



Divisions of General Practice: Getting connected to embrace e-health

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2006 Pacific Internet NASDAQ:PCNTF



Agenda

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- **Environment: Provider & Division take**
- **Our challenges**
- **HUDGP leads the way**
- **Securing the GP**
- **Results**
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- **Tips for a secure broadband roll-out**



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About Pacific Internet

- Approved under the Broadband for Health (BFH) program to deliver broadband to GPs
- National Communications Provider with regional presence (Newcastle office)
- (NASDAQ: PCNTF): 7 countries
- Business focussed



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Environment: Provider & Division take

- Government first: FREE broadband for GPs!
- 143 ISPs eligible: Pacific Internet has 10% of the market
- Government wants the sector on broadband to embrace e-health initiatives, like *HealthConnect*
- Major concern: Highly sensitive nature of rapidly evolving e-health sector



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Environment: Provider & Division take

- **Basic issue: GPs still connected via dial-up or low-end residential broadband plans**
- **2nd year of BFH – only 42% of the eligible GP market has claimed subsidy**
- **GPs act as small businesses: very price sensitive, don't want burden once subsidy ends, not sold on benefits of content sharing to justify paying more**
- **GPs too busy to evaluate options, deal with paper work**



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Our challenges

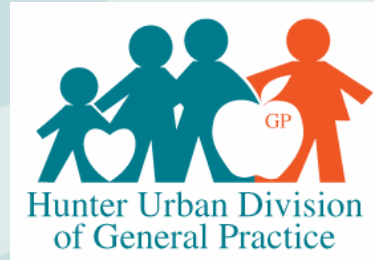
- **Difficult to engage individual GPs, our approach targets Divisions**
- **Some divisions lack vision and IT resources**
- **GPs or Divisions unaware of the issues around network intrusion and viruses**
- **Red tape**



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But, HUDGP leads the way

- Hunter Urban Division of General Practice - representative body for general practitioners (GPs) in Newcastle and the Hunter
- Division headquarters manages IT for its GPs



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Secrets to HUDGP success

- Technically progressive vision
- Strategic decision to partner with a solution focussed provider
- Pacific Internet connects 90+ HUDGP GPs to broadband
- Aim to deliver easy and fast access to secure clinical information
- Focus on security, reliability and business-grade connections



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HUDGP: Securing the GP

- Doctors don't know how to establish enterprise level security to protect patient data
- HUDGP's IT team provides an enterprise grade firewall and configures routers so GPs can securely receive pathology and x-ray reports online
- HUDGP's IT team automatically checks firewall twice a day so unauthorised access can be detected
- Includes high-end anti-virus solution



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Pacific Internet: Securing the GP

- Guidance and coaching for HUDGP IT team
- 24x7 technical support
- At surgeries, Pacific Internet's SecureSite now used: bundles business-grade connectivity with Cisco hardware that has intrusion detection and prevention capabilities – fully managed by Pacific Internet
- Cisco VPNs and broadband at home: GPs access patient information remotely and make correct decisions in emergencies



Results

- HUDGP has the highest BFH take-up rate of all the divisions in NSW
- HUDGP and Pacific Internet won a prestigious ATUG award for “Best Broadband Solution in the Hunter Valley” in Nov 05
- Finalist in ATUG’s national awards in March 2006



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“We’ve not only partnered with a great company for connectivity, but by working with Pacific Internet we’ve implemented a managed broadband service to a group of doctors, who are traditionally non-technical. We’ve also achieved an ongoing emphasis on security improvement.”

Chris Scott
Chief Information Officer, HUDGP





Networks on the horizon

- **Government now promoting managed private networks to interlink health organisations: \$17 million in funding**
- **Divisions can gain huge efficiencies by sharing clinical and operational content**
- **Opportunity to share centrally located digital applications over Private Networks**
- **Pacific Internet to announce successful partnerships soon**



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Tips for a secure broadband roll-out

1. **Talk to Divisions and learn from their experience**
2. **Consider a managed security service to maximise IT resources and ensure you're positioned to take advantage of Government initiatives**



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Tips for a secure broadband roll-out

3. Educate on the importance of secure high speed connections that enhance everyday operations and protect patient data
4. Leverage group buying power and select an Internet provider that understands unique requirements to tailor a solution to maximise efficiencies



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Thank you

<http://www.pacific.net.au/health/>

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