

**Priority Primary Care Centre**  
Interim idenity

Wordmark

**Priority Primary  
Care Centre**

Workmark with suburb

**Priority Primary  
Care Centre**  
Moonee Ponds

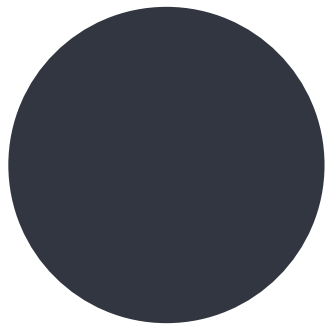
Workmark with editable suburb field (Arial)

**Priority Primary  
Care Centre**  
Moonee Ponds

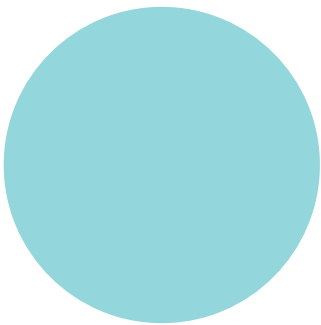
# Priority Primary Care Centre

Priority Primary Care Centre  
Interim identity

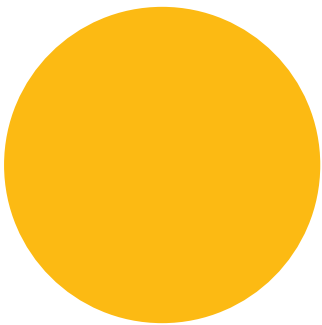
Colour palette



PMS COOL GREY11  
C 44 M 34 Y 22 K 77  
R 83 G 86 B 90  
WEBSAFE # 666666  
HEX # 53565a



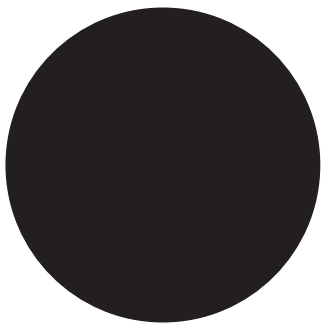
PMS 318  
C 40 M 0 Y 14 K 0  
R 136 G 219 B 223  
WEBSAFE # 99cccc  
HEX # 88dbdf



PMS 7408  
C 0 M 29 Y 100 K 0  
R 246 G 190 B 0  
WEBSAFE # ffcc00  
HEX # f6be00



WHITE  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
WEBSAFE # cccccc  
HEX # ffffff




BLACK  
C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
WEBSAFE # cccccc  
HEX # 000000

# Priority Primary Care Centre


[insert suburb]

Supporting [insert hospital]

## For urgent, non-emergency care



Priority Primary Care Centres provide free urgent medical treatment, when you can't see your GP.



Our doctors can treat conditions such as cuts requiring stitches, sprains, minor burns, rashes, ear nose and throat infections, other infections, and gastroenteritis.

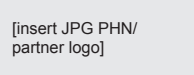
**Patients experiencing emergency or life-threatening conditions should call Triple Zero (000).**


**We are open:** [insert opening hours]

**Book online for an appointment:** [insert URL or QR code]

**Call us on:** [insert number]

**Visit us at:** [insert address]





# Priority Primary Care Centre

[insert suburb]

Supporting [insert hospital]

## Now open

**See a doctor quickly.**  
**Avoid waiting in an emergency department.**  
**Our service is free for everyone, with or without a Medicare card.**

Our GPs and nurses can give you priority care for:

- Mild to moderate infections
- Fever
- Pain when urinating
- Sprains and suspected minor fractures
- Back and muscle pain
- Minor cuts, burns and insect or animal bites
- Heartburn, vomiting or nausea
- Allergies and rashes
- Constipation, diarrhoea or abdominal pain
- Headaches, migraines or brief fainting
- Light bleeding in first trimester of pregnancy
- Mild to moderate asthma attacks, coughs and other breathing difficulties



**If you have severe trouble breathing, blueness around the mouth, chest pains or pain in your arms or jaw, call Triple Zero (000) for emergency help.**

**Book, visit, call:** [insert phone number]

**Operating hours:** [insert operating hours]

**Location:** [insert address]

**Bookings:** [insert phone number, insert QR code to booking site with text 'Scan to book or visit [centre web address]']

**Pre-booked and walk-in appointments available**





Priority Primary Care Centre

Interim identity

Public facing inclusion list

# Priority Primary Care Centre

## Confirmed–PPCC inclusion criteria


(non-exhaustive list)

**Patient must have a level of independent mobility AND:**

- An injury or illness that is suitable for management in a primary care setting
- Requires same day review
- Is unable to access GP and/or only option is to present to ED

