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| Priority Primary Care Centres |
| Key messages and promotional content for new centres (March 2023) |

**Key messages**

**General**

* PPCCs will help you get the treatment you need quicker.
* We know it's hard to see a GP urgently. PPCCs provide free urgent treatment when you can't see your GP but you don’t need to go to emergency.
* Our hospitals are the busiest they have ever been, PPCCs will help ease some of that pressure.
* You do not need an appointment to be treated in PPCCs.
* GPs will treat patients with urgent but non-life-threatening injury and illness.
* Get the care you need closer to home without the need to attend emergency department.
* PPCCs will operate seven days a week for extended hours to suit busy families.
* PPCC services are free for everyone, with or without a Medicare card.
* For more information about [Priority Primary Care Centres,](about:blank) see: [www.betterhealth.vic.gov.au/health/servicesandsupport/priority-primary-care-centres](about:blank)

**Families**

* Is your child sick, but you can’t get to your GP?
* Victoria’s Priority Primary Care Centres provide free urgent treatment for conditions like fever, mild infections and burns, vomiting, allergies, constipation and abdominal pain.
* The doctors and nurses at your local Priority Primary Care Centre will see your child quickly, while helping keep our emergency departments free for those in life-threatening situations.
* There are over 20 Priority Primary Care Centres operating around the state. Visit [https://www.betterhealth.vic.gov.au/priority-primary-care-centres-ppccs](about:blank) for details of the centre closest to you.
* Priority Primary Care Centres work in partnership with local hospitals to ensure anyone requiring an urgent response gets the care they need.
* Priority Primary Care Centres are free for everyone, with or without a Medicare card.
* They are open seven days a week and up to 16 hours a day, accepting walk-ups, referrals and pre-booked appointments.

**Centre-specific**

* Our service can help you get urgent care for things like sprains, broken bones, burns and mild infections.
* The [name] Priority Primary Care Centre partners with [hospital] emergency department to provide care for people with conditions that require urgent attention but not an emergency response – for example, mild infections, sprains, broken bones and minor burns.
* Our service is located [insert location] and open [insert opening hours], seven days a week.
* We offer pre-booked appointments but will see anyone who requires urgent attention.
* Drop in, call us on [insert number] or book online [insert link]

**Sector-specific**

* The new centres will address pressures in emergency departments and are placed in areas that most need them.
* Target emergency departments were selected based on information including data (category 4 and 5 presentations), service mapping and local population need.
* PPCCs will be located nearby to a target emergency department and have a close working relationship.
* The department is engaging the Victorian Primary Health Networks to select and commission the PPCCs.
* A Clinical Reference Group a Community of Practice and local working groups are in place to support PPCC establishment.
* Infection prevention and control guidelines have been established to fast-track PPCC set up.
* A referral pathways protocol between emergency department and PPCC has been developed and tested at the Epping PPCC.
* Patients will be bulk billed for services provided by the GP. Patients without a Medicare card will also be able to access services, free of charge.
* Existing GP clinics are being commissioned as PPCCs. These clinics will deploy their existing workforce to staff the PPCC and will work closely with their local Primary Health Network to ensure a sustainable workforce model.
* The department expects all 25 PPCCs to be open by the end of 2022.
* PPCCs will treat urgent conditions where an injury or illness is suitable for management in a primary care setting, requires same day review, is unable to access their GP and/or only option is to present to ED
* Centres will be GP led and have access to pathology, radiology and pharmacy

## Appendix 1 – Newsletter/intranet article content

**Health sector**

New Priority Primary Care Centres (PPCCs) are helping to address pressures in Victoria's emergency departments.

The GP-led centres are providing urgent care for non-life-threatening illnesses and injuries, helping to keep emergency departments free for those who need them most.

The Department of Health is engaging the Victorian Primary Health Networks to select and commission existing GP clinics within 5km (metro) and 10km (regional) of target emergency departments as PPCCs.

Target emergency departments were selected based on information including data (category 4 and 5 presentations), service mapping and population need.

The first PPCCs are now operational, with all 25 centres expected to be open by the end of 2022.

A Clinical Reference Group and local Communities of Practice are in place to support PPCC establishment.

Infection prevention and control guidelines have been established to fast-track PPCC set up.

A referral pathways protocol between emergency department and PPCC has been developed and tested at the Epping PPCC.

Patients will be bulk billed for services provided by the GP. Patients without a Medicare card will also be able to access services, free of charge.

For more information, see [https://www.betterhealth.vic.gov.au/priority-primary-care-centres-ppccs.](about:blank)

**General public**

New Priority Primary Care Centres are helping to address pressures in Victoria's emergency departments and make sure Victorians get the treatment they need quicker.

It can be hard to see a GP urgently and pressures on emergency departments can result in long wait times.

Priority Primary Care Centres provide free urgent treatment when you can't see your GP but you don’t need to go to emergency.

Located close to hospital emergency departments, the centres will treat patients with urgent but non-life-threatening injuries and illnesses, like sprains, broken bones, minor burns and mild infections.

The centres will operate seven days a week, for extended hours to suit busy families.

Appointments are available but anyone requiring urgent care will be treated. Anyone requiring emergency care will be supported to the nearby emergency department.

Priority Primary Care Centre services are free for everyone, with or without a Medicare card.

For more information and centre locations, see [https://www.betterhealth.vic.gov.au/priority-primary-care-centres-ppccs.](about:blank)