Electronic Prescriptions Toolkit

For use by third parties

These materials are available through our <u>Digital Health Resource Library</u>.

Please contact your local PHN, peak organisation or partnership manager for the login details.

Introduction

This toolkit relates to the introduction of electronic prescriptions. The assets are designed for:

- · Dispensers to share with consumers,
- · Prescribers to share with patients
- · Peaks and partners to share with their audiences.

Labels

Token Only

This label identifies assets for prescribers/dispensers who use Token only and are not set up for Active Script Lists (ASL).

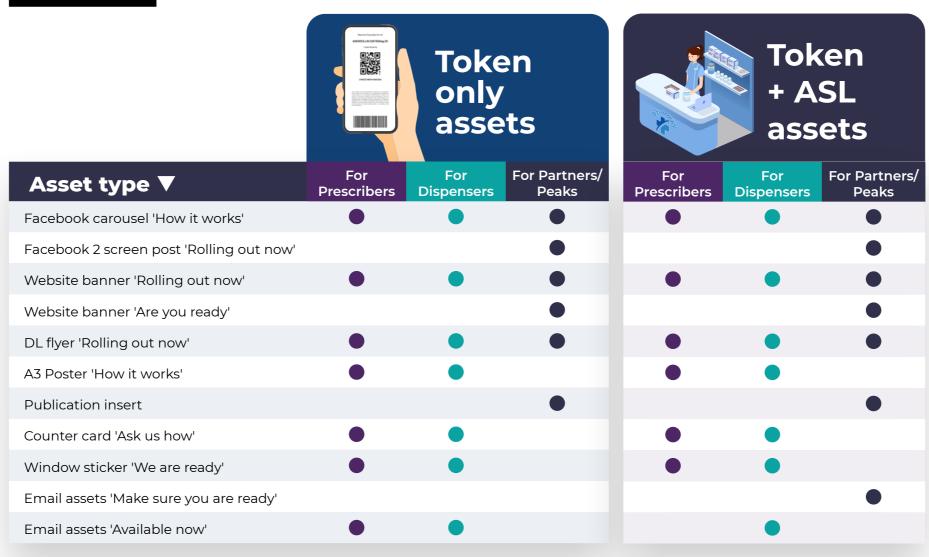
Token + ASL

This label identifies assets for prescribers/dispensers with capabilities to offer both Token and ASL.

All

This label identifies assets that can be used by all regardless of ASL capabilities.

Contents



Social Media Assets

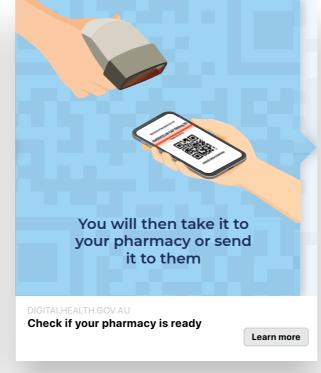


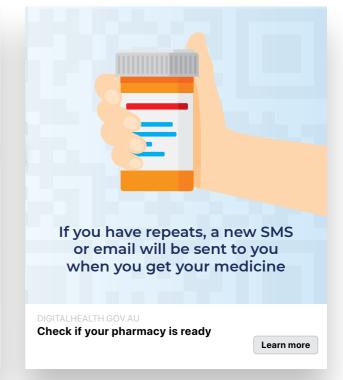
Facebook Carousel Generic

How it works

This asset can be used by anyone wanting to share how electronic prescriptions works with consumers.







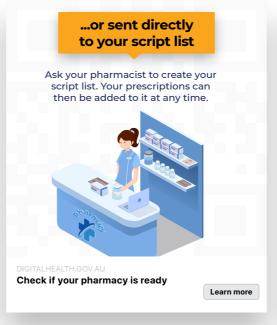


Facebook Carousel Generic

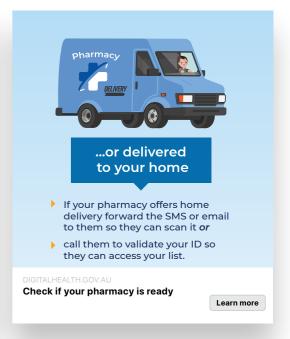
How it works

This asset can be used by anyone wanting to share how electronic prescriptions works with consumers.





