

Electronic Prescriptions Toolkit

For use by third parties

These materials are available through our [Digital Health Resource Library](#).
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:

- Pharmacies to share with consumers,
- Doctors to share with patients
- Peaks and partners to share with their audiences.

Phases

The assets are divided into 2 phases:

Get ready phase

Available now phase

Both phases have specific concepts and artwork that relate. PDF, print-ready files have been uploaded for use.

The 'Get ready phase' assets are to be used once software is electronic prescriptions conformant.

Once individual pharmacies and doctors have enabled their organisations, the 'Available now phase' should be implemented.

For any questions, please contact briefs@digitalhealth.gov.au

Social Media Assets

Get ready phase

Facebook Carousel Generic

How it works

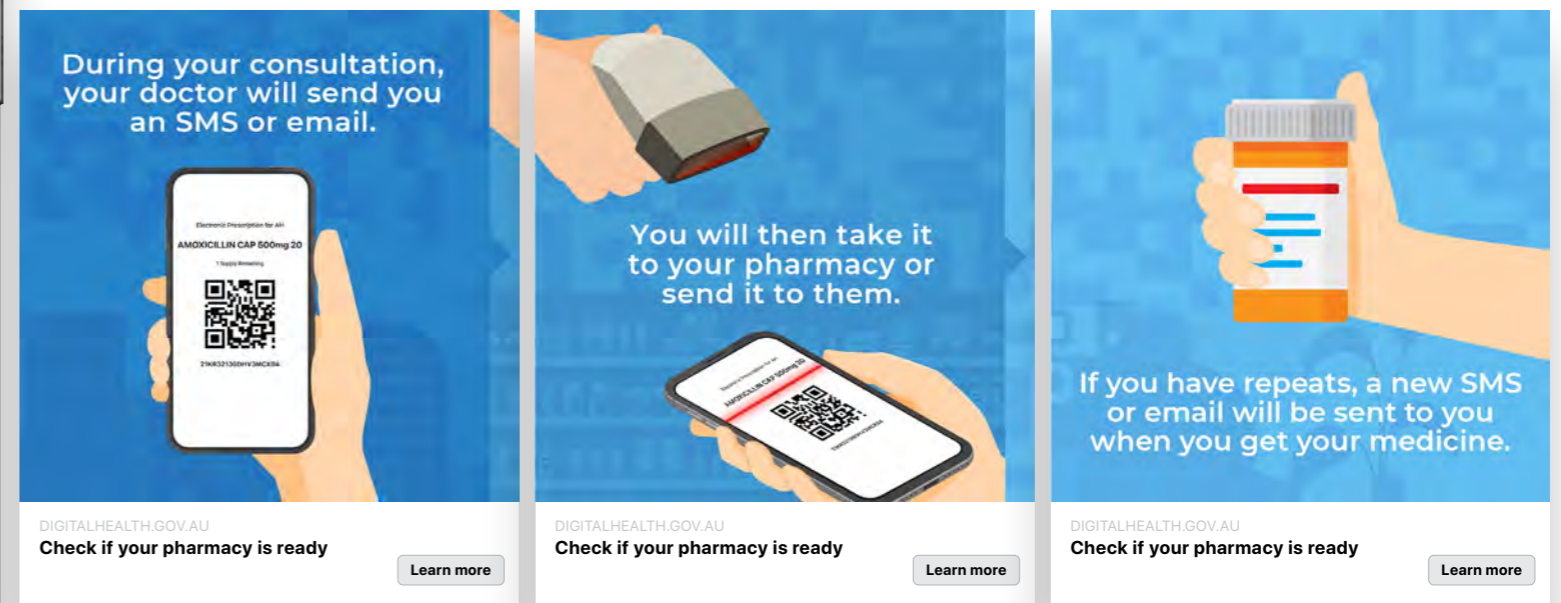
This asset can be used by anyone wanting to share how electronic prescriptions works with consumers.



