



ENGAGE WITH  
OUR MEMBERS

*Engagement Opportunities Prospectus*



**RACGP**

Royal Australian College of General Practitioners

# ENGAGE WITH THE PEAK BODY FOR GPs



*The Royal Australian College of General Practitioners (RACGP) is Australia's largest professional general practice organisation, representing more than 38,000 urban and rural GPs who are working in or towards a career in general practice in Australia and overseas.*

With nearly nine out of every ten general practitioners (GPs) a member, the RACGP is the peak representative body that connects GPs at every stage of their career.

## SETTING STANDARDS AND SUPPORTING GPs

The RACGP is the national leader in setting and maintaining standards for quality practise, education, training and research in general practice.

The RACGP mission is to improve the health and wellbeing of Australians by supporting GPs, general practice registrars and medical students.

Its principal activities are:

- education, training and research
- assessing doctors' skills and knowledge
- professional development activities, resources and guidelines
- assisting GPs with issues that affect their practice
- developing standards that GPs use to deliver high-quality healthcare.

## BUILDING ON A RECORD OF ADVANCEMENT

The RACGP has a proud history of achievement, including development of the *Standards for general practices* and introducing continuing professional development (CPD) for GPs. It maintains a strategic focus on *collegiality, advocacy, support and innovation*.

# A UNIQUE AUDIENCE OF 38,000+ PROFESSIONALS

*Organisations can engage with RACGP members through a range of products and services.*

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## EDUCATION

Opportunities exist to develop RACGP accredited QI&CPD Category 1 and Category 2 online learning modules, educational workshops, webinars, audits and face-to-face meetings.

## ADVERTISING

Effectively reach RACGP members via our leading professional and authoritative print and digital publications.

## EVENTS

Access participants and engage in one-to-one dialogue at conferences, workshops and courses.

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Opportunities in each of these areas are detailed on the following pages.

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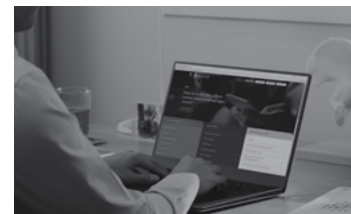
THE RACGP IS AUSTRALIA'S  
LARGEST PROFESSIONAL  
GENERAL PRACTICE  
ORGANISATION



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OVER 38,000 URBAN  
AND RURAL GPs ARE WORKING  
IN OR TOWARDS A GENERAL  
PRACTICE CAREER

# RACGP EDUCATION



## QI&CPD FOR GPs

CPD for GPs is provided by the RACGP to support the principles of *Healthy Profession. Healthy Australia.* This includes activities that meet individual GP learning needs, promoting the development and maintenance of lifelong skills to deliver the best possible care for patients and communities.

Central to this is the RACGP internationally recognised Quality Improvement and Continuing Professional Development (QI&CPD) Program, developed for Australian general practice.

The program:

- provides GPs with opportunities to improve patient safety and quality outcomes
- supports continuous quality improvement within the general practice setting
- enables GPs to fulfil their individual and vocational CPD requirements.

The 2017–19 QI&CPD Program features an increased focus on reflective learning practices with the introduction of the planning, learning and need (PLAN) Category 1 QI&CPD activity.

## 2017–19 QI&CPD TRIENNIUM REQUIREMENTS

130  
POINTS

INCLUDING



1x  
CATEGORY 1  
ACTIVITY

1x  
CPR

\* Planning learning and need (**PLAN**) activity



ACTIVITIES ARE INTERACTIVE AND ENGAGING, PROVIDING  
A USER-FRIENDLY AND CONVENIENT WAY TO PLAN, MANAGE, TRACK  
AND LEARN WHILE MEETING QI&CPD REQUIREMENTS.



### ACCESSIBLE EDUCATION FOR ALL MEMBERS, ANY TIME

The RACGP online education portal, *gplearning*, provides QI&CPD education to members. Activities are evidence-based, peer-reviewed and developed for GPs to support high-quality, person-centred, continuing, comprehensive and coordinated healthcare to the community.

### COLLABORATE WITH THE RACGP IN THE PROVISION OF EDUCATION

Your organisation can collaborate with the RACGP to create educational content, with opportunities existing to develop Category 1 and Category 2 QI&CPD approved activities, including online learning modules, educational workshops, webinars, audits and more.