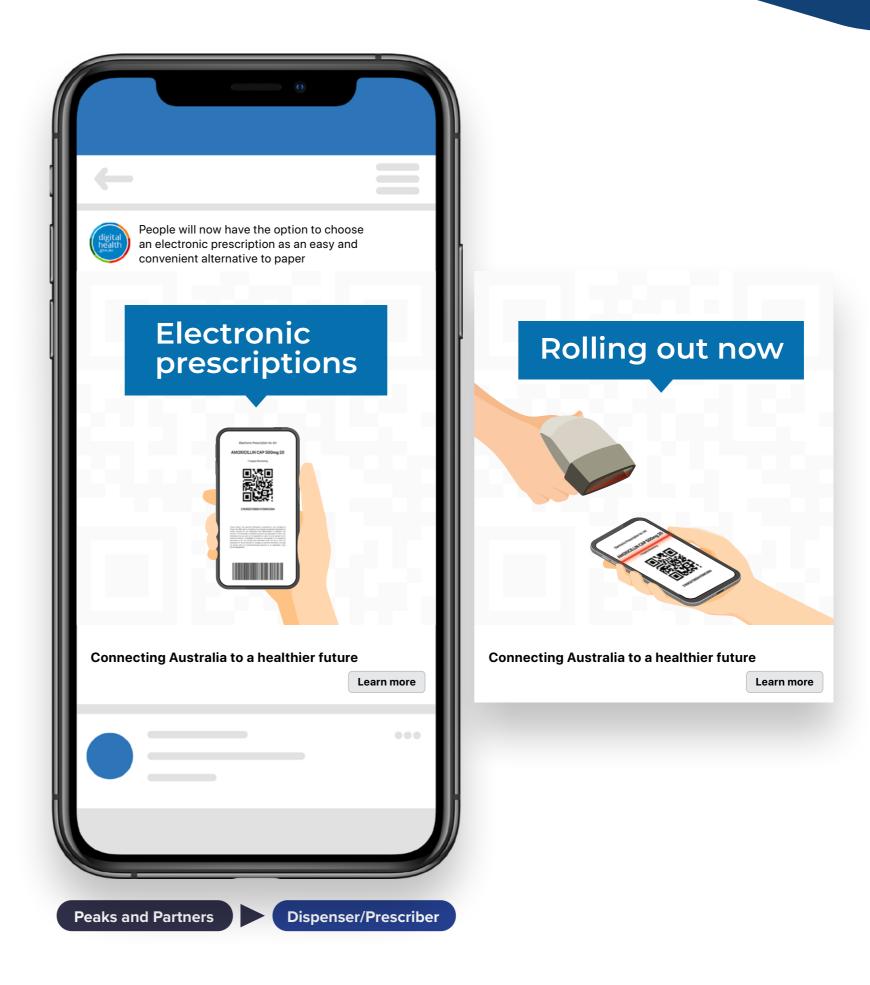




Social Post

Rolling out now

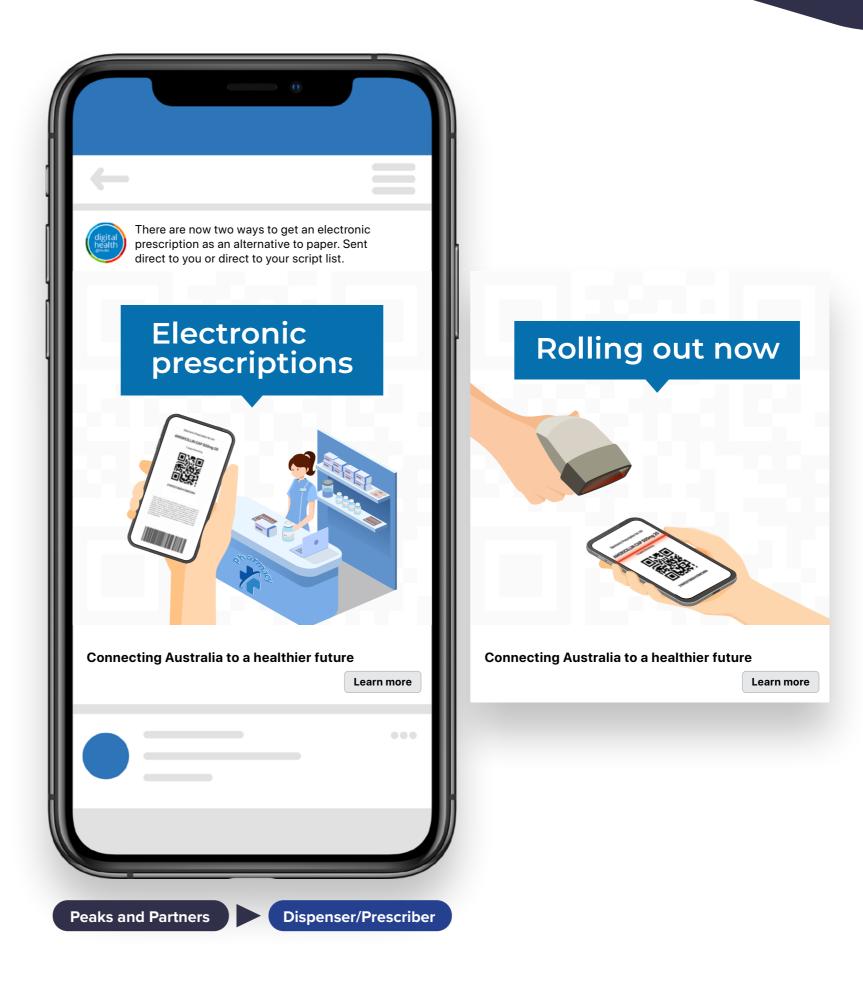
This asset is designed for use in social media and can be used by peaks and partners wanting to encourage dispensers or prescribers to get ready for electronic prescriptions.