Generic



Consumer



Available now phase

Facebook Carousel Generic

How it works

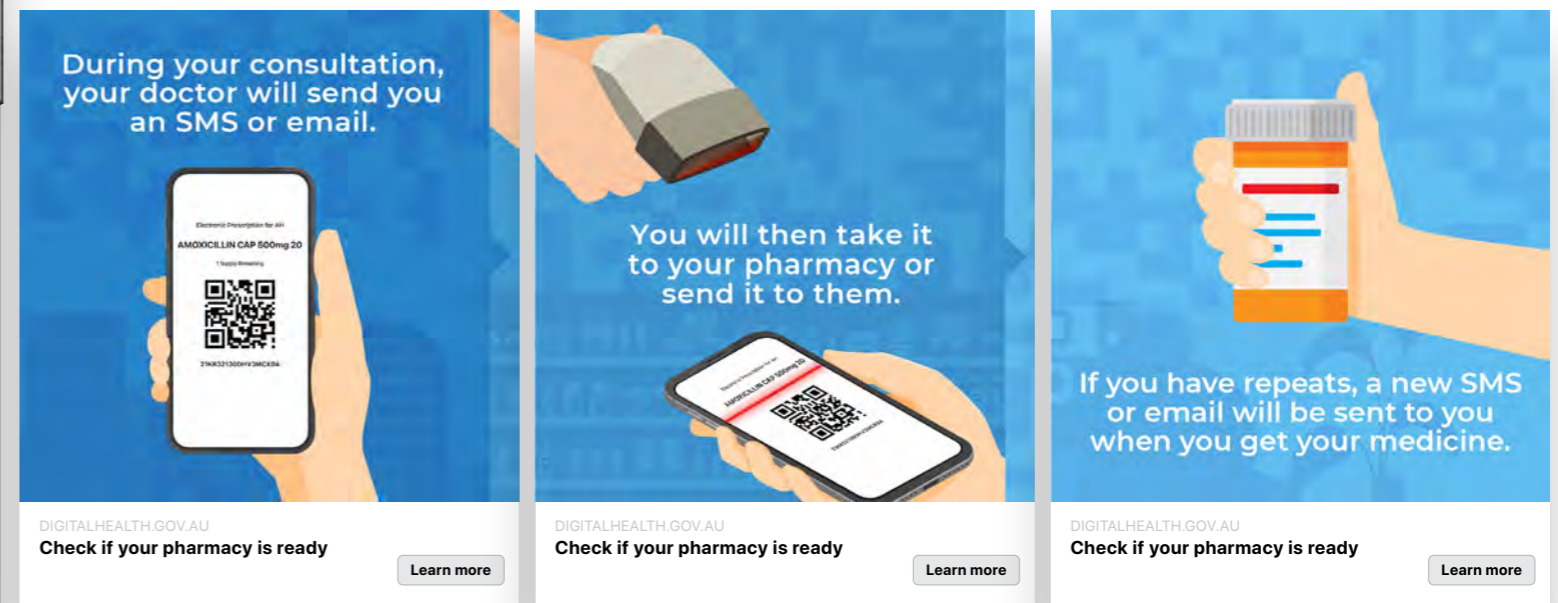
This asset can be used by anyone wanting to share how electronic prescriptions works with consumers.



Generic



Consumer

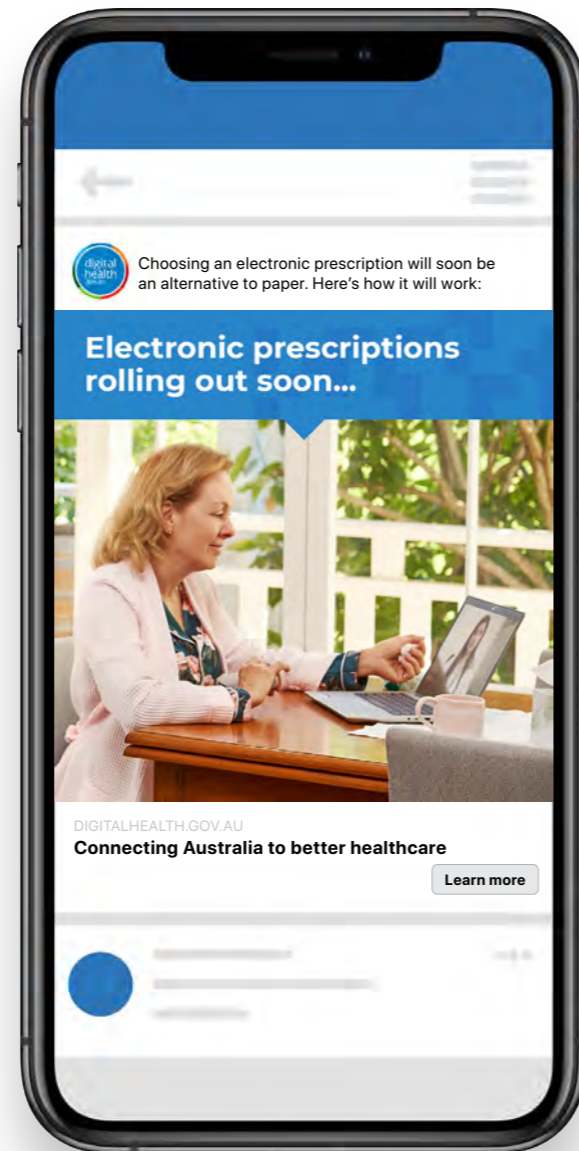


Get ready phase

Facebook Carousel Telehealth How it works

This asset is specific to telehealth and home delivery and can be used by anyone wanting to share how electronic prescriptions works with consumers.

