



Medical Leader	
Medical Expert	
Communicator	<input type="checkbox"/>
Advocate	•
Scholar	
Professional	
Collaborator	•
Manager	•

## Good News is not Always Welcome.

2014 Day 1 – Q3 (Choice)

You are the acting medical director in an area (regional) health network. One part of your network includes a small town that is predominantly inhabited by local indigenous people (Aboriginal people for Australian candidates, Maori people for New Zealand candidates). This town has a small 6 bed hospital and an attached medical clinic run by local GPs- one of whom acts as the local medical superintendent.

For various reasons, the National or state health department has allocated \$1.25 million to establish a tele-medicine service in the town to primarily provide dermatology consultations and wound care services. The area health network and the local town were unaware that they were to be the recipients of this technology and in particular that it was for dermatology and wound care services. The announcement is 'not warmly' received by the local indigenous community as many are very sceptical as to why it has been introduced and in particular, why has skin disease been targeted when it is not considered to be a major concern.

When contacted by the area's media networks, the senior GP (who is the medical superintendent), is also not so positive in welcoming the news. He says that there has been no consultation with the local town, the community, or its doctors about the new service. Whilst there could be some benefits from tele-medicine services, he believed ... *'there were higher priority health needs for which the technology should be used to assist the local indigenous community'*. One of the town's senior indigenous elders who is also interviewed says... *'this is yet another case where people in a far-off office have not bothered to come and talk to the local population about their real health needs, and the Health Department may have provided a service that will not be used to its full potential'*.

The CEO of the area health network was not expecting this unflattering response to what was meant to be a 'good news' extra service that should have helped the local indigenous community. He asks you to investigate the situation and advise on what should be done to achieve positive benefits for the local community. Given the sensitivities of the local indigenous community and their various health needs, the CEO indicates that there can be some flexibility to ensure that the local community's health status improves.

**Describe how you would manage this situation.**



## Censor's Notes

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2014 DAY 1 – Q3 (Choice)

Suggested issues to be covered in candidate answers:

- Investigation techniques – communication skills
- Ability to ascertain indigenous health needs
- Ability to consider alternate solutions to assist with a 'win-win' situation.
- Ability to negotiate and sell alternate solutions
- Understanding new technology
- How to develop partnerships with local communities
- Discussion of how to prevent such events in the future