

Mr Tim Kelsey  
Chief Executive Officer  
Australian Digital Health Agency  
By email: [yoursay@digitalhealth.gov.au](mailto:yoursay@digitalhealth.gov.au)

31 January 2017

Dear Mr Kelsey,

**RE: Jean Hailes for Women's Health, submission to the National Digital Health Strategy consultation - "Your Health. Your Say."**

Thank you for the opportunity to provide our views, in brief, on the future of digital health in Australia.

Jean Hailes for Women's Health is funded by the Australian Government Department of Health to deliver the digital gateway for women's health in Australia.

Jean Hailes helps women to stay well across their lives and plays a key role in Australia's health prevention system. Our translation model converts research, evidence, knowledge and clinical care into information and education resources to meet the needs of diverse audiences.

We support women to make informed, evidence-based decisions about their health management. We also develop tools to support GPs and other health professionals to help identify and manage patients experiencing particular conditions.

The national digital gateway at [www.jeanhailes.org.au](http://www.jeanhailes.org.au) offers:

- **Evidence-based information** translated from current reputable research
- Information relevant across the **life course**
- Information tailored to **different health literacy levels**
- No wrong door: women can access health content across a **wide range of topics**, from chronic disease prevention to anxiety and menopause
- A range of tailored **education opportunities** for health professionals, as well as **resources to support primary practice**

The digital gateway now receives almost 2 million visits annually and a significant proportion of these are via mobile devices. This demonstrates the significant demand for women's health information, and highlights the expectation that this information is easily accessible 'on-the-go'.

One of the questions posed within the current consultation is “how do you see the future of digital health?”

Jean Hailes encourages the biggest vision possible and sees the future of digital health as bringing together health care delivery and health prevention tools in ways that support consumer control and ease of use by health professionals.

In this context there are several general principles which we support:

- **User centric design**
  - Consider how consumers and health professionals may use the interface
  - Addresses different levels of health literacy
  - Gives people the confidence to use the platform/s
  - Encourages uptake and engagement
  
- **Provision of capacity for the integration of preventative health digital tools**
  - Consider all parts of the health system in the digital strategy for health, including prevention
  - Ensure interoperability so there is seamless user transition between tools and platforms
    - For instance, are there opportunities for patients registered with Health Care Homes to be ‘digitally prescribed’ health content relevant to understanding and managing their condition?
  
- **Inclusion of pathways to information already available**
  - Consider options that provide pathways to evidence-based health information for both health professionals and consumers
    - For instance, Jean Hailes is a major women’s health content partner to HealthDirect and their platform refers traffic to the digital gateway

In closing, the biggest vision possible for digital health should at all times give people the tools to be active agents in their own health and wellbeing, while making it as easy as possible for their health professionals to deliver timely, quality care.

While our submission today is brief, we would be very happy to provide further information about the national digital gateway should that be useful to your agency. I can be contacted at any time on 0411 115 456.

Best wishes,



**Janet Michelmore AO**  
**Executive Director**

## About Jean Hailes for Women's Health

Jean Hailes for Women's Health is a highly visible national not-for-profit women's health organisation with extensive reach across Australia.

With a vision of women's health now and for the future, the Jean Hailes mission is physical and emotional health and wellbeing in all its dimensions for all women in Australia, throughout their lives. Jean Hailes' aim is to keep women well and, when necessary, help them manage ill health.

Jean Hailes tackles the gender-based risks to health, with a focus on disease prevention. Jean Hailes addresses women's physical and mental health and wellbeing from a life course perspective and also considers the commonality of risk factors for chronic disease.

Over its 25 year history, Jean Hailes has gained a reputation as a leading source of evidence-based preventive health care and is highly regarded as a trusted source of information for women's health and wellness.

Jean Hailes' expertise covers a broad and deep range of women's health issues, rather than a single disease focus.

Jean Hailes successfully integrates clinical care, evidence-based research and practical education for women and health professionals. It takes a person-centred approach to translating the latest research into effective educational interventions, with an emphasis on reaching into communities where there are barriers to access.

The Jean Hailes engagement platform encompasses the Translation, Education and Communication Unit and the Jean Hailes Research Unit (JHRU), headed by world renowned women's mental health expert, Professor Jane Fisher. JHRU is a formal partnership with Monash University, based in the School of Public Health and Preventative Medicine. Jean Hailes also offers two multidisciplinary women's health clinics in Victoria, at sites in Clayton and East Melbourne.

Established in 1992, the organisation was created in memory of the late Dr Jean Hailes, a renowned general practitioner who dedicated her career to advancing women's health.