



Keeping hospitals and consumers connected

APHA is using social media to not only spread the word about its new Mental Health Week campaign, but also to share news and information on important issues affecting members

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Welcome to the Spring edition of Private Hospital magazine! Spring has definitely sprung here in Canberra and with the advent of spring comes a week very close to my heart - Mental Health Week. This year APHA has launched a new campaign for Mental Health Week - the elephant in the room. You can read all about it on page 16 and see some of the fantastic images that are being promoted across the country for it.

This magazine is going to print just as Mental Health Week kicks off so we'll have to bring you the news of activities at hospitals in our Summer edition. Or, if you can't wait that long, go to our Facebook page to check out how everyone marked Mental Health Week and got people talking about mental health.

This edition of the magazine is also packed with articles from hospitals that showcase the excellent work in the private hospital sector around mental health. With one in five Australians suffering from mental illness, it is important that our hospitals are recognised for the services they provide. Did you know that more than 32,000 Australians with mental health disorders are treated in private hospitals each year? For more interesting statistics and information, check out our dedicated website, elephantintheroom.org.au.

And, of course, we are using social media to spread the word about the campaign. Social media is rapidly becoming one of our main ways to communicate with consumers and connect with people. Our Facebook page and Twitter accounts are abuzz with information. If you haven't checked us out yet, you can find us at Australia's Private Hospitals on Facebook and @priv8hospitals on Twitter. These accounts are increasingly becoming important for getting our messages out on everything from Mental Health Week to private patients in public hospitals.

Our new PH News Hub is another way we are keeping connected. We are able to post stories from member facilities on our news hub and then share them through social media. If you haven't seen our news hub yet, visit phnews.org.au.

If you work at a member facility and would like us to feature you in an upcoming edition of the magazine, on the news hub or on social media, let me know. I'm always looking for great story ideas!

Happy spring! 