



my health app

Communications overview for partners

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Approved for external use

Document purpose

This document provides stakeholders of the Australian Digital Health Agency (**Agency**), including media, project partners and other digital health advocates, with resources and guidelines for promoting the **my health** app.

These Agency resources are for you to:

- Prepare messaging, communications, or content, and
- Promote **my health** using your communication channels.

Please use these resources (i.e. posters, social media tiles, pull-up banners) as they are supplied and do not alter them, these are available on the [Agency website](#).

This document comprises additional terms and conditions for the purposes of the Agency Website Terms of Use at <https://www.digitalhealth.gov.au/about-us/policies-privacy-and-reporting/terms-of-use>. If you are contracted to promote the **my health** app, these terms and conditions also apply to you. All intellectual property (including copyright and trade marks) in this document or hyperlinked in this document is the property of the Agency or licensed to the Agency. The Agency makes it available for use as detailed in the most current version of this document and only while it is accurate and current. You must frequently check that you are relying on the most current version of this document at <https://www.digitalhealth.gov.au/myhealth/communications-overview-partners>.

Background

The **my health** app, is designed to encourage consumers to take a more proactive role in managing their health.

my health is a secure and convenient way to view key health information, it's fast, easy, and secure - and you can access and share it all from the palm of your hand. The **my health** app is an initiative of the Australian Government and provides access to:

- electronic prescriptions and Active Script List (accessed through the pharmacy software MySQL interface)
- emergency contact details

- medicine information history
- pathology results, including COVID-19 test results
- proof of vaccination history and upcoming immunisations
- allergy and reactions information
- hospital discharge summaries
- advance care planning documents
- find and book a health service.

Key messaging

Key messages can be used to build out communications relevant for your channels:

- **my health** allows for secure and convenient management of key health information on the go, and available wherever and whenever it's needed.
- Access electronic prescriptions and script lists directly through the **my health** app.
- Find and book health services, add and update emergency contact details and many other useful features.
- The app is available for download from all iOS and Android app stores by searching for "my health gov".

my health communication resources

Various resources have been prepared by the Agency for you to drive awareness of **my health** through your networks.

These resources are available at: <https://www.digitalhealth.gov.au/myhealth/communications-overview-partners> and include:

- Posters
- Editorial content or web content + image
- Social Tiles and proposed copy for your channels
- Consumer Explainer Videos
- Email signature block
- A5 flyer
- Pull-up banners

Social posts

The Agency posts information on our social media channels which you can share or repost via our channels

- Facebook: <https://www.facebook.com/AuDigitalHealth/>
- LinkedIn: <https://www.linkedin.com/company/australian-digital-health-agency>

You can also develop your own content for your audience using the social media tiles (available for download via the Agency's digital resources) and below post copy, ensuring you tag the Agency's social media accounts above.

Post Copy:

- The **my health** app is a secure and convenient way to store electronic prescriptions and access key health information on your mobile! Download **my health** app today and view and share important health information on the go, search for "my health gov" in the app store. Learn more at www.digitalhealth.gov.au/myhealth
- Download the **my health** app today! It's a secure and convenient way to access #MyHealthRecord on your mobile! To find out more and download the app, go to www.digitalhealth.gov.au/myhealth #digitalhealth #myhealth

Editorial content

Use the following content on your website, e-newsletters, or other channels:

The **my health** app is the secure and convenient way to view key health information, including access to My Health Record information and more on your mobile.

my health app can now also store electronic prescriptions, keep track of script lists, store emergency contact details, help find and book health services, and much more.

Available to download from iOS and Android app stores by searching for "**my health gov**".

my health provides easy access to key health information including:

- o medicine information history
- o pathology results
- o proof of vaccination history and upcoming immunisations
- o allergy and reactions information
- o hospital discharge summaries
- o advance care planning documents

Learn more about **my health** at www.digitalhealth.gov.au/myhealth

Example copy for Aged Care audience

The Australian Digital Health Agency recently updated the my health app, making it an easy to use and vital digital front door for key health information for all Australians. This latest update introduces a variety of new features to put you in control of your healthcare.

Key features now include:

- View and manage electronic prescriptions
- Add or edit medicines, allergies, and adverse reactions
- Add, update, and view emergency contact information
- Link an Active Script List (ASL), once registered at a pharmacy
- View Advanced Care Plans that have been uploaded to My Health Record.

These features and more make managing health information more convenient, especially for carers and those with chronic or complex health conditions.

Download the my health app from the App Store or Google Play (search "my health gov"). It's fast, easy, and secure - and available from the palm of your hand. Find out more:

<https://www.digitalhealth.gov.au/myhealth>

Consumer explainer videos

Some educational resources have been prepared targeted at consumers to help drive understanding of **my health**. Use the hyperlinks below to link to these resources. These resources are not for download.

How to Videos: <ul style="list-style-type: none">- How to set up your my health app- Using electronic prescriptions with my health- Using Active Script list (MySL) with my health	Available at www.digitalhealth.gov.au/myhealth
eLearning Modules <ol style="list-style-type: none">1. Getting started with my health2. Exploring the my health home screen3. Using electronic prescriptions with my health4. Using Active Script list (MySL) with my health	https://training.digitalhealth.gov.au/mod/page/view.php?id=1035