

## Brilliantly connected health

### Bronwyn Pike

Western Health

Telstra is uniquely placed to bring health into the digital age. From the early days of the Post Master General and Telecom we've been connecting Australians for more than 100 years and are well versed working in complex enterprises and bringing together fragmented solution providers.

Increasing demand, rising costs and more people with chronic illness are among the challenges Australia's health care industry is facing. Working harder can only go so far—we need to reimagine what the future could look like.

Looking at other industries, the promise of transformation through technology and connection becomes real very quickly, and you can see what a digital revolution for health might deliver.

Helping users to do more for themselves has been a key feature of almost every other industry change of the last decade. Banking is a perfect example—where once every single interaction required your physical presence in front of a teller, now you can manage almost every aspect of your banking needs securely online.

Health is caught in a model that is inconvenient for patients and labour intensive for health care providers. We need to tailor the model to suit the health industry and capitalise on the benefits connection can provide. Those living in rural and remote communities without regular access to all levels of care stand to benefit enormously if we can unlock the potential of ehealth

We believe that ehealth solutions are a game changer that lays the foundation for the health system we need. TelstraHealth is quickly acquiring the capability, investing and partnering with health technology leaders to build innovative connected solutions to complex health challenges. An early acquisition which is addressing rural health needs is Communicare.

Communicare is a fully integrated electronic health and practice management system. It is designed with a focus on community and population health, making it ideal for health services and social services whose primary concern is the health of the individual and of the community as a whole.

To date, ehealth has remained largely a promise for the future, but never has there been a better time to bring that promise to life.