

# Media release

For immediate release

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## International Primary Health Care Reform Conference comes to Australia

The Royal Australian College of General Practitioners (RACGP) is proud to be a major sponsor of the first International Primary Health Care Reform Conference (IPHCRC) to be held in Australia.

The IPHCRC conference *'International Innovation, Policy setting & Research'* is taking place from 6–7 March 2012 in Brisbane and is co-hosted by The Australian Primary Health Care Research Institute (APHCRI) Centre of Research Excellence (CRE) based at The University of Queensland.

The conference will provide a timely opportunity to discuss health issues relevant to the Australian healthcare landscape, such as primary healthcare innovation and reform, policy development, new models of clinical care and e-health.

Professor Claire Jackson, RACGP President, IPHCRC Conference Chair and APHCRI CRE Director, said the conference will bring together primary care organisations, researchers, policy makers, consumers and clinicians from Australia, New Zealand, Europe, the Asia Pacific and North America to build the reform platform for primary care globally and create a network for future growth.

"This year, Australia is extremely privileged to host this premier event in the international primary healthcare calendar. We have the opportunity to hear and learn from some of the world's leading experts in primary healthcare and showcase one considerable achievement in this area.

"If you are keen to gain a greater understanding of how the health dollar can achieve better outcomes when applied innovatively in primary care or to learn more about the implementation of e-health innovations around the world, I encourage you to join us," Professor Jackson said.

### Some of the key presentations include:

#### *E-health across sectors: What can we learn from international experiences?*

Presenters

- **Professor Trisha Greenhalgh**, Professor of Primary Health, Care and Director, Healthcare, Innovation and Policy Unit, Barts and The London School of Medicine and Dentistry, England and National Evaluator, NHS Connecting for Health
- **Professor Mukesh Haikerwal**, Head of Clinical Leadership, Safety and Engagement, NeHTA, Sydney, NSW, Australia

#### *Our ever-expanding Primary Care Opportunities – international challenges and potential solutions*

Presenters:

- **Professor Martin Roland**, Professor Health Services Research University of Cambridge, England
- **Dr Paul Grundy**, IBM's Global Director of Healthcare Transformation and President, Patient-Centered Primary Care Collaborative, USA
- **Dr Harry Pert**, President RNZCGP and founder Rotorua General Practice IPA, New Zealand

*The Barbara Starfield Memorial Plenary: Measuring the impact of primary care*

Presenters:

- **Professor Mark Harris**, Executive Director, Centre for Primary Health Care and Equity, University of NSW, Australia
- **Dr Yee Wei Lim**, RAND Corporation, University of Singapore
- **Professor Jean-Frederic Levesque**, Department of Social and Preventive Medicine, University of Montreal, Canada
- **Professor Martin Roland**, Professor Health Services Research University of Cambridge, England

*New Models of Expanded Primary Clinical Care*

Presenters:

- **Professor Claire Jackson**, President, Royal Australian College of General Practitioners and Director, Centres for Primary Care Reform Research Excellence, University of Queensland, Australia
- **Dr Bev O'Keefe**, Chair General Practice New Zealand
- **Dr Tonette Krousel-Wood**, Director, Center for Health Research, Ochsner Clinic Foundation, New Orleans, USA

"I am absolutely delighted the RACGP has the opportunity to be involved in bringing such a fantastic event to Australia and look forward to seeing everyone in Brisbane," Professor Jackson concluded.

**Conference details**

Venue: Stamford Plaza Hotel, Brisbane, Queensland

Date: 6-7 March, 2012

For further information on the conference program, key note speakers and registration details, visit

<http://register.yrd.com.au/IHCRC/YRD002-IHCRC%20Reg%20Brochure%20V7.pdf>.

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**Media contacts**

For discounted conference media passes, further information, or to arrange an interview with Professor Jackson, please contact:

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**About the RACGP**

The Royal Australian College of General Practitioners (RACGP) is Australia's largest professional general practice organisation and represents urban and rural general practitioners. We represent over 20,000 members working in or towards a career in general practice and are proud that over 18,000 general practitioners in Australia have chosen to be a member of the College. There are over 125 million general practice consultations taking place annually in Australia. Visit [www.racgp.org.au](http://www.racgp.org.au). Follow us on Twitter: [@RACGP](https://twitter.com/RACGP).

**About the APHCRI CRE**

The Australian Primary Health Care Research Institute (APHCRI) Centre of Research Excellence (CRE) in primary care microsystems undertakes research to address primary health care quality, governance, performance and sustainability issues identified within the national health reform agenda. This CRE, incorporating the clinical microsystem approach, will investigate improved models in regional governance and e-health, effective multidisciplinary teamwork, and primary care performance and accountability. The International Primary Health Care Reform Conference will be a key linkage and exchange activity for the APHCRI CRE. Visit [www.aphcricremicrosystems.org.au](http://www.aphcricremicrosystems.org.au).