

of system' approach to allow the sharing of information between these settings through electronic health records and other e-health initiatives.

In a disparate and complex system, making connections between the different levels of government and the private sector is vital and it is a role which has evolved for CHIK over our 6 years in operation.

CHIK facilitates communications between government agencies, public and private healthcare organisations and providers in acute, primary, specialist, community and aged care settings, health ICT industry suppliers and associations, many SMEs, plus academics and researchers. Our strength in this role comes from our independence, knowledge and our extensive relationships and broad network of contacts that span the public and private sector within Australia and abroad.

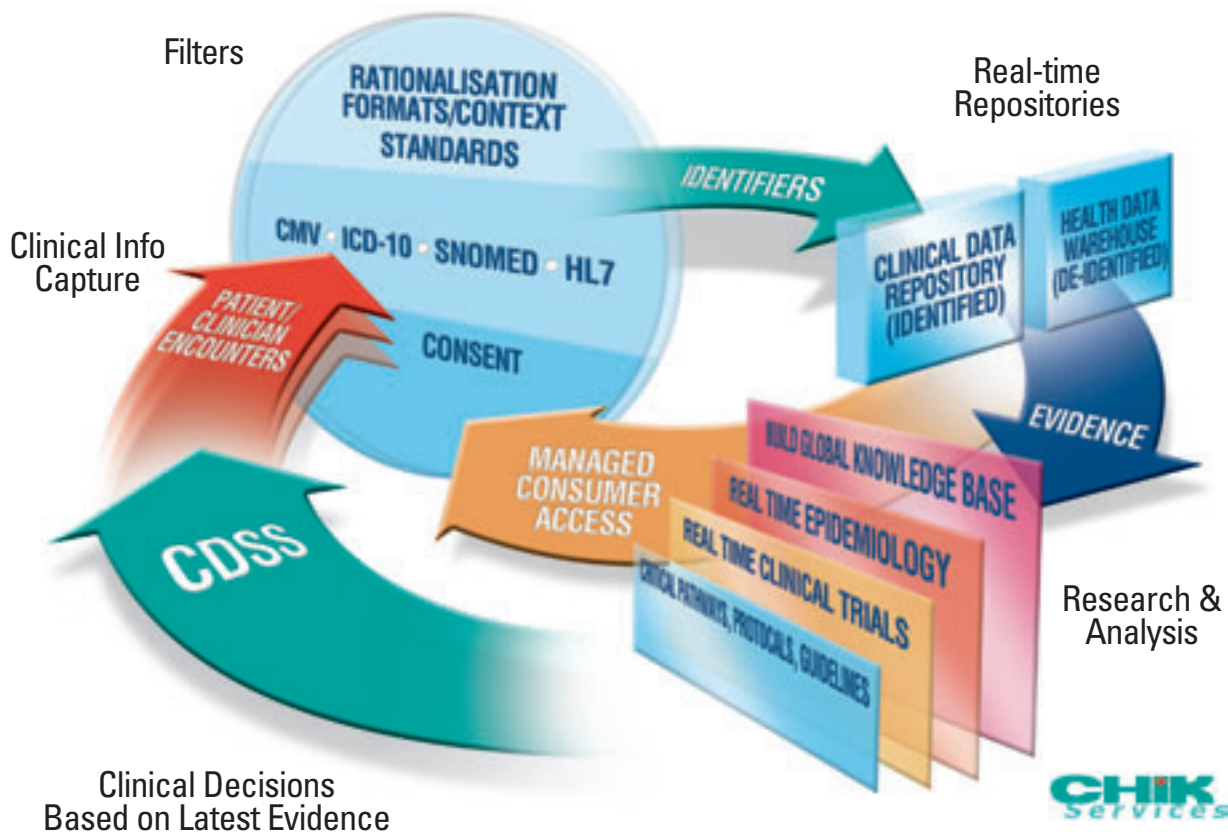
Soon after its establishment, CHIK convened an Advisory Panel to consider strategic and philosophical 'big picture' issues relevant to the delivery of health services and to identify practical methods by which the health ICT industry can assist in achieving key healthcare delivery goals. Members attend in their own right, not as representatives of their respective organisations, and play no part in commercial or managerial aspects of CHIK Services. We have been fortunate to attract many high profile Australian, New Zealand and International advisers to our annual Advisory Panel meetings. An example of the Advisory Panel's early output can be seen in the graphical representation of the knowledge management cycle in health.

