



Newsletter.

November 2004

A Time to Share

For many years QML Pathology has provided a small token of appreciation to members of the Queensland Medical community in acknowledgement of their support. Last year, with your help QML Pathology took these small tokens and turned them into life-changing funds for disadvantaged Queenslanders. Continuing on from 2003, this year the \$50 000 donation will go to The Salvation Army Christmas Appeal and MontroseAccess (Queensland Society for Crippled Children). Through this donation, the Queensland Medical community will be helping the Salvation Army and MontroseAccess to bring joy into the lives of needy children and families.

The Salvation Army Christmas Appeal

The generous work of The Salvation Army is appreciated by the Queensland community year round, but never more so than during the Christmas period. "A holiday of such joy for most can be a desperate time for many people in the community" says Major Warren Parkinson from the South Queensland Division for The Salvation Army. "We are seeing an ever increasing demand for assistance over the Christmas period; in some instances requests for help have doubled from the 2003 figures."

QML Pathology's donation will assist The Salvation Army in achieving their goal to bring light into the lives of thousands of Queenslanders in need. Major Parkinson said this donation would help them with several activities over the month of December including feeding the homeless a Christmas lunch, distributing toys to disadvantaged children and food vouchers for needy people. This year the Salvation Army is looking to raise \$20 million dollars Australia-wide to distribute among those in need. Major Parkinson says that the generous contributions from society will allow The Salvos to extend their focus further than disadvantaged children and families, incorporating pensioners and young singles that are often forgotten during the Christmas period. Through this donation QML Pathology and you, the medical community, have the opportunity to bring a little light into the life of someone else over Christmas. "Your donation shows all the people in need that someone cares about them, which is so important during this holiday season". For more information or to make a further donation to the Christmas Appeal please call Major Warren Parkinson on (07) 3222 6602.



continued inside...



Have you got the Golden Ticket?

While the Christmas donation is a fabulous opportunity to give back to the Queensland community, we can't forget the hardworking doctors and practice staff that support QML Pathology over the year. To show our appreciation we are giving every practice the chance to win 1 of 15 Christmas hampers jam-packed with goodies for the festive season.

Over the month of November your local Medical Liaison Officer will be registering each practice for a chance to win one of these scrumptious hampers. On the 3rd of December a winner will be drawn from each of the 15 regions. If you have won your MLO will arrive bearing the good news in mid-December!

**Good luck and best wishes
for the festive season.**

from front page...

MontroseAccess (Queensland Society for Crippled Children)

MontroseAccess is a community-based organisation which provides support services to children with physical disabilities and their families. Their aim is to assist disabled children to achieve their maximum potential for participation in the community. MontroseAccess provide community-based therapy services, recreation programs, in-home respite services and out-of-home respite services for over 500 children living throughout Queensland.

The QML Pathology donation has provided vital funding for the purchase of a new Orthotics Oven, an integral component of this charity's work. Orthotics are widely prescribed at MontroseAccess because of the broad range of disabilities their children carry. Once a child has their orthotics fitted, they become more mobile, are more able to interact with other children and their quality of life improves. MontroseAccess knows the importance of these devices but are also aware of the huge costs associated with caring for a child requiring specialist medical attention. As a result, they provide the orthotics at no charge in order to assist the financial burden on families of disabled children. With this oven the process of making orthotics will become more streamlined. Being able

to produce the orthotics faster will ensure a shorter waiting period for children requiring them and make sure new orthotics can be made as soon as necessary when the children grow out of those they already wear. All this is part of what MontroseAccess will be able to achieve over the next year, which is most importantly making happier children, who are able to move with more ease and get on with enjoying life. If you would like more information on MontroseAccess please call (07) 3717 1114.

QML Pathology is pleased to join with the Queensland Medical community to help these worthy charities achieve their vision and make the lives of those less fortunate a little more comfortable. We would like to thank you all for your continued support in 2004 and for your assistance with this donation.



