

Our activity work plan for 2025-26 - after hours

Updated 2025

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After hours telephone service (GP Assist)

Aim of activity

The aim of this activity is to increase access to telephone based general practitioner services in the after-hours period.

Description of activity

The activities outlined below are planned to be implemented during 2025-26.

- Continued commissioning of services to improve access to telephone based general practitioner services in the after-hours period.
- Continue to maintain regular provider contact through:
 - scheduled service agreement compliance meetings
 - provision of ongoing support to providers in the collection and reporting of data
 - engagement with key stakeholders regarding links between Healthdirect Australia and this service.

**GP Assist service ceased on 31 July 2025 and transitioned to Healthdirect's After Hours GP Helpline.*

Consumer awareness campaign

Aim of activity

This digital and printed community awareness campaign aims to increase the consumer knowledge and use of after-hours services in Tasmania.

This is achieved by increasing traffic to the Tasmanian After-Hours website and directing consumers to the most appropriate services. Located on our Primary Health Tasmania website – After Hours Care, the resource includes promotion of the National Health Services Directory and Healthdirect Australia.

Description of activity

The activities outlined below are planned to be implemented during 2025-26.

- Continued delivery of a targeted campaign to build consumer health literacy on access to after-hours services, increase consumer awareness, and shift consumer behaviours about after-hours services availability and use of after-hours services for non-urgent health matters.
- The campaign is primarily delivered through social media channels, Google Search optimisation, digital audio and display, and printed resources to assist Tasmanians in making informed choices about seeking appropriate medical assistance.
- Review campaign undertaken in 2024-25 to identify improvements, if appropriate, to inform targeting of the 2025-26 campaign.

Commissioning primary care services for homeless priority population

Aim of the activity

The aim of this activity is to commission primary care services for individuals who are homeless or at risk of homelessness in Tasmania.

Description of activity

The activities outlined below are planned to be implemented during 2025-26.

- Continue commissioning primary care service provision for the delivery of mobile primary care services accessible for individuals who are homeless or at risk of homelessness in regional hubs in the north and northwest of Tasmania - mobile service delivered in greater Launceston/Burnie/Devonport areas.
- Further explore local needs to inform future service planning.
- Support Launceston City Mission health clinic.
- Evaluation and rapid service review to determine sustainability of current model to inform future commissioning of services.

Tasmanian multicultural primary care access program

Aim of activity

The aim of this activity is to improve the coordination of access to primary care services for multicultural groups in Tasmania through a collaboratively designed and documented Tasmanian based multicultural primary care access program.

Description of activity

The activities outlined below are planned to be implemented during 2025-26.

- Primary Health Tasmania will continue to collaboratively design a Tasmanian multicultural primary care access program that is tailored to the local Tasmanian context.
- This work will draw on the national PHN Multicultural Health Framework, Primary Health Tasmania's *'Working with Stakeholders'* toolkit, as well as findings from the PHN needs assessment.
- Engage multicultural stakeholders to design an agreed approach to primary care access. A documented and agreed program will be the output of this work. The program will be used to prioritise future collaborative actions to improve the integration of and access to primary care services.
- Continue to work with stakeholders to address barriers to engaging translating and interpreting services (TIS National) including resources in the multicultural care toolkit.
- Strengthen cultural awareness approaches through continuing access to education and through greater investment in clinical leadership by formalising a clinical advisor role.

Improving quality and efficiency of primary care for multicultural populations

Aim of activity

The aim of this activity is to improve the quality and efficiency of multicultural primary health services delivery system in Tasmania.

Description of activity

The activities outlined below are planned to be implemented during 2025-26.

- Continue to work with stakeholders to address interpreting and translation services for the multicultural care toolkit.
- Continue to consult with the technical working group for advice on key activities to strengthen primary care provider skills in working with this priority population group.
- Strengthen cultural awareness approaches through continuing access to education and through greater investment in clinical leadership by formalising a clinical advisor role.
- Expand on recommendations from PHN multicultural needs assessment to further improve health literacy of multicultural Tasmanians.
- Host identified content for online multicultural resource centre. This resource will include plain language guides, culturally relevant health information, and guidance on accessing health services. The resource centre will be a learning hub for service providers, offering tailored health advice and linking to other resources like the multicultural toolkit and online training.