Social Post

Rolling out now

This asset is designed for use in social media and can be used by peaks and partners wanting to encourage dispensers or prescribers to get ready for electronic prescriptions.



Website Assets

Digital Banner

Rolling out now

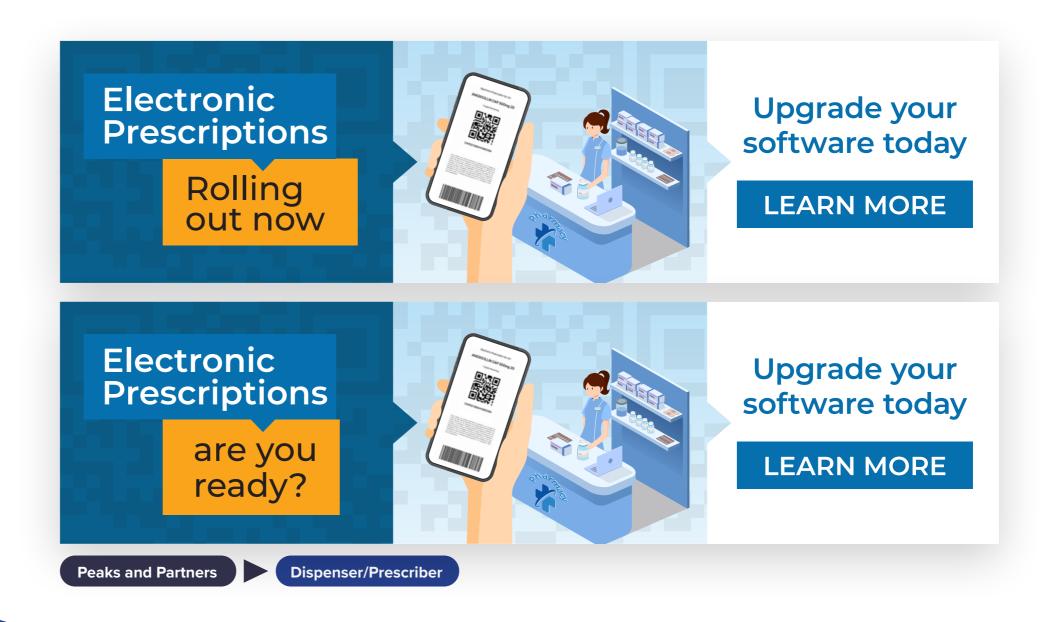
This asset is designed for use on websites and can be used by anyone wanting to encourage consumers to find out more about electronic prescriptions.



Are you ready?

This asset is designed for use on websites and can be used by peaks and partners wanting to encourage prescribers and dispensers to upgrade their software.



