

## The PHOnetic

*For anyone interested in primary health*



TPHO's Fortnightly Newsletter, Issue 2, 7 February 2007

### Welcome All New Readers to The PHOnetic!

**Welcome to Issue 2 of The PHOnetic**, Turanganui Primary Health Organisation's electronic newsletter. Issue 1 went out on January 24 2007 to PHO provider staff. Thank you for your feedback and GOOD LUCK to everyone who entered the prize draw! The results are below.

The PHOnetic was developed after listening to Primary Health Organisation provider staff about how we can improve communication within the PHO and with the wider local health sector. We were told people wanted regular, predictable communications, less paper and less time wasting.

The PHOnetic was our response. As of today, The PHOnetic is now being sent to all PHO provider staff (which includes Kaiti Medical Centre, Mangapapa Medical Centre, City Medical Centre, Serendipity Health Ltd, Desmond Road Medical Centre, The Village Clinic and Turanga Health), AND local health providers, larger non-governmental health organisations and community groups, and the media.

Our aim is to have it reach any person or group with an interest in primary health care in the district. Communication is the vital link that joins organisations and their members and keeps an organisation in touch with its stakeholders. For community readers: some articles will be of great interest, others may fall in the 'nice to know' category. The PHO's aim is transparency, thereby ultimately leading to improved relationships between us all.

[Click Here](#) to add or remove a group or person to our mailing list.

You need only to skim for information that is directed to you. The codes will help you do this:

E Everyone, C Community, PM Practice Managers, GP General Practitioners, PN Practice Nurses, TH Turanga Health.

There is also a section of the newsletter specifically devoted to the wider community and your projects. See the Community News at right.



TPHO CEO Keriana Brooking

### New Service for Patients Requiring Chronic Care GP, TH, C,

A new model of chronic care management is giving clients currently using the Intensive Mobile Access Programme (IMAP) new options, says Turanganui Primary Health Organisation Chief Executive Keriana Brooking.

"Tairāwhiti District Health has asked TPHO to come up with a more integrative chronic care management programme by 30 June 2007. This has given us an opportunity to look at IMAP and see where we can make improvements to the service which involves home visits for people with complex health needs."

Pinnacle has already begun work developing a chronic care management framework for TPHO providers.

Criteria for referral to IMAP included being over 50 and living with at least two chronic health conditions. IMAP staff include Turanga Health nurses, kaiāwhina and social workers.

The service started in mid-2004. Staff offered patients help with any other issues that impact on a person's wellbeing and could refer patients to other services. By August 2006, 100 patients had been referred to IMAP.

Ms Brooking said TPHO Clinical Project Advisor and Turanga Health Quality Advisor Shirley Keown is providing clinical support during the manage-down process now in place for IMAP. Forty-two patients remain on IMAP's books and over the next six months many will have their care services transferred to fall under the new chronic care management programme.

Other patients will have their service needs reviewed and may be referred to alternative Turanga Health services.

She said IMAP had faced some challenges in recent times including inconsistent referral trends, however the service had been invaluable to many family and whānau.

"I want to congratulate all staff involved in IMAP for the difference they have made to patients' lives during the two years the programme has been run."

#### Community News

This section of our newsletter is devoted to you and your projects. If you would like to advertise your event, seminar or meeting email details to [The PHOnetic](mailto:info@tpho.org.nz)

**Relay for Life** February 17th and 18th, noon to noon. Showgrounds Events Centre, Main Road, Makaraka. Email [Gisborne East Coast Cancer Society](mailto:info@relayforlife.org.nz) for more details or visit the [Relay for Life](http://www.relayforlife.org.nz) website.

**NZ Disability Strategy Public Information Forum** Tairāwhiti District Health is starting its Implementation Plan for the NZ Disability Strategy. Interested parties are invited to a public information forum, St Andrews Community Hall - Lounge. Accessible venue. 176 Cobden St. Wednesday, 31 January 2007, 1pm-2.30pm.

**Plunket Pool Party** Raising money for Gisborne and Wairoa Plunket to attend a national conference in Dunedin, February 10, Rockforte Finance Olympic Pool. \$1 per pool entry fee going towards Plunket. Free hydroslide 11.30am-1pm, Duck race \$5 a ticket.

**Taki Tahi Toa Mano** Tairāwhiti's regional smokefree group working towards a Smokefree Tairāwhiti. Bi-monthly meetings. Next meeting Friday 23 March, 9.30am, venue to be confirmed. For more

The final transfer from IMAP to the chronic care management programme will have culminated by 30 June 2007. No new bookings have been taken for the service since 1 January 2007.

If anyone has any questions please feel free to phone Keriana Brooking on (06) 863 2661 or [email her](#).

information email [Taki Tahi Toa Mano](#).

**Cancer Control Group** Next meeting Wednesday 28 February, 12 noon, Cancer Society Rooms. For more information email [Cancer Control Group](#).

## TPHO Board Member Takes Helm at Tairawhiti Polytechnic



**Tracey Tangihaere**

Turanganui Primary Health Organisation Board member Tracey Tangihaere has taken on the position of acting CEO for Tairawhiti Polytechnic. Previously Deputy CEO, Tracey replaced retiring CEO Mark Chapman on February 1.

She says her role was intended to assist in change management, succession planning and leadership grooming. Tairawhiti Polytechnic is moving into a series of change projects stemming from ongoing deficits and changing economic and labour needs in the community.

Tracey was appointed to the TPHO Board in 2005 as a community representative and brought with her a wealth of experience in corporate governance. She was previously the Chief Executive of Te Runanga o Turanganui-a-Kiwa.