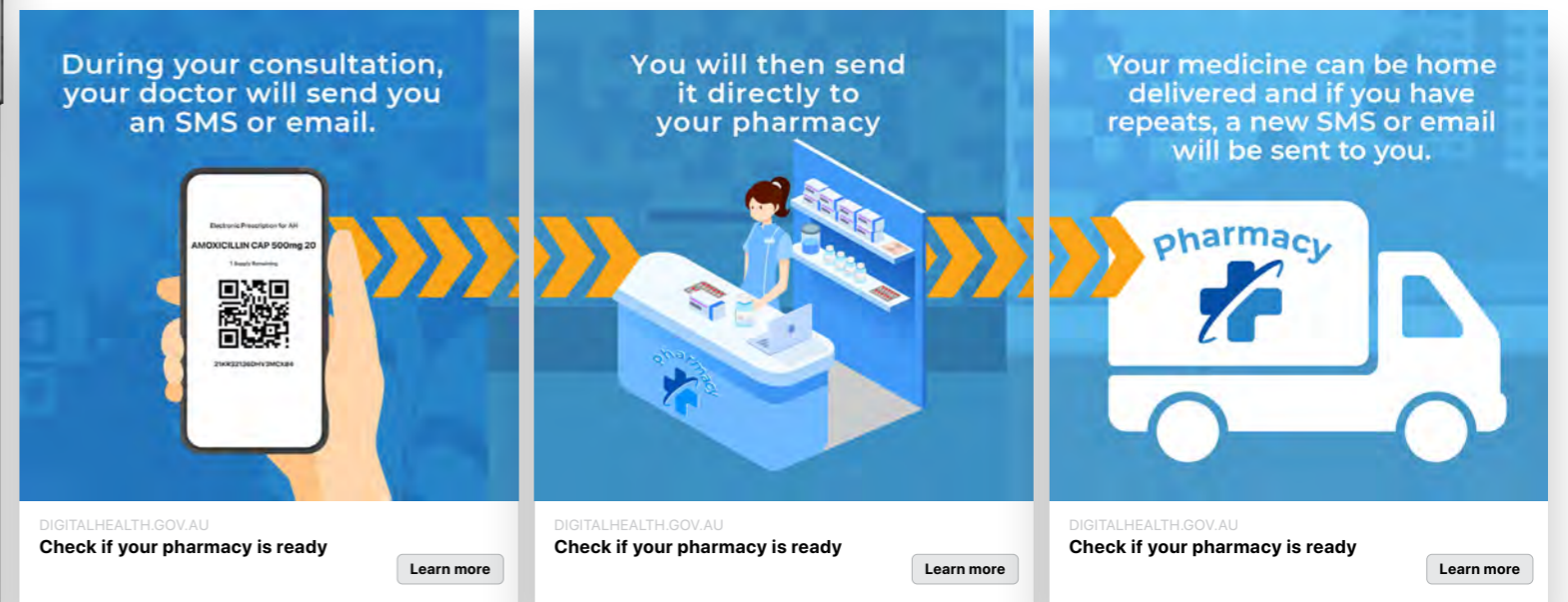
Asset Folder:
Social Media Assets > Telehealth_1_GetReady