### PARTNER CONTENT: A CASE STUDY

The *Foundation for Alcohol Research & Education* (FARE) conducted the Women Want to Know project, aiming to provide health professionals with advice that is consistent with NHMRC Australian guidelines to reduce health risks from drinking alcohol and to encourage routine discussions about alcohol consumption with pregnant women.

The RACGP collaborated with FARE to develop and deliver an online course for GPs on alcohol and pregnancy. The writing, design, multimedia elements, QI&CPD approvals and accreditation were developed by the RACGP.

FARE and the Women Want to Know *gplearning* activity received exposure through the RACGP digital and print channels.

"Thank you so much for your ongoing hard work in keeping doctors up to date and in helping us reduce alcohol-related harm in pregnancy. I hope that doctors will use this ongoing initiative to educate the public. [The] ongoing advocacy [from] both FARE and the RACGP needs to remain at the forefront of influencing national policy."

— Dr Chris Lam Cham Kee



# RACGP ADVERTISING



## REACH YOUR AUDIENCE THROUGH RESPECTED PRINT PUBLICATIONS AND DIGITAL CHANNELS

*The RACGP connects with its members across print and digital channels, and can tailor an advertising schedule to meet your specific needs.*

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### AUSTRALIAN JOURNAL OF GENERAL PRACTICE (AJGP)

- Australia's leading general practice journal and highest circulating medical title
- The nation's only peer-reviewed journal, MEDLINE-listed and SCIE-indexed journal for GPs
- Monthly printed circulation of **38,000+**

### AJGP E-TABLE OF CONTENTS (E-TOC)

- Features synopses of AJGP articles and links to AJGP online
- Delivered to an average of **20,000** recipients every month as a HTML email
- Typical open rates of **33%** result in **6700** unique advertising impacts

### newsGP eDM

- Bi-weekly e-newsletter delivering timely news, information and alerts for doctors
- Circulated to more than **34,000 members**

### newsGP WEBSITE

- Is designed and developed to keep RACGP members informed of news relevant to Australian general practice
- Includes feature articles, profiles and opinion pieces from general practice thought leaders and colleagues to help stimulate discussion on the issues that matter

### check

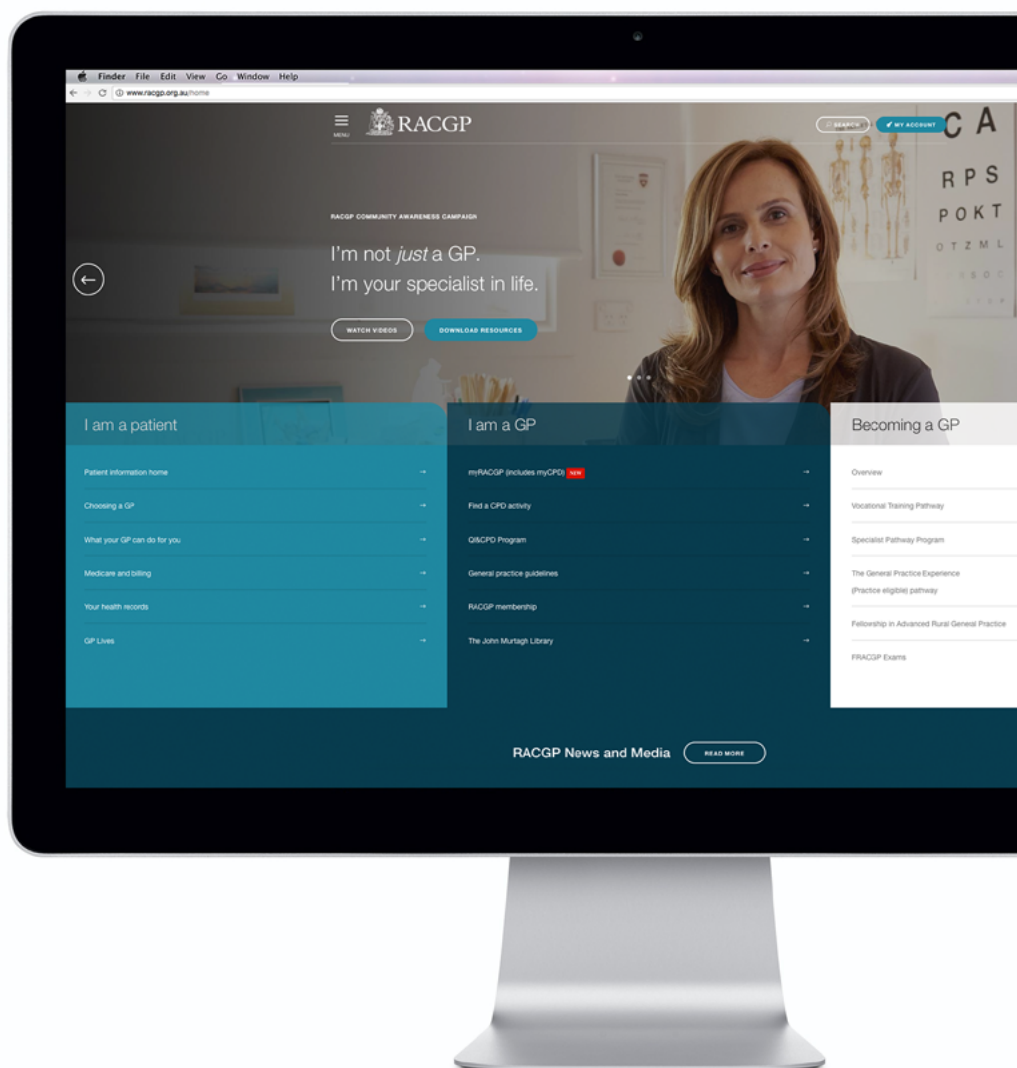
- An independent learning program and QI&CPD activity
- Each *check* unit is written and peer reviewed by expert clinicians and tailored for GPs to test their skills
- Monthly circulation of **34,000** for the e-newsletter and **7500** for the print edition