CHIK Services uses a number of methods to connect healthcare providers, policy makers and funders with health ICT product and service providers. One of these is a fortnightly newsletter service. CHIK's Health ICT e-newsletter services act as a key communication tool for the Australian Health ICT sector providing a synopsis of the latest Health ICT industry news, trends, events and business opportunities (tenders and grant programs). Over 12,000 readers - companies, institutions and individuals - within Australia and overseas receive the newsletter.

With continued growth of the Australian health ICT sector, CHIK identified the need for a consistent, reliable and comprehensive source of information on health ICT solutions. In 2006 CHIK established Australia's first Health-e-Directory www.health-e-directory.com.au - which provides a comprehensive listing of products and service solutions for e-health. The Health-e-Directory service, a combined online and in print directory is recognised as the comprehensive information source on Australian and now New Zealand-based health IT product & service providers.

The Directory is available online and annual print editions are distributed free of charge to influencers and purchasers of health ICT products and services in all health settings. It demonstrates the breadth and depth of Australia's e-health product and service capability to potential customers, business partners and investors within Australia and overseas.

Endorsed by government, industry and professional associations, the service is freely accessible and extensively promoted within Australia and overseas.



The 2008 edition of Health-e-Directory was launched in Hong Kong during HIMSS AsiaPac08 by the Consul-General for Australia and New Zealand.

As CHIK is in the business of making connections, our participation and presence at industry forums is critical. From the company's beginnings to the present day, CHIK provides opportunities for people to connect - whether at CHIK conferences or conferences managed in association with CHIK, via delegations to international conferences, industry briefing sessions or in facilitated forums and workshops.

Our seminal event is the annual Health-e-Nation Conference and Exhibition www.health-e-nation.com.au. Health-e-Nation works to bring together key international and Australian executives, clinicians and decision makers to explore the role of information and communication technology as enablers of health service reform. The 6th Health-e-Nation was held in Melbourne, Australia in September and attracted more than 300 delegates, 10 sponsors, 50 exhibitors and 12 co-sponsors.

CHIK's association with the USA-based Healthcare Information Management and Systems Society (HIMSS) has resulted in us joining HIMSS in establishing annual Health ICT conferences in the Asia Pacific region. The first annual event, HIMSS AsiaPac07 in Singapore, attracted more than 1100 attendees. As the local contact point, CHIK brought its relationships with key organizations and individuals and its extensive understanding of the Asia Pacific region to bear. We were responsible for building relationships across the region including drawing together the Advisory Board and Organizing Committee, recruiting supporting organizations as well as exhibitors and sponsors. HIMSS AsiaPac09 will be held in Kuala Lumpur, 24-27 February 2009.

Over the years, CHIK has hosted delegations to many international e-health conferences. These include the annual HIMSS meetings in the US (where CHIK is an invited CoSponsor); the Healthcare Computing conference in the UK; and, the inaugural World of Health IT in Geneva.

CHIK facilitates regular meetings of Chief Information Officers from private hospitals throughout Australia,

providing opportunities to interact and meet with public hospital peers, with national organisations such as the National E-Health Transition Authority (NEHTA) and Medicare Australia, and to interact with visiting VIPs.

Another facet of CHIK's services is as a provider of specialist research services for the Health ICT sector. Our professional team has extensive knowledge of the health ICT sector and we provide research and information services tailored to meet the specific requirements of health/ICT professionals, health and government organisations, and ICT companies.

CHIK's commissioned research specifically advises on:

- Current health ICT issues, trends and new technologies;
- Health ICT market trends and opportunities in Australia or overseas; and
- ICT products/services identification or evaluation.

Looking back, I am extremely proud of all that CHIK has accomplished in our 6 year history. I believe CHIK is unique in its structure and the services we provide, and is a model that may have a place in other parts of the world.

As 2008 draws to a close, the climate of the Australian health sector is pulsing with excitement and projected growth. The Australian Government will soon be releasing its report into healthcare and hospital reform, Prime Minister Kevin Rudd will be reporting on the action the Australian Government will take on the suggestions coming out of the 2020 Summit, and a report on the National E-Health Strategy for Australia will be released.

I look forward to CHIK continuing to be a key player in Australia's e-health sector and to identifying new opportunities for CHIK to make e-health connections. ●

**Further information on CHIK
can be found at
www.chik.com.au**

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