Generic



Consumer



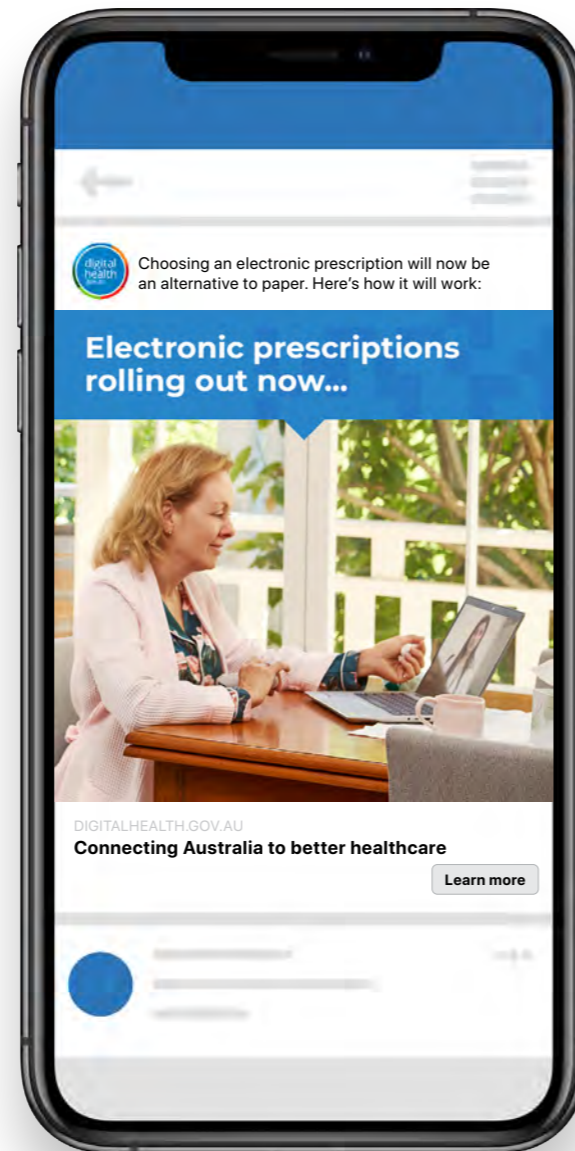
Available now phase

Facebook Carousel Telehealth

How it works

This asset is specific to telehealth and home delivery and can be used by anyone wanting to share how electronic prescriptions works with consumers.

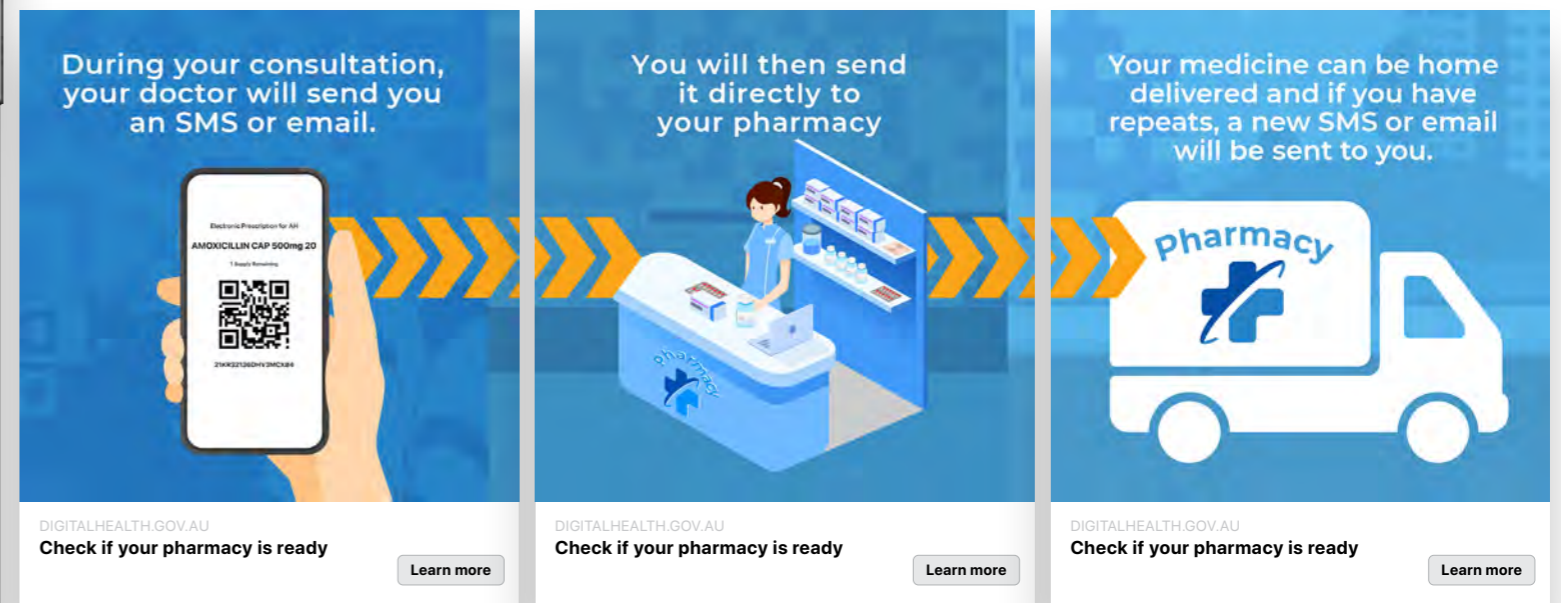
Asset Folder:
Social Media Assets > Telehealth_2_AvailableNow