Tracey has a BMS Hons with Majors in Strategic Management and Human Resource Management and has been involved in public and private sector management roles for the last twenty years.

She says she certainly will not be reneging on any of her PHO responsibilities whilst holding the fort at the Polytechnic.

"I see the two being intrinsically linked. A more educated community is often better at self managing when it comes to health. And a person taking care of their own and their family's health and wellbeing, can be far more proactive in the community's workforce. The two go hand in hand."

Tracey, Ngati Porou and Ngati Maniapoto lives in Manutuke with her partner and has four children aged between six and 26.

**Te Kete Mauriora** Next meeting Tuesday 27 February 1pm-2.30pm. Venue is Turanganui Primary Health Organisation office, level 1, Rockforte Tower Building, Grey St. For more information email [Te Kete Mauriora](#).

**Tairawhiti District Health Board Meeting** Morris Adair Board Room, Tuesday 20 February, 9am.

**TDH Health Advisory Committee Meeting** Morris Adair Board Room, Tuesday 27 February, 9am.

**TDH Community and Public Health Advisory Committee/Disability Support Advisory Committee Meetings** Morris Adair Board Room, Tuesday 27 February, 1pm/2.30pm.

Visit [www.tdh.org.nz](http://www.tdh.org.nz) for all TDH meeting agendas.

## Two Women. Too Many Cigarettes. 299 to Go



**Turanga Health's Mere Waihi spends time with success story Sharon Pickford**

Almost one year ago this month, a meeting between two resilient women changed the life of one, and buoyed the other to pursue her challenging work.

Turanga Health's Smoking Cessation Coordinator Mere Waihi needs 300 local smokers to quit by 2011. That's four people a month quitting smoking for 12 months or more. "I'll try really hard to get there. I'm really passionate and I know the people I am working with can do it."

But dauntingly, the first person she worked with was 20-cigarettes a day smoker Sharon Pickford. "I love the idea of smoking. I still think it's elegant and I still think of it as part of a fairytale. I can't explain it."

Polar opposites, it's amazing the two women met at all. But at the start of 2006 they came together because they both had the same goal.

Mere Waihi is Ngati Porou and Ngati Konohe and returned home at the start of 2006 to coordinate the smoking cessation programme at Turanga Health.

"This is the biggest killer of our people. I'm particularly keen to help those that are in the 'contemplative' stage of quitting smoking. I've seen so many Maori in the past smoking, and then I watch their kids start smoking and it's just so unhealthy. I just want to help them."

Sharon Pickford who is Ngati Kahungunu and Ngati Tuwharetoa, is a 51-year-old mother of five, grandmother, and great-grandmother of two. She has been smoking since she was 24 and loved every minute of it.

"I fell in love with smoking watching the old age films. It was beautiful. To me smoking was elegant. It definitely wasn't something horrible like it is now."

[Full article](#)

## Cheerio Wendy and Welcome Robyne McKeague! GP, PM, PN

Outgoing Pinnacle Regional Coordinator Wendy Marshall must have a different definition of "temporary" than most! When she started work with the Gisborne Pinnacle General Practices and later Turanganui PHO, it was meant to be temporary.

"Four years! But I am passionate about primary health care and the difference it can make to people and communities. I guess that's why it's been so easy to stay."

Late last year Wendy finally handed over the reins to new Regional Coordinator Robyne McKeague, a familiar face to everyone having worked as a medical typist and receptionist for several specialists, and most recently Dr Allen Marx.

As Regional Coordinator Robyne is the first point of contact for General Practices for any issues, enquiries and information needs they have.

[Full article](#)

## Statement of Reasonable GP Fee Increases: Reasonably Easy?! GP

It seems odd that within the medical profession a GP was asked to define a word in the English language!

Sounds more like the realm of English professors or media commentators, but it is exactly what GP Ken McFarlane spent some time working on last year. And already the results have hit the headlines!

Ken was part of an expert Advisory Group helping create a process to help reduce the number of GP Fee reviews. The group was particularly interested in defining a "reasonable" fee increase.

Ken said it was fascinating to be involved in the national process. He was asked to join the 12-strong Advisory Group after playing a role in the local fee review process last year.

"The fee review process until now has been cumbersome, expensive, and applied inconsistently. District Health Board New Zealand were charged with finding a process to reduce unnecessary fee reviews. Only if a fee rise was over the threshold could the review process be activated."

After an enormous amount of work involving many professionals and the Advisory Group, the first Statement of Reasonable GP Fee Increases was released this January.

It considered rises between 4.5 and 6.3 per cent to be reasonable for the year to June 30, depending on the proportion of the clinic's income that comes from capitation.

The Statement of Reasonable GP Fee Increases was reiterated again in national media last week as journalists reported potential GP fee rises and as a result, potential fee reviews.



**Regional Coordinator  
Robyne McKeague**

## And the Winner Is....!

Well done to everyone who entered The PHOnetic Getaway Prize Draw for a trip for two to the deluxe Rangimarie Homestay in Anaura, two nights accommodation, dinner and breakfast both nights, and petrol paid.



**Constable Tony Foss draws the winning name, helped by Pinnacle Regional Coordinator Robyne McKeague**

The PHOnetic received 101 entries for the Getaway Prize Draw.

The winning entry was drawn under Police supervision on Wednesday 31 January by Constable Tony Foss at Gisborne Police Station.

The winner was an extremely surprised Dwayne (Tama) Tamatea. Tama has worked at Turanga Health for six years and is currently the Population Health Manager. With partner Lisa Fogerty also working for Turanga Health as Finance Manager at the Vanessa Lowndes Centre, he reckons he always had two chances of winning! Congratulations to Tama and enjoy that Anaura Getaway.

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