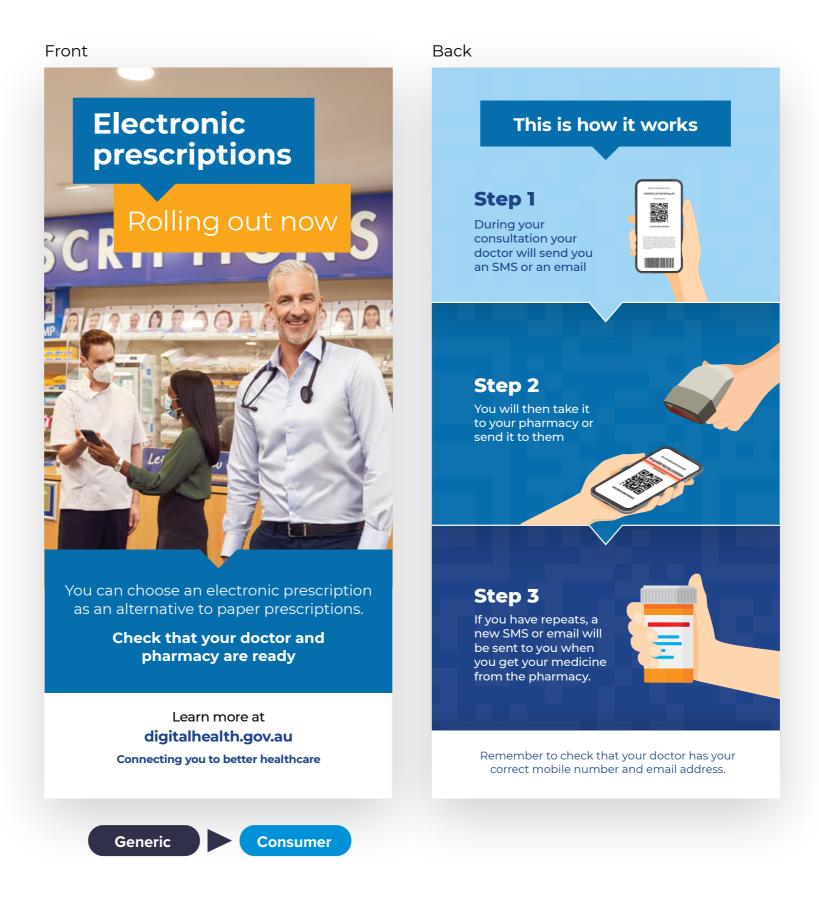


Print Assets

DL Flyer

Rolling out now

This asset can be used by anyone wanting to share how electronic prescriptions works with consumers. The asset is available on demand as a print ready PDF.



DL Flyer

Rolling out now

This asset can be used by anyone wanting to share how electronic prescriptions works with consumers. The asset is available on demand as a print ready PDF.



Instore A3 Poster

How it works

These assets are to be used by pharmacies or practices wanting to share how electronic prescriptions work with consumers. It is designed to be displayed in pharmacy or practice. The asset is available on demand as a print ready PDF.





Instore A3 Poster

How it works

These assets are to be used by pharmacies wanting to share how electronic prescriptions works with consumers. It is designed to be displayed in pharmacy. The asset is available on demand as a print ready PDF.





Instore A3 Poster

How it works

These assets are to be used by practices wanting to share how electronic prescriptions works with consumers. It is designed to be displayed in practice. The asset is available on demand as a print ready PDF.



Publication Insert

Are you ready?

This asset is designed for use in publications and can be used by peaks and partners to encourage prescribers and dispensers to upgrade software in order to be ready for electronic prescriptions.



Upgrade your software today

People will soon have the option to choose an electronic prescription as an easy and convenient alternative to paper. Make sure your software is up to date.

