

NURSE-ON-CALL

Quarterly Newsletter

1 June – 31 August 2006

General

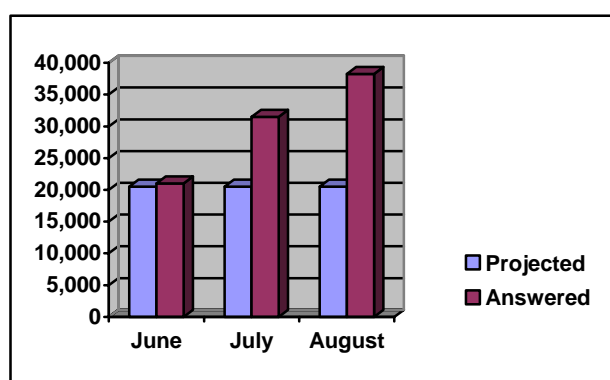
Since the launch of NURSE-ON-CALL on 4 June, the service has experienced an enthusiastic response from the Victorian public. Over 90,000 calls were answered in the first three months and anecdotal reports suggest that callers are generally very satisfied with the service.

Key stakeholders have requested an update on the new Victorian NURSE-ON-CALL service.

FIRST QUARTER SERVICE UPTAKE

How have Victorians responded to NURSE-ON-CALL?

- Usage of the NURSE-ON-CALL service has been much higher than anticipated.
- 90,740 calls were answered during this period.
- Calls answered in July and August exceeded the projected call volume by 10,974 (53%) and 17,750 (86.6%) calls, respectively.
- Consistent with similar services in other States, weekends were the busiest times, with the most calls received on a Sunday.



FIRST QUARTER CALL OVERVIEW

Where do calls to NURSE-ON-CALL come from?

- 82% of calls were received directly from the public and 18% were transferred from hospitals.
- Women made up 76% of callers, but only 59% of patients.
- 38.1% of female patients were aged between 0-12 years and 39% were aged between 18-44 years.
- 59.2% of male patients were aged between 0-12 years and 21.7% were aged between 18-44 years.
- 80% of calls were received from metropolitan Victoria and 19% were received from regional Victoria.*

* 2004 population data indicates that 27.6% of Victorians reside in regional Victoria.

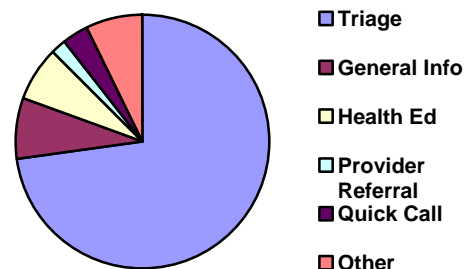
* It is anticipated that regional users of NURSE-ON-CALL will increase now that the mail-out to regional households has been completed.

* A small number of calls were received from visitors to Victoria.

What happened when people called NURSE-ON-CALL?

- On average, each caller spoke to a registered nurse for 8.85 minutes.
- Triage accounted for the majority of calls – a full summary of the call outcome is shown below.

Summary by Outcome - % of total calls	Number	Percentage
Triage	66,026	72.9%
General Information Provided	6,933	7.7%
Health Education	6,194	6.8%
Provider Referral	1,915	2.1%
Quick Call (Includes wrong numbers, prank, hoax calls)	3,108	3.4%
Other (not recorded, admin file, transferred internally, etc)	6,403	7.1%



FIRST QUARTER CLINICAL OVERVIEW OF CALL DATA

What advice did callers seek?

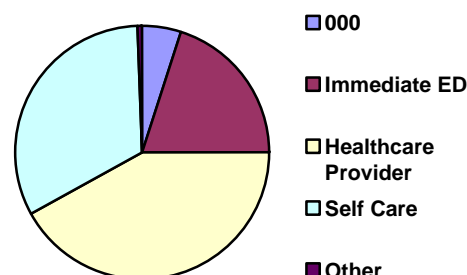
- For health advice, the most frequently requested Health Education topics in the first quarter were: Chicken Pox (9.8%), Shingles (4.0%) and Fever in children (3.8%).
- For Triage:

Summary of Top 10 Guidelines Used	
1. Vomiting (Paediatric) (5.7%)	6. Nausea/vomiting (2.3%)
2. Fever (Paediatric) (5.7%)	7. Chest pain/discomfort (2.2%)
3. Abdominal pain/discomfort (3.6%)	8. Colds (Paediatric) (1.9%)
4. Cough (Paediatric) (3.4%)	9. Rashes, Widespread, Cause Unknown (Paediatric) (1.7%)
5. Diarrhoea (Paediatric) (2.8%)	10. Headache (1.7%)

Data from health call advice lines in other states indicates that the most frequently used guidelines and top topics for health information vary each season.

What were the outcomes of calls to NURSE-ON-CALL?

Summary of Final Disposition	Number	Percentage
Transfer to 000	3,355	5.0%
Attend Emergency Department Immediately	13,485	20.0%
See Healthcare Provider	28,277	41.9%
Self Care	22,979	32.6%
Other (includes Poisons, Police, etc)	410	0.6%
Total	68,506	100%



McKesson regularly surveys callers (approx 70%) regarding the health advice provided. Of the callers surveyed:

Caller Intent	Number	Nurse Advice	Number	Change
Call 000	479	Call 000	237	↓ 51%
Immediate ED	8,681	Immediate ED	3,938	↓ 55%
Self Care	9,369	Self Care	22,010	↑ 135%

Note, this data depicts the recommended advice, which in some instances, callers may choose to disregard, nor does this data capture situations where patients underestimate the severity of their disposition and are transferred to 000 or recommended to go to ED immediately.

COMMUNICATION AND MARKETING STRATEGIES

- Broad awareness campaign – television, press and outdoor advertising.
- Key health and community service providers - direct mail-out.
- Victorian Households – direct mail-out.
- CALD community – various media, up to 16 languages.

NURSE-ON-CALL FEEDBACK PROCESS

What feedback has NURSE-ON-CALL received?

- McKesson regularly receive compliments from satisfied customers.
- Any complaints about the service are taken seriously. Where sufficient information is provided, a thorough and timely investigation is undertaken to verify the issue.
- As a result of this feedback improvements to the service have been made by amending the clinical guidelines used by the nurses, coaching individual staff and supplying additional training.