MARKETING SURVEY - WHAT YOU HAD TO SAY

In July 2004 QML Pathology undertook a survey sample of referring doctors in Queensland. Each survey was coded by area to allow a comparison between metropolitan and regional opinions. This survey was compiled in order to assess if the marketing strategies undertaken by QML Pathology were relevant and of value to you, the medical practitioner. This was achieved by obtaining information from you on the following activities:

Educational Tools

- QML Newsletters
- QML Publications including QML Information Packs
- Continuing Professional Development and Industry Events

Medical Liaison

- Contact requirements with QML Pathology
- Visit themes for QML Medical Liaison

After analysis the results indicate that our focus is set firmly on your needs in the current environment. The key articles in the QML Newsletter addressed your preferred topics of clinical and testing information, two areas which were rated of the most benefit to you and your practice. While less than half of respondents were familiar with the information packs, they were perceived as a useful tool by 89% of those that had them. In addition to assessing our current activity this survey identified a number of educational areas of high

value to you, allowing QML Pathology to tailor future information to suit these needs.

Practitioners also pin-pointed the top five publications which compliment your practice, ensuring the updating and printing of these documents can receive priority treatment. Regarding CPD activities, attendance by respondents was 44%. However, 89% of respondents that had attended a CPD found these events to be of high value and requested they be held twice yearly in all areas.

Reviewing the clinicians contact with all personnel at QML Pathology, it was found the most visual QML team member was the Medical Liaison Officer (MLO). Although some referrers preferred contact with the Pathologist, most were satisfied with the current frequency of MLO visits and 68% found these useful. However, regional doctors did show considerable differences to metropolitan in how often they would like to see QML Pathology personnel.

QML Pathology is indebted to all of you who took the time to fill out this survey. With this information, QML Pathology will have the ability to prioritise and better target the information and tailor our visits to what you want.

Once again, thank you to all the doctors across Queensland who assisted us in this survey.

**You are invited to attend one of
Queensland's largest fundraising events....**

the QML Pathology Charity Ball 2005

The QML Pathology Charity Ball has become one of the most successful fundraising events in Queensland, raising thousands to assist selected charities with their community endeavours over seven years. Shortly you will receive an invitation for one of Brisbane's biggest black tie events. The evening will be staged on the 26th of February at the Brisbane Hilton and promises to be an unforgettable evening for a very worthwhile cause.

Proceeds from the ball will go to Queensland charities including MontroseAccess (The Queensland Society for Crippled Children), a charity providing a range of disability management services to children with physical disabilities and their families throughout Queensland and northern New South Wales.

This exclusive gala event attracts over 400 of Queensland's 'who's who' of the medical community, including medical practitioners, hospital and medical staff and allied health. Tickets for the evening are \$120 per head and include a sumptuous three-course meal, wine and entertainment.

To join us for an exceptional evening please contact Jenny Scott, Marketing Coordinator, on (07) 3840 4554 or email jenny.scott@qml.com.au

Changes in the use of Rh(D) immunoglobulin products in Australia to be implemented by 1 January 2005.

The guidelines for the use of Rh(D) immunoglobulin in pregnant women with Rh(D) negative blood group and no pre-existing anti-D antibodies have changed to include routine prophylaxis for ALL Rh(D) negative pregnant women (primigravida and multigravida).

As of 1 January 2005 new guidelines will be:

For each sensitising event, administer Rh(D) immunoglobulin as indicated below:

First trimester:

- 250 IU anti-D injection (Minidose) for single pregnancy or
- 625 IU anti-D injection (Standard dose) for multiple pregnancy

Second and third trimester

- 625 IU anti-D injection (Standard dose)

Postpartum

- 600 IU WinRho anti-D injection

Routine prophylaxis recommended for ALL Rh(D) negative pregnant women for ALL pregnancies

- Administer 625 IU anti-D injection (Standard dose) at week 28 and at week 34 gestation

Prophylaxis should be given in addition to any doses administered for sensitising events.

Sensitising events include: normal delivery, ectopic pregnancy, miscarriage, termination of pregnancy and ultrasound guided procedures such as chorionic villus sampling, amniocentesis, cardiotocography and rectoscopy. Also abdominal

trauma that may cause fetomaternal haemorrhage, external cephalic version or antepartum haemorrhage.

Every batch of anti-D immunoglobulin administered must be recorded in the patient's medical history and blood products register.

For the best practice, the National Blood Authority 2004 guidelines recommend:

- Rh(D) immunoglobulin should be administered as soon as possible after the sensitising event, but always within 72 hours for successful immunoprophylaxis.
- If Rh(D) immunoglobulin is not given within 72 hours, a dose within 9-10 days may provide protection.
- To avoid wastage, Rh(D) immunoglobulin should not be given to women with preformed anti-D antibodies, except where the preformed anti-D is due to the antenatal administration of Rh(D) immunoglobulin.
- 625 IU Rh(D) immunoglobulin is sufficient to protect against a fetomaternal haemorrhage (FMH) of 6 ml of fetal cells (or 12 mls whole blood).
- It is important to quantify the magnitude of the FMH after a sensitising event (including delivery) to ensure an adequate dose of Rh(D) immunoglobulin is given.

