

March 21<sup>st</sup> 2011

**Speech: Launch of New Name – Primary Care Connect**

Good morning to you all. I too, would like to recognise the traditional owners of the land we are now on and pay my respects to the ancestors and elders, past and present.

It's always good to have something to celebrate and that's what we're about to do.

Today is the launch of the new name for the Goulburn Valley Community Health Service. The name, Goulburn Valley Community Health, has served us well in past years. The Goulburn Valley highlighted the geographic area we served and, although not as well understood as we would have wished, Community Health stood for the maintenance of good health and the prevention of ill-health or sickness.

Over time a number of health and welfare organisations also included Goulburn Valley in their names or titles as an indicator of the location of their services. However, for the ordinary person in the street, and sometimes service providers that's led to much confusion. Adding to the confusion is the similarity between the terms community health and health used by various organisations.

Our name has changed to reflect the geographic area we serve with services across the wider Hume region, the integration of our services to provide holistic care at one place and thirdly, our ability to link clients and patients to the care they need.

To use Gough Whitlam's mantra: "It's time".

Time to end the confusion of names.

Time to make sure that you, individuals and groups within our community, are 'staying well' as changes in our ways of living result in what has been termed epidemics of obesity and diabetes. Easier access to alcohol and drugs and the pace of life places additional pressures on all of us resulting in a variety of chronic diseases.

Time for a fresh start as we enter a new era of Health Reform with an emphasis on staying out of hospitals and taking responsibility for our own health.

It's absolutely the right time for a new name. A name that is *different* and may take some getting used to. A name using words, that are going to become more familiar as governments and service providers work through their reform agendas.

*your community health connection*

PO Box 1167 P +61 03 5823 3200  
399 Wyndham Street F +61 03 5823 3299  
Shepparton Victoria 3632 E support@primarycareconnect.com.au

[www.primarycareconnect.com.au](http://www.primarycareconnect.com.au) ABN 63 136 509 343



Before the name, PRIMARYCARE CONNECT is formally announced I am going to take you through the words of the name:

The first part - PRIMARY CARE is a term increasingly used to describe the first point of contact to a health or support system for clients or patients.

And it also represents the promotion of good health before a client ends up in an acute situation requiring hospital treatment.

For example at the Primary Care stage

- It might be when you talk to a dietician for help with your diet.
- It could be speaking to a counsellor about gambling or alcohol issues
- It could be seeking information about health services for a refugee family with the refugee nurse
- It could be seeking help with a financial problem

PRIMARY CARE in Community Health starts at the first contact. Our services and processes use the “No Wrong Door” approach so when a client talks to the worker that worker makes sure that the client is directed to the appropriate program or programs as the case may be. All the research with people experiencing chronic illnesses has shown that the best way to return to health is to have all the problems addressed at the same time.

The second part of the name is the word CONNECT i.e. Primary Care Connect

Connect supports the idea of treating the whole person by connecting or linking you, the client, to other parts of the health and support system.

It is about the right way to stay well

It is about the way to connect you with the right people.

It is about the right people to help you keep healthy and to stay well.

Finally, do have a look at the logo which is an integral part of our new name. It represents linking the health system together; the integrated approach in which each client receives the services needed to stay well; and connecting each one to appropriate care.

Staying well requires a whole of life approach taking into account the many factors that influence our state of well being. PRIMARY CARE CONNECT with the Board, the leadership team and the staff of PCC look forward to continuing to provide and extend services that will connect you to staying well.

**Barbara Brown**

Chair

PRIMARYCARE CONNECT