Learn more at digitalhealth.gov.au

Connecting Australia to better healthcare

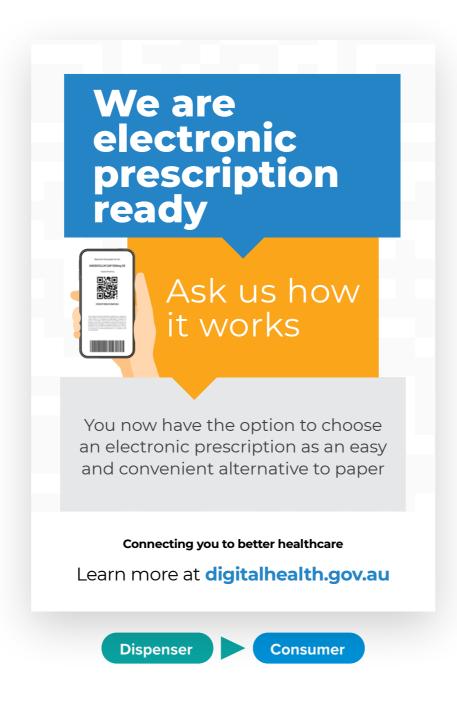
Peaks and Partners Dispenser/Prescriber

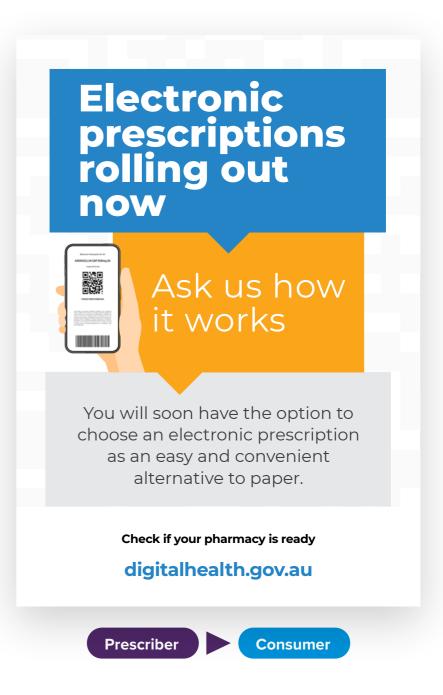
Point of sale assets

Counter Card

Ask us how

These assets are to be used by pharmacies or practices wanting to share how electronic prescriptions works with consumers. It is designed to be on the counter. The asset is available on demand as a print ready PDF.







Window sticker

We are ready

This asset is to be used by pharmacies wanting to show that their pharmacy is electronic prescription ready. The asset is available on demand as a print ready PDF.



Consumer

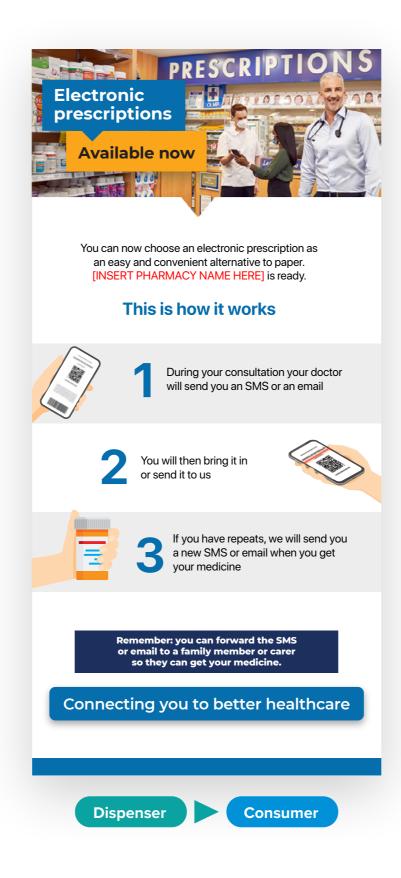
E-mail assets

E-mail

How it works

This asset is designed to be sent from pharmacies or prescribers to their customers once they are ready. The name of the chain or specific pharmacy or practice can be included in the intro copy. Images will be available for organisations to build emails if they want to tailor the messaging.

Subject line: Electronic prescriptions available now



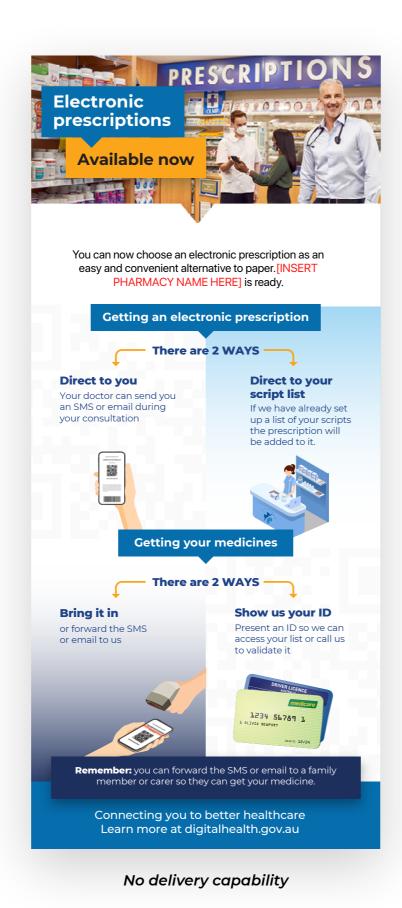


E-mail

How it works

This asset is designed to be sent from pharmacies to their customers once they are ready. The name of the chain or specific pharmacy can be included in the intro copy. Images will be available for organisations to build emails if they want to tailor the messaging.

Subject line: Electronic prescriptions available now





Delivery capability

Dispenser Consumer

E-mail (Stakeholder organisations to members)

How it works

This asset is for partner organisations to send emails to dispensers or prescribers to ensure they are ready for electronic prescriptions. Images can be downloaded for organisations to tailor the message if needed.

Included as well are assets for EDMs made to be hyper localised by anyone to send to dispensers or prescribers to ensure they are ready for electronic prescriptions. Images can be downloaded for organisations to build emails.

Subject line: Electronic prescriptions, are you ready?

