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Ground-breaking partnership to give Australians best healthcare outcomes

In a national first, Australians with heart disease will benefit from a ground-breaking partnership between Genesis Heart Care and Bupa Australia, which will facilitate public reporting on quality and outcome indicators to help patients make informed decisions about their health.

Genesis Heart Care's quality program, since inception in 2004, has been centred on a co-operative approach to optimising patient care. In 2009, Genesis Heart Care formed a partnership with Bupa Australia which has resulted in today's first publication of its angioplasty clinical outcomes and quality indicators report for patients.

This landmark report, released today, focuses on informing patients of what outcomes they should expect from quality heart care. The report details:

- The outcomes and complication risks for coronary artery procedures (angioplasty) performed by Genesis Heart Care cardiologists;
- Lifestyle risks that doctors see in their patients; and
- How often medicines prescribed match international best practice.

At the heart of this initiative is Genesis Heart Care's commitment to an extensive nationwide quality program, which reports procedural outcomes and overall health risks for cardiac patients.

Bupa Australia's Chief Medical Officer, Dr Christine Bennett, explained that having the right information at the right time would enhance decision making between a patient and their doctor.

"Heart disease is a complex condition requiring careful, ongoing management. Managing your health risks can help improve your health and even quality of life for the long-term," she said. "We know from research that the best results are achieved when patients and their healthcare team work together."

The report is particularly important given heart and blood vessel diseases are the leading causes of death and disability in Australia, accounting for around 38 per cent of all deaths each year.¹ Approximately 3.7 million Australians live with long-term heart or circulatory disease, which costs the healthcare system approximately \$7.6 billion per year (11 per cent of total direct healthcare expenditure).²

Dr Geoff Holt, Genesis Heart Care's Medical Director and a practising cardiologist, said: "This initiative is an example of what can be achieved when innovative, like-minded companies come together with a shared vision of improving access to information and patient outcomes.

"Genesis Heart Care's 58 cardiologists across Australia, who treat around 150,000 patients annually, are united in their commitment to optimising quality outcomes for patients.

To support improved clinical decision making and optimal delivery of care, Genesis Heart Care doctors use the same electronic medical record and clinical governance systems," he continued.

"We are committed to measuring what we do and always using available evidence. We believe patients see the best outcomes when there is a collective commitment to using information to improve quality; and

¹ Australian Institute of Health and Welfare, www.aihw.gov.au

² Access Economics, www.accesseconomics.com.au

through the sharing of crucial health information between a patient and their cardiologist, as well as the other health professionals involved in their care.”

Reporting on quality in healthcare is an issue being looked at by governments and healthcare professionals around the world and has been identified as a national health priority by the National Health & Hospitals Reform Commission and the Australian Commission on Safety and Quality in Health Care.

“We are extremely proud of our partnership with Genesis Heart Care who is pioneering outcome reporting in this country,” Dr Bennett said. “With the health of over three million Australians in our hands, we have a responsibility to help drive safety and quality in healthcare and keep the focus on the needs of individuals.

“Bupa Australia is committed to helping Australians manage their health not just when they are ill but, as importantly, when they can take steps to prevent becoming sick in the first place. We offer a range of health programs that help our members with chronic conditions identify risk factors and provide pathways to better health.”

Patients who have heart disease will benefit by having evidence-based and quality information to help better understand treatment options, risk factors, and the outcomes they can expect. The partnership also provides significant benefits for Bupa Australia members as it guarantees they will not incur any out-of-pocket costs for in-patient cardiologist services with Genesis Heart Care cardiologists.

Reporting associated with this partnership also provides unprecedented transparency and will be freely available to all Australians, enabling patients to make better informed decisions. Similarly, it will enable doctors to access information that will help them inform patients about treatment.

The Genesis Heart Care Report, ‘*Clinical Outcomes and Quality indicators – Angioplasty*’ is available at www.bupa.com.au or www.genescare.com.au.

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About Bupa Australia

Bupa Australia Pty Ltd (“Bupa Australia”) is a leading healthcare company. With a presence in every Australian state and territory, the company operates under the trusted and respected brands, MBF, HBA, and Mutual Community, proudly covering more than three million Australians.

Bupa Australia’s purpose is to help all Australians live longer, healthier, happier lives. The company is focused on providing sustainable health insurance solutions that represent real value to members, and on leading the industry in the promotion of preventive health and wellness – helping members to better manage their health for the long-term.

As part of the international Bupa Group, Bupa Australia draws on the strength and expertise of an international healthcare provider. The Bupa Group covers more than 10 million people in over 190 countries and provides other health services to many more millions of customers around the globe.

About Genesis Care

Genesis Heart Care is the largest network of private cardiologists in the country, and is part of the Genesis Care company. Genesis Heart Care practices include Heart Care Partners (QLD), Adelaide Cardiology, Heart Care Victoria and Heart Care Western Australia. Genesis Care is an Australian owned and operated health services organisation focused on its vision of “sustainable care excellence” expanding the quality, reach and access of specialist medical services around Australia.

Genesis Care provides high quality specialist care to patients with cancer and cardiovascular disease, the two largest disease burdens in Australia. In the last twelve months Genesis Care conducted 100,000 treatments for cancer patients and treated more than 150,000 patients with cardiovascular disease.

Genesis Care employs approximately 520 highly trained health professionals and support staff including more than 70 physicians. Services are provided across 55 sites and clinics ranging from the major capital cities to regional and rural centres.