

## **Integrated Chronic Disease Management team**

### **Key messages from the ICDM team communication strategy, July 2008**

*Succinct statements that should be included or at least are at top of mind, in all communication with the target audience.*

The following ten statements have been identified as the key messages in all communications for identified target audiences.

1. In Victoria, integrated chronic disease management is responding to and addressing the burden of chronic disease.
2. Integrated chronic disease management goes across the health continuum from population health approaches through to intensive care coordination.
3. Integrated chronic disease management requires moving 'from a system that is essentially reactive to one that is proactive and focused on keeping a person as well as possible.'
4. Integrated chronic disease management results in demonstrated benefits for clients and health service savings.
5. DHS is supporting and resourcing integrated chronic disease management change management processes.
6. DHS has endorsed the six elements of the Wagner model for improving chronic care which are interdependent: health system; decision support; clinical information systems; community; self management support; and delivery design system.
7. Integrated chronic disease management depends upon robust integrated health promotion, service coordination and partnership work.
8. Integrated chronic disease management requires a process of continuous improvement.
9. Primary Care Partnerships are the ideal platform for integrated chronic disease management reforms and there are good examples of this.
10. Chronic Disease is everyone's business.