Further information is available at Australian Red Cross Blood Service ARCBS website: www.donateblood.com.au/clinical/RhD.



Doctors' Notice Board

Dr's Adam Cannon and Kumar Gunawardane, welcome Dr Sean Latouf, Interventional Cardiologist, to their Townsville Cardiovascular Associates practice at the Mater Medical Centre Townsville 4810. Sean has recently relocated from Cape Town and his special interests are interventional cardiology, heart failure, and valvular heart disease. For appointments phone (07) 4779 0199 or for urgent and after hours phone 1800 090199.

Dr Noel Holmes, Gynaecologist, wishes to advise that he continues in Private Gynaecological practice at Ballow Chambers, 121 Wickham Terrace, Brisbane. He also attends Specialist Clinics at Beenleigh, Capalaba and Sunnybank on a regular basis. For all appointments, please phone (07) 3839 3053. Dr Holmes also wishes to advise that he no longer works as a VMO in Gynaecology in any Queensland Public Hospital.

The Vision Centre Gold Coast would like to announce the opening of a Saturday service from the 25th of September at the John Flynn Specialists Suites, Arbour Lane, Robina. This will be attended by two Ophthalmologists, Dr Roger Welch and Dr Andre Theron, and is available as an alternative for urgent cases. For appointments Monday to Friday and after hours emergencies please call Vision Centre Gold Coast on (07) 5528 4800. For Saturday morning appointments from 8am to 12 noon only call (07) 5593 2016.

The Eastern Endoscopy Clinic would like to inform everyone that Dr Ian Webb has ceased practice at this surgery. They would also like to welcome Dr Georgia Hume who has recently commenced practice there.

There are two doctors practicing in Ashgrove with the name Dr Julie Fisher. Specialists' letters and general correspondence are being sent to the wrong practice in many cases. The only difference apart from practice address is in the middle name.

Dr Julie Margaret Fisher practices at Ashgrove West Group Practice, 461 Waterworks Rd, Ashgrove, Phone: (07) 3366 3544.

Dr Julie Anne Fisher practices at Ashgrove Avenue Family Practice, Cnr Ashgrove Avenue and Ashgrove Crescent, Ashgrove, Phone: (07) 3366 4663; and also at Carseldine Clinic, 41 Graham Rd, Carseldine, Phone: (07) 3263 5944.

Thank you for noting this when sending letters and general correspondence.

Dr Chi-Hong Wong wishes to announce that he offers a non-scalpel technique for vasectomy procedures. He can be contacted on (07) 3889 9120 for details. (351 Gympie Road, Strathpine, Q 4500.)

COLLECTION CENTRE NEWS

For the convenience of our doctors and patients, we have listed the latest additions and changes to QML Pathology's network of clinics:

CHANGES TO CLINIC DETAILS

Broadbeach (07) 5531 6602

Shop 2, Main Place
34 Queensland Ave

Mon - Fri 7.30am - 5.00pm
Sat 8.30am - 11.00am

Cairns Laboratory (07) 4051 8944

Cairns Day Surgery Building
Cnr Florence and Grafton Streets

Mon - Fri 6.30am - 8.00pm
Sat 7.00am - 2.00pm
Sun 8.00am - 12noon

Clayfield (07) 3262 2263

Suite 4, Level 1, Figtrees
531 Sandgate Road

Mon - Fri 7.30am - 12.30pm
1.00pm - 5.00pm

Coolangatta (07) 5536 3210

Suite 1, 147 Musgrave St

Mon - Fri 8.00am - 1.00pm
2.00pm - 4.30pm

Southport (07) 5503 0768

Suite 3, Ground Floor,
Pacific Private Clinic

Mon - Fri 6.00am - 1.00pm
2.00pm - 4.30pm

Could all Doctors please note that there is a new phone number to contact in regards to ordering Doctors' Stores at QML Pathology. The new phone number is (07) 3840 4328.

 **QML Pathology.**

This newsletter has been prepared and published by QML Pathology for the information of referring doctors. Although every effort has been made to ensure that the newsletter is free from error or omission, readers are advised that the newsletter is not a substitute for detailed professional advice.

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