Generic



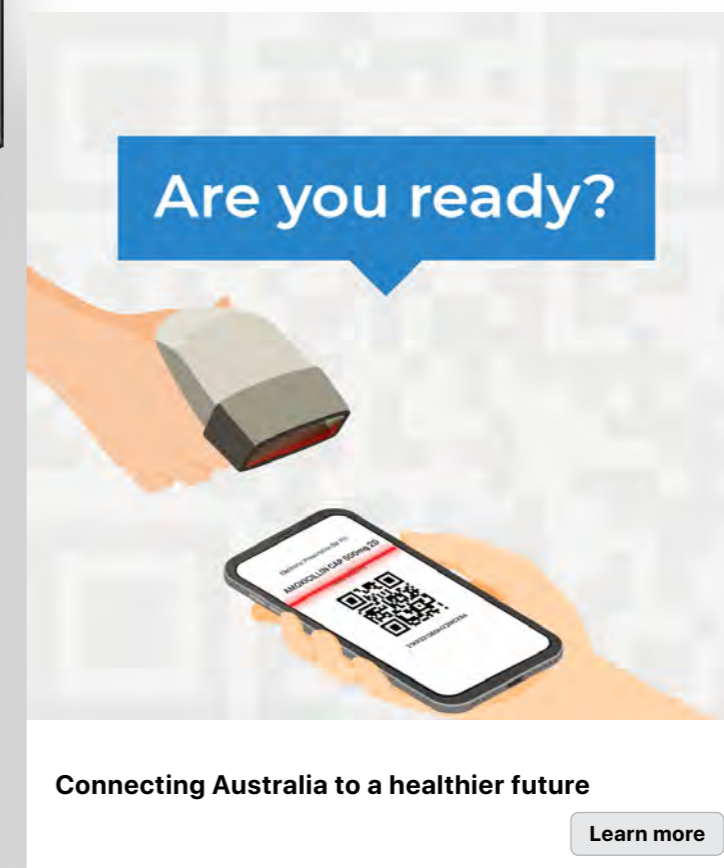
Consumer



Get ready phase

Social Post
Are you ready?

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



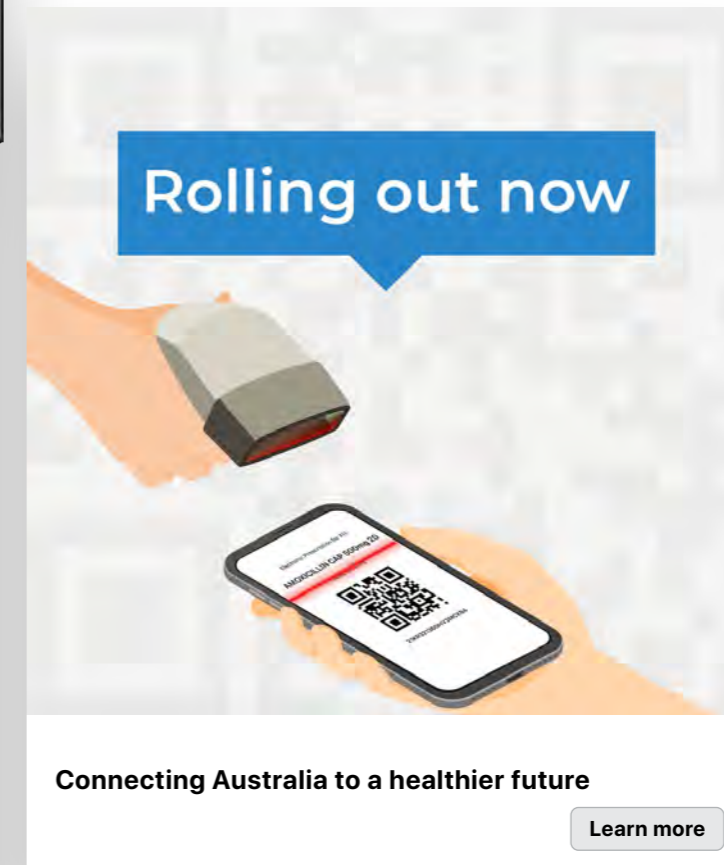
Generic ▶ Dispenser/Prescriber

Available now phase

Social Post

Rolling out now

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



Generic ▶ Dispenser/Prescriber

Website Assets

Get ready phase

Digital Banner
Rolling out soon

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.



