



2 May 2010

Private Hospitals Week – A Success Across the Country

This week has seen the launch of the inaugural Private Hospitals Week which was created to share with the community some facts and personal stories about the diversity of our hospitals and the care we provide to Australians around the country. Events have taken place across the country as APHA member hospitals have got behind the Valuing Private Hospitals campaign and Private Hospitals Week.

We began the week on quite a solemn note, to honour and remember those who have fought and died for our country, at ANZAC Day services for veterans and their family members in a number of our hospitals.

As in all hospitals, our staff are our most important asset. So on Tuesday we celebrated the passion and commitment of the 80,000 staff employed throughout Australia and the role they play every day in making lives better. Michael Roff, APHA CEO announced a new Valuing Private Hospitals Staff Awards scheme supported by HESTA. The announcement was made at a special Staff Appreciation BBQ at Hurstville Private Hospital in Sydney. For more information about the awards, see <http://www.apha.org.au/media-centre/media-releases/2010-media-releases/inaugural-staff-awards/>.

On Wednesday, hospitals ensured that their patients were valued at special events. A number of hospitals set up displays in their reception areas and Baringa Private Hospital had a display at their local shopping centre showcasing their work in their community. Masada Private Hospital served a celebratory lunch to patients and then gave them tokens for the hospital's internet service so they could log on and see what the online campaign is all about.

On Thursday, APHA President Chris Rex gave an address at the National Press Club about private hospitals and health reform. This was the first time a President of the Association had been invited to speak at the press club and from the reception he received, hopefully it will not be the last. A copy of Chris' speech is available at <http://www.apha.org.au/wp-content/uploads/2009/03/Address-to-the-NPC-29-April-2010-Chris-Rex-President-APHA-final1.pdf>

Friday we turned the spot light on our regional private hospitals and the great work they are doing in local communities at an event at Dubbo Private Hospital which was attended by the Deputy Leader of the Opposition Julie Bishop and Mark Coulton MP.

We closed the week showcasing private hospitals' investment in clinical research, again something that few in the community automatically associate with the private sector.

Various radio interviews were recorded on morning programs and breakfast radio. Stories on the value of private hospitals in the community and in the reform agenda including pieces on AAP Newswire, Time Victor Harbour, Ipswich Advertiser, Burnie Advocate, Cumberland Courier, Hornsby Advocate and Queensland Times with more to come. Prime and WIN covered the event

in Dubbo.

A big thank you goes out to all campaign champions for getting the word out to their staff and for displaying the posters and distributing the brochures and bookmarks. Please send through photos of your hospital's activities so we can post them on the campaign website and facebook page.

Also, if you haven't yet checked out the website, www.privatehospitals.org.au, please do so. Although the website has only been up for a week, we already have so many fantastic testimonials with patients sharing why they value the vital work you do. Click the 'Have Your Say' button and add your story.

This week is just the beginning for the campaign which will continue until the end of the year before being evaluated next January. Please continue to support the campaign and if you have not nominated a champion for your hospital, please do so by emailing Lisa Ramshaw at Lisa.Ramshaw@apha.org.au.

Get Ready for the BIG 3-0! APHA's 30th Annual National Congress!

Mark your calendars for the 30th Annual APHA National Congress, to be held from Sunday 17 – Tuesday 19 October 2010 at the Hilton Hotel, Sydney!

With a theme of "Private Hospitals Speaking Up" we will hear from prominent speakers on the issues private hospitals are talking about. This includes a wide variety of topics including Medical & Nursing Training, the Future of Surgery, Performance Reporting, MyHospitals and the Growth in Exclusionary Products.

In addition to the Congress sessions, the accompanying social program will be focussed on celebrating the 30th Annual APHA Congress providing a unique opportunity to network with colleagues from around the country. Following the success of last year's Congress, which saw the highest delegate turn out in the last ten years, the 2010 APHA Congress promises to be the "not to be missed" event for all those involved in the private hospital and healthcare industry.

Visit the dedicated APHA Congress website for more details:
<http://apha2010congress.squarespace.com>

Private Hospitals magazine

Submissions for the June edition of Private Hospital magazine are now due. If you would like to feature activities happening at your hospital, please contact Lisa Ramshaw with your submission. The theme of this edition is Safety and Quality but submissions will be accepted on other topics as well.