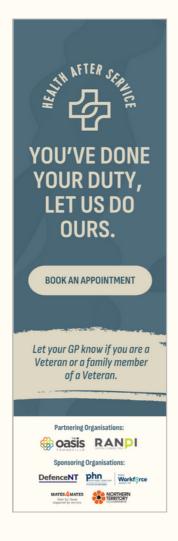








Printed bookmarks for waiting rooms + stickers for practice doors





Emailed to GPs after the event for their Practice website



Emailed to GPs after the event to be used in newsletters



Emailed to GPs after the event for their Practice to use across social media channels









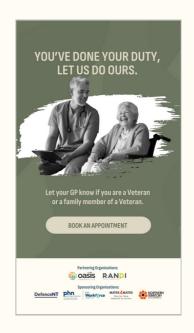




Emailed to GPs after the event for their Practice to use stories across social media channels













Emailed to GPs after the event for their Practice to use in their email signatures



Printed resource booklet for GPs



Emailed to GPs after the event















STATEMENT OF COMPLETION

[insert GP's full name]

[insert GP's RACGP member number]

Attended / Completed the

VETERAN HEALTH - A Systematic Approach to Navigating DVA and Musculoskeletal Health Concerns Training

Activity number 617400

This activity has been approved for the following hours and types:



This activity has been approved for:

Veteran Health Education

Conducted by:

The Oasis Townsville & Dr Kerry Summerscales on 11 November 2023





RANDI-DIGITAL.IO | 0416 051 158