Generic ► Consumer

Get ready phase

Digital Banner
Are you ready?

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



Generic ► Dispenser/Prescriber

Available now phase

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.



Available now phase

Digital Banner

Are you ready?

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



Print Assets

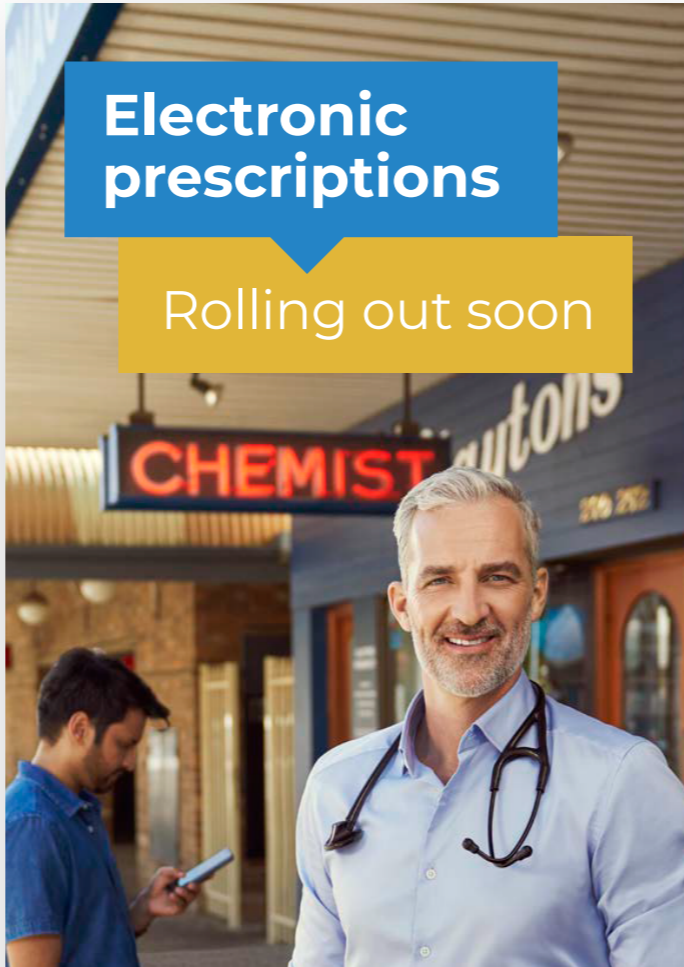
Get ready phase

DL Flyer

Rolling out soon

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.

Front



Electronic prescriptions

Rolling out soon

Soon you can choose an electronic prescription as an easy and convenient alternative to paper prescriptions.

Check that your doctor and pharmacy are ready

Learn more at digitalhealth.gov.au

Connecting you to better healthcare

Back



This is how it will work

Step 1



During your consultation your doctor will send you an SMS or an email.

Step 2



You will then take it to your pharmacy or send it to them.

Step 3



If you have repeats, a new SMS or email will be sent to you when you get your medicine from the pharmacy.

Remember to check that your doctor has your correct mobile number and email address.

Generic ► Consumer


Available now phase

DL Flyer

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If you have repeats, a new SMS or email will be sent to you when you get your medicine from the pharmacy.

Remember to check that your doctor has your correct mobile number and email address.

Generic ► Consumer

Get ready phase

Instore A3 Poster

How it works

These assets are to be used by pharmacies or practices 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.

Electronic prescriptions rolling out soon

How it works

Step 1 
During your consultation your doctor will send you an SMS or an email

Step 2 
Bring it in or send it to us

Step 3 
If you have repeats, a new SMS or email will be sent to you when you get your medicine.

Connecting you to better healthcare
Learn more at digitalhealth.gov.au



Electronic prescriptions rolling out soon

How it works

Step 1 
During your consultation your doctor will send you an SMS or an email

Step 2 
Take it in or send it to your pharmacy by SMS or email (remember to check that they are electronic prescriptions ready)

Step 3 
If you have repeats, a new SMS or email will be sent to you when you get your medicine from the pharmacy.