Theme	Public message	Sector message
Infection	Fever Pain or burning when urinating Skin infection	Non-septic cellulitis failing to respond to oral antibiotics Sexually Transmitted Infections Cellulitis/abscesses Urinary Tract Infections
Injury	Back pain Bruises, cuts and grazes Fracture - suspected Sprain Foreign object - ear, nose, eye Burns - minor Bites - dog, bugs	Lacerations/ Abrasions Minor burns Suspected fractures, sprains Sports injuries Minor injuries Occupational health & workplace injuries Minor head injuries without LOC
Respiratory	Asthma attack - mild/moderate but can still talk in sentences Cough Trouble breathing but can still talk in sentences	Bronchitis Minor illnesses
Gut	Heartburn Nausea, vomiting Abdominal pain under 50 years not related to an injury Constipation or diarrhoea	IV rehydration – gastritis, hyperemesis
Ear Nose and Throat	Earache Eye irritation/redness Sinus pain Headache ongoing	Ear Nose Throat conditions
Fainting or Fitting	Fainting - brief Headache or migraine Short Fitting episode then recovery to normal-not following head injury Typical seizures you have experienced before	After fitting and recovery to normal, all ages, not related to head injury
Skin condition/allergy	Allergy Rash Infected pimple or cyst Lumps and bumps, cuts or scratches	Rash Infected pimple or cyst Lumps and bumps, cuts or scratches
Infants and Pregnancy	Light bleeding in first trimester Excessive vomiting	First trimester bleeding (mild) Paediatrics
Miscellaneous		Simple Dental pain Minor illnesses

Created by PPCC Clinical Reference Group: December 2022.



Public facing exclusion list

# Priority Primary Care Centre

## Confirmed–PPCC exclusion criteria

(non-exhaustive list)

**Usual Care:**


- If you have any condition that can wait several hours or days or any chronic or long-standing condition → GP

**Emergency Care**

- Life or limb threatening conditions → call 000

Theme	Public message	Sector message
Infection	If you have tested positive for COVID19	Sepsis, septic cellulitis
Injury	Call 000 Bleeding - severe Burns - major Fracture - major/bent limb/breaking the skin Head trauma - (with Loss Of Consciousness) Poisoning or overdose Abdominal pain following trauma If you are experiencing significant bleeding Back pain with tingling, numbness or muscle weakness	Head, neck or back injury where fracture or intracranial haemorrhage is suspected. Haemorrhage that cannot be controlled Paediatrics with abdominal pain relating to trauma (any age) Head injuries with LOC that have not returned to normal neurological function Back injury with neurological abnormalities
Respiratory	Call 000 Asthma attack - severe Breathing difficulties – severe/unable to speak Chest pain Children with sucking in between ribs or head bobbing when breathing and clear vomiting	Serious breathing difficulties
Gut	Call 000 Abdominal pain - sudden and/or severe	Crohns Diverticulitis
Ear Nose and Throat	Bleeding after tonsil removal	Complication from surgery (contact surgeon)
Fainting or Fitting	Signs of Stroke FAST - Face drooping-Arm weakness-Slurred speech-Time to call 000 Limp or floppy child, not responding Fitting without return to normal - any age Fitting and on blood thinners	Unconscious collapse/falls with concurrent anticoagulant or antiplatelet use Limp or floppy child, not responding.
Skin condition/allergy	Has required use of an epi-pen before (anaphylaxis) Fever, pale blotchy skin and irritable	Anaphylaxis, suspected meningococcal
Infants and Pregnancy	Child with Abdominal pain without diarrhea Child vomiting without diarrhea Heading injury with a loss of consciousness Premature babies younger than 12 months old Confirmed ectopic pregnancy	Appendicitis Pregnancy issues post first trimester Ectopic pregnancy
Miscellaneous	See your usual GP Routine health assessments Care plans Repeat prescriptions	Complication from surgery (contact surgeon) Severe pain Unable to mobilise independently or unassisted with existing aid Drug overdose Administration of narcotic analgesia prior to arrival Requirement for ongoing Intravenous narcotic analgesia Unstable or complex mental health issues Not managing at home/likely to be admitted Bariatric (> 200kg)

Created by PPCC Clinical Reference Group: December 2022.



# Priority Primary Care Centre



## Where to go when you're sick and it is urgent



Created by PPCC Clinical Reference Group: November 2022.

## Eligibility

If your need is not urgent (such as updating an asthma To be eligible for care at a **Priority Primary Care Centre**, you must:

- Be able to move about on your own
- Have an injury or illness that is suitable for management in a primary care setting
- Require same-day care
- Not be able to see your regular GP that day and would otherwise be going to an Emergency Department





Created by PPCC Clinical Reference Group: November 2022.

## Where to go when you're sick – infectious

If it is not urgent, please see your regular doctor.

Priority Primary Care Centre	GP respiratory clinic
<ul style="list-style-type: none"><li>• Fever</li><li>• Pain or burning when urinating</li><li>• Skin infection</li></ul>	<ul style="list-style-type: none"><li>• COVID positive</li></ul>





Created by PPCC Clinical Reference Group: November 2022.

## Where to go when you're sick – breathing

If it is not urgent, please see your regular doctor.

Priority Primary Care Centre	000 or Emergency Department
<ul style="list-style-type: none"><li>• Asthma attack – mild/moderate</li><li>• Cough</li><li>• Trouble breathing but can still talk in sentences</li></ul>	<ul style="list-style-type: none"><li>• Asthma attack – severe</li><li>• Trouble breathing and unable to speak</li><li>• Chest pain</li><li>• Children with sucking in between ribs or head bobbing when breathing and clear vomiting</li></ul>





Created by PPCC Clinical Reference Group: November 2022.

**Priority Primary Care Centre**  
Interim identity

Social tiles – examples  
1080x1080px



**Priority Primary Care Centre**  
Interim identity

Signage—Indicative

Option 1



Option 2



*Indicative small/tighter space signage*

*Indicative larger signage*

*With addition of logo on right (if required)*



Priority Primary Care Centre  
Interim identity

Signage—Indicative  
Signage System

Priority Primary  
Care Centre

