Australian Government

Australian Digital Health Agency

my health app
Communications Overview for Partners

2 March 2023   v1.0
Approved for external use

1   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 new **my health** app.

These Agency resources are for you to:

- Prepare messaging, communications, or content, and

- Promote **my health** using your communication channels

- Provide updates as **my health** evolves.

Please use graphical resources (i.e. posters, social media tiles, videos) as they are supplied and do not alter them, these are available at the **Agency's Digital Resource Library**. Please contact your local PHN, peak organisation or partnership manager for login details.

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.

2   Background

The Agency has developed **my health**, an Agency-owned and managed app, designed to encourage consumers to take a more proactive role in managing their health. The app is powered by My Health Record.

The app is a direct response to consumer expectations with our own research confirming that almost two thirds of Australians regularly use their mobile phones to access, share and manage their health information.

The app can be used to view key health information that a consumer or healthcare provider that has uploaded to My Health Record including:

- 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

3   Key Messaging

Use these key messages to inform and build communications relevant for your channels:

- Access My Health Record information on your mobile via the new **my health** app

- **my health**, is an Agency-owned and managed app, and is the latest digital tool developed by the Agency to help consumers and their carers engage with and be proactive in managing their health

- Viewing your key health information via **my health** is easy and secure

- Before you can view information in **my health**, you'll need to link My Health Record via myGov.

- **my health** is now available to download from all iOS and Android apps stores searching for "**my health gov**".

- **my health** provides easy access to key health information once it has been uploaded to My Health Record including:

    o medicine information history
    o pathology results, including COVID-19 test results
    o proof of vaccination history and upcoming immunisations
    o allergy and reactions information
    o hospital discharge summaries
    o advance care planning documents

- The app provides a better user experience than a web browser, including their smartphone's security features and accessibility features

- **my health** allows you to manage your health on the go, and is available wherever and whenever you need it

4   **my health** communication and marketing resources

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

These resources include:

- Posters (available via the Agency's [Digital Health Resource Library](#))

- Editorial content

- Social Tiles (available via the Agency's [Digital Health Resource Library](#)) and proposed copy for your channels

- Consumer Explainer Videos

- Healthcare Provider Animations

4.1 Posters

There are A3 and A4 posters available to order or download at the Agency's [Digital Health Resource Library](#) for you to hang in your public spaces.

4.2 Social Posts

We would encourage you to share or repost the Agency's posts from our social media pages commencing 2nd March 2023.

- Twitter: https://twitter.com/AuDigitalHealth

- Facebook: https://www.facebook.com/AuDigitalHealth/

- LinkedIn: https://www.linkedin.com/company/australian-digital-health-agency

Use the Social Media Tiles (available for download via the Agency's Digital Health Resource Library) and below post copy if you would like to create your own social posts, ensuring you tag the Agency's social media accounts above.

Post Copy:

- The new **my health** app is a secure and convenient way to access My Health Record on your mobile! Download it today and view and share important health information on the go, search for "my health gov" in your app store. Learn more at www.digitalhealth.gov.au/myhealth

- Download the new **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

4.3 Editorial Content

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

Access My Health Record information on your mobile via the new **my health** app.

my health, is an Australian Digital Health Agency owned and managed app, and is the latest digital tool developed by the Agency to help consumers and their carers engage with and be proactive in managing their health.

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

my health provides easy access to key health information once it has been uploaded to My Health Record including:

- o medicine information history
- o pathology results, including COVID-19 test 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

Put your health in your hands with the new **my health** app.

4.4 Consumer Explainer Videos & Educational Resources

Various 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: - What is in my health app? - Finding COVID-19 test results - How to use the medical history timeline - How to set up your my health app	Available at www.digitalhealth.gov.au/myhealth
eLearning Modules 1. Getting started with my health 2. Exploring the my health home screen 3. Finding COVID-19 and respiratory infection test results 4. Using the medical history timeline	https://training.digitalhealth.gov.au/mod/page/view.php?id=1035
Consumer Video	https://training.digitalhealth.gov.au/pluginfile.php/45079/mod_resource/content/13/Introducing_the_my_health_app_consumers.html

4.5 Healthcare Provider Animations

Short animations have been prepared to promote the usage of my health to specific healthcare provider groups.

When distributing and utilising these videos please link directly to the URLs provided below. Do not download them and host them in your own environment.

Psychologists	https://training.digitalhealth.gov.au/pluginfile.php/45104/mod_resource/content/3/Introducing_the_new_my_health_app_Psychologists.html
GPs	https://training.digitalhealth.gov.au/pluginfile.php/44949/mod_resource/content/6/Introducing_the_my_health_app_General_Practice.html
Pharmacy	https://training.digitalhealth.gov.au/pluginfile.php/45105/mod_resource/content/3/Introducing_the_my_health_app_Pharmacy.html
Specialists	https://training.digitalhealth.gov.au/pluginfile.php/45106/mod_resource/content/3/Introducing_the_my_health_app_Specialists.html

Allied Health	https://training.digitalhealth.gov.au/pluginfile.php/45116/mod_resource/content/4/Introducing_the_my_health_app_Allied_Health.html
Aged Care	https://training.digitalhealth.gov.au/pluginfile.php/45117/mod_resource/content/4/Introducing_the_my_health_app_Aged_Care.html
Aboriginal Health Services	https://training.digitalhealth.gov.au/pluginfile.php/45119/mod_resource/content/4/Introducing_the_my_health_app_Aboriginal_Health_Services.html