Connecting you to better healthcare
Learn more at digitalhealth.gov.au



Available now phase

Instore A3 Poster

How it works

These assets are to be used by pharmacies or practices 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.

We are electronic prescription ready

How it works

Step 1 
During your consultation your doctor will send you an SMS or an email

Step 2 
Bring it in or send it to us at
or e-mail

Step 3 
If you're taking repeat medication, a new SMS or email will be sent to you when you get your medicine.

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Learn more at digitalhealth.gov.au



Electronic prescriptions rolling out now

How it works

Step 1 
During your consultation your doctor will send you an SMS or an email

Step 2 
Take it in or send it to your pharmacy by SMS or email (remember to check that they are electronic prescriptions ready)

Step 3 
If you have repeats, a new SMS or email will be sent to you when you get your medicine from the pharmacy.


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Get ready phase

Publication Insert Rolling out soon

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



Electronic prescriptions
Rolling out soon

Upgrade your software today

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

Learn more at digitalhealth.gov.au
Connecting Australia to better healthcare

Generic




Dispenser/Prescriber

Available now phase

Publication Insert

Are you ready?

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



Electronic prescriptions

are you ready?

Upgrade your software today

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

Learn more at digitalhealth.gov.au

Connecting Australia to better healthcare

Generic ▶ Dispenser/Prescriber

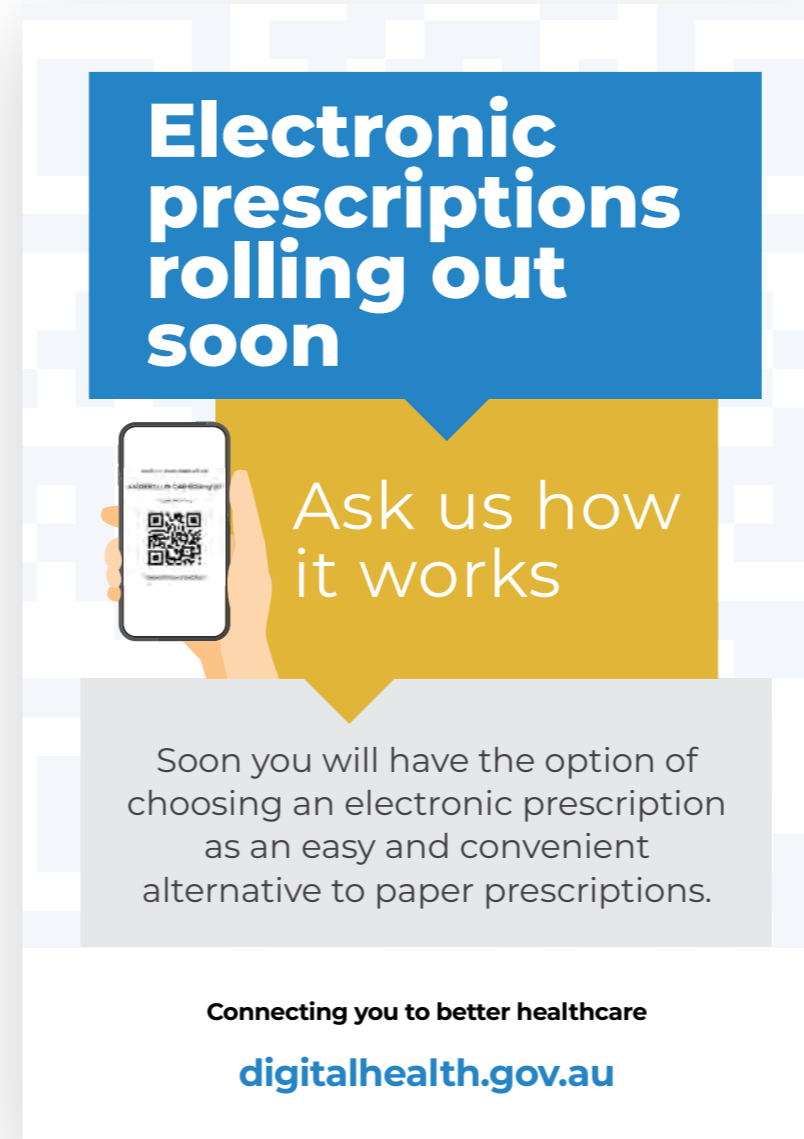
Point of sale assets

Get ready phase

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.



Pharmacy



Consumer

Doctor



Consumer

Available now phase

Counter Card

Ask us how

These assets is 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.

