MEDIA RELEASE
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New telehealth model of care paves the way for increasing patient engagement and improving patient outcomes

Australian health care provider, Care Connected, has launched a new model of care that offers both the telehealth technology platform, the tailored health care programs for remote consultations and the actual health professionals to deliver the health services. The model of care specialises in the key areas of supportive cancer care and mental health recovery.

The cancer support services provide a tailored approach for patients across the care continuum from early intervention to end of life care, and the mental health recovery programs utilise a stepped care approach in the assessments of every individual and are underpinned by recovery orientated practice and trauma informed care.

Michael Marthick, Founder and Managing Director, Care Connected, says, “Our model of care draws on decades of best practice research and testing and is proven to bring better health outcomes to more people, for less cost. We have developed our end-to-end care coordination approach as we know it increases patient engagement and ultimately improves patient outcomes.”

Patient reported health outcomes are measured routinely using remote monitoring tools, this then enables programs to be adapted, and care delivery improvements can be made in real time.

Accessible now, Care Connected’s tailored health and wellbeing programs provide a multidisciplinary care team to patients anywhere. This multidisciplinary model of care is delivered via video calls, messaging, and remote monitoring using high quality, secure connections and may consist of Psychologists, Oncology nurses, Exercise Physiologists, Physiotherapists, Dietitians to name a few. This care team approach is integral to Care Connected’s model of care. An experienced oncology registered nurse then coordinates the care team, develops the care plans and provides support and advice for the duration of the program.

Mr Marthick continues, “Telehealth has a vital role to play now and beyond the current COVID-19 situation. Digital health data is growing exponentially, feeding new knowledge and insights that can ultimately inform predictive and personalised care. All of this means tremendous things for maintaining wellness and delivering individualised healthcare that keeps people out of hospital and engaged in an active life, whether they live in metro, regional or remote Australia.”

As Australia’s success rate in cancer treatment rises, the next challenge for our health professionals, and health care system is providing patient centred recovery care models. Many people discover they need support after their cancer care treatment concludes, be it focussed on health and wellness, including mental as well as physical issues or reflecting on the cancer experience to dealing with the expectation of family and friends. An end-to-end care coordination and multidisciplinary care team telehealth approach provides the ideal solution.

Two weeks before Christmas 2015, Emma Bowen from the Atherton Tablelands, Queensland, was diagnosed with Stage III Hodgkin’s Lymphoma and underwent several cycles of ABVD chemotherapy treatment over the following seven months.

Emma was referred to Care Connected Cancer Support program in mid 2018 by her Life Insurer. With a history of complications that were impacting her quality of life, a tailored program was designed to improve fatigue, pain and improve Emma’s physical and mental quality of life. PTSD and anxiety issues were triggered for Emma as a result of diagnosis and treatment, so she was enrolled in a Care Connected Mental Health Coaching Program in 2019, funded by her Private Health Insurer.

Ms Bowen comments, “Initially, for my Cancer Care support program, I was provided with Exercise Physiology appointments, Psychology and Dietetic support. I found the Psychology sessions especially helpful as living in a rural region, I did not previously have access to a Psychologist who specialised in working with Cancer patients.

She adds, “Before being referred, I never knew such a program existed in such a format to make it accessible to those of us in rural settings, most programs I saw were being run, face-to-face in cities. To have the ability to access amazing specialists as part of one telehealth care program in the comfort of my own home, without having to travel, has been a huge blessing in my post treatment journey.

Often with Cancer patients, the focus is on the treatment phase through to remission, afterwards, without programs like Care Connected we are often left to explore and navigate post-treatment options. My current program is continuing to really help me bridge this gap and rebuild my new life.”

Care Connected offer services direct-to-patient, via referral from their Specialist, General Practitioner (GP), other healthcare professional or directly via
the patient’s enquiry. Its programs are also designed to provide many benefits to insurers, healthcare organisations and health professionals.

www.careconnected.com.au

Note to Editors:
Michael Marthick
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Michael has a long history working in health support services and allied health as an Accredited Exercise Physiologist with a special interest and clinical experience in cancer care. He is passionate about the role technology has in the future of accessible healthcare. He believes high quality health support should be available to everyone, wherever they may be or how vulnerable they may find themselves.

Care Connected
Care Connected, an innovative start-up, was created after a decade of working in various models of healthcare and collaborating with researchers and experts in specialist fields. The opportunity was there to provide an improved service – one that was more accessible, more time efficient, and more cost-effective. Care Connected established its multidisciplinary virtual health clinic in early 2017 delivering tailored health and wellbeing telehealth programs to organisations and direct-to-patients. It remains committed to advocating the role of digital health to enable services to improve how people receive great quality care.

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Distributed on behalf of Care Connected by QUAY Communications

To arrange an interview with Michael Marthick and / or a case study who has used a telehealth program for Cancer Care, please contact:

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