### RACGP WEBSITE

- Features the latest news, AJGP articles, knowledge bases, and RACGP administrative and member information
- More than 13.6 million page views per year with 265,000-plus users per month

13M+

PAGE VIEWS  
PER YEAR



#1



IN CLINICAL CREDIBILITY  
GPs PLACE CONFIDENCE IN AJGP  
OVER OTHER GENERAL PRACTICE  
PUBLICATIONS\*  
(VS. MEDICINE TODAY,  
AUSTRALIAN DOCTOR AND  
MEDICAL OBSERVER)

\* RACGP Extended Readership Survey, September 2016. Competitive Advantage Research 2016. All GPs N=403



# RACGP EVENTS



## NEW

### PRACTICE OWNERS NATIONAL CONFERENCE

The RACGP has developed the Practice Owners National Conference to provide relevant knowledge and assistance to current practice owners and those aspiring to open a practice.

Some of the topics on the conference program include the current and future state of general practice and the impacts of technology, buying and selling a practice and an interactive Q&A with Medicare.

The program will be divided into two streams: one for new and aspiring practice owners and the other for those with an already established practice.

*Opportunities to sponsor this event are limited.*

### NETWORK WITH A HIGHLY ENGAGED AUDIENCE

Each year, the RACGP holds national and state events throughout Australia. The sponsorship of events is available offering organisations a chance to directly engage with GPs and healthcare providers.

### GP18 – THE RACGP ANNUAL CONFERENCE

The RACGP annual conference brings together more than 1700 healthcare professionals from across Australia for four days of education, networking and collegiality.

Organisations can sponsor and exhibit at GP18 to increase their profile, create brand awareness, meet new customers and deliver product knowledge.

Opportunities to connect with conference delegates are wide-ranging and include workshops and breakfast presentations, logo placements, social media integration, experiential placements, advertising and exhibition displays.

### CEMP

The Clinical Emergency Management Program (CEMP) builds GPs' knowledge, skills and confidence when responding to medical emergencies. Facilitated by highly trained intensive care paramedics, CEMP includes up-to-date technology to deliver the most realistic experience.

A sponsorship of the 18 intermediate and 12 advanced CEMP workshops offers speaking opportunities, trade displays and logo placements.

CEMP has been rated consistently above 85% by participants in terms of meeting learning objectives and effectiveness of the workshops.

### MORE WAYS TO MEET OUR MEMBERS

State and national faculty events include a broad range of clinical and professional workshops, webinars and presentations for RACGP members. Each faculty offers varying events and opportunities for sponsorship. Topics include (but are not limited to) clinical updates, business skills, CPR for GPs and emergency updates.

Collegial social events held by each state include Fellowship and awards ceremonies, and are highly anticipated by our members.



To discover how engaging with the RACGP could benefit your organisation, please contact us today.

[enquiries@racgp.org.au](mailto:enquiries@racgp.org.au)

1800 472 247