We are electronic prescription ready

Ask us how it works

Now you have the option of choosing an electronic prescription as an easy and convenient alternative to paper prescriptions.

Connecting you to better healthcare
Learn more at digitalhealth.gov.au

Pharmacy → Consumer

This counter card features a blue header with the text 'We are electronic prescription ready'. Below it is a yellow call-to-action box with 'Ask us how it works' and an illustration of a hand holding a smartphone displaying a QR code. A grey box contains the text: 'Now you have the option of choosing an electronic prescription as an easy and convenient alternative to paper prescriptions.' At the bottom, it says 'Connecting you to better healthcare' and 'Learn more at digitalhealth.gov.au'. A teal button labeled 'Pharmacy' and a blue button labeled 'Consumer' are at the bottom, connected by a right-pointing arrow.

Electronic prescriptions rolling out now

Ask us how it works

You now have the option of choosing an electronic prescription as an easy and convenient alternative to paper prescriptions.

Connecting you to better healthcare
digitalhealth.gov.au

Doctor → Consumer

This counter card features a blue header with the text 'Electronic prescriptions rolling out now'. Below it is a yellow call-to-action box with 'Ask us how it works' and an illustration of a hand holding a smartphone displaying a QR code. A grey box contains the text: 'You now have the option of choosing an electronic prescription as an easy and convenient alternative to paper prescriptions.' At the bottom, it says 'Connecting you to better healthcare' and 'digitalhealth.gov.au'. A purple button labeled 'Doctor' and a blue button labeled 'Consumer' are at the bottom, connected by a right-pointing arrow.



Available now phase

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.



E-mail assets

Subject line: Electronic prescriptions rolling out soon

Get ready phase

E-mail

How it works

These assets are designed to be hyper localised by pharmacies or practices for them to send to consumers. The name of the chain or specific pharmacy or practice should be included in the copy. Images can be downloaded for organisations to build emails.

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.

Electronic prescriptions
Rolling out soon

Soon you can choose an electronic prescription from <insert pharmacy name here> as an easy and convenient alternative to paper prescriptions.

This is how it will work

- 1 During your consultation your doctor will send you an SMS or an email.
- 2 You will then bring it in or send it to us.
- 3 If you have repeats, we will send you a new SMS or email when you get your medicine.

Remember to check that your doctor has your correct phone number and email address.

Connecting you to better healthcare

Pharmacy → Consumer

Electronic prescriptions
Rolling out soon

Soon you can choose an electronic prescription from <insert practice name here> as an easy and convenient alternative to paper prescriptions.

This is how it will work

- 1 During your consultation your doctor will send you an SMS or an email
- 2 You will then take it in or send it to your pharmacy
- 3 If you have repeats, a new SMS or email will be sent to you when you get your medicine from the pharmacy.

Remember to check that we have your correct phone number and email address.

Connecting you to better healthcare

Doctor → Consumer

Electronic prescriptions
Rolling out soon

Make sure you are ready

People will soon have the option to choose an electronic prescription as an easy and convenient alternative to paper prescriptions

- 1 Check your organisation is registered as a Healthcare Provider Identifier-Organisation (HPI-O) and is connected to the Healthcare Identifier (HI) Service
- 2 Connect to a Prescription Delivery Service (PDS) e.g. eRx or Medisecure
- 3 Check that your software is electronic prescriptions enabled.

Remember to check that you have the correct contact details for patients and their carers.

LEARN MORE

Generic → Dispenser/Prescriber

Subject line: Electronic prescriptions rolling out soon

Available now phase

E-mail

How it works

This asset is designed to be hyper localised by pharmacies or doctors for them to send to consumers. The name of the chain or specific pharmacy or practice should be included in the copy. Images can be downloaded for organisations to build emails.

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.

Electronic prescriptions
now available

You can now choose an electronic prescription from <insert pharmacy name here> as an easy and convenient alternative to paper prescriptions.

This is how it works

- 1 During your consultation your doctor will send you an SMS or an email
- 2 You will then bring it in or send it to us
- 3 If you have repeats, we will send you a new SMS or email when you get your medicine

Remember to check that your doctor has your correct phone number and email address.

Connecting you to better healthcare

Pharmacy → Consumer

Electronic prescriptions
now available

You can now choose an electronic prescription from <insert practice name here> as an easy and convenient alternative to paper prescriptions.

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Connecting you to better healthcare

Doctor → Consumer

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LEARN MORE

Generic → Dispenser/Prescriber