

Allied Health Digital Health Action Plan (DHAP)



Introduction

The Australian Chiropractors Association (ACA) is the peak body representing the chiropractic profession in Australia. Chiropractors are primary contact healthcare practitioners who manage neuromusculoskeletal conditions through non-pharmacological approaches, including manual therapy (adjustment, mobilisation and manipulation), soft tissue therapies, exercise-based rehabilitation, psychologically informed strategies, and lifestyle advice. They work collaboratively with other healthcare providers, with two-way referral pathways, to ensure optimal clinical outcomes for Australians with neuromusculoskeletal complaints.

Chiropractors are 5-year university qualified and Ahpra regulated. Chiropractic education includes functional anatomy, biomechanics, the musculoskeletal and neurological systems, human movement, functional assessment, clinical management, rehabilitation, differential diagnosis and chiropractic technique. Chiropractors are additionally trained in radiology and radiographic imaging and in all jurisdictions are eligible to be licensed to own and operate x-ray units and to interpret x-ray images.

Executive Summary

ACA is proud to be working in collaboration with Allied Health Professions Australia (AHPA) and the Australian Digital Health Agency to deliver education and resources to our membership to raise the awareness, connection and use of national digital products.

Partnership and Alignment

Key Partners:

Allied Health Professions Australia (AHPA)

Alignment with:

- [National Allied Health Digital Uplift Plan](#)
- AHPA Digital Health Uplift Project Plan (draft)
- [Australian Chiropractors Association Strategic Plan 2024-2029](#)

Target Audiences

- Practicing members
- Practice owners/managers
- Student members
- Graduate and Early career members
- Educators/supervisors
- Practicing chiropractors (wider professional community) – Not members of ACA
- ACA Staff

Objectives

Objective	Description	Success Measure
Awareness	Increase awareness of available ADHA digital health tools and benefits for clinical practice.	% of members reached through communications, webinars, or training.
Adoption	Support members to register for and use tools like My Health Record, PCA, and secure messaging.	Number of member practices registered
Capability	Build member confidence and skills in using digital health tools securely and effectively.	Number of members completing training modules or attending webinars.
Cyber Readiness	Improve understanding of cyber security risks and mitigation strategies.	Member uptake of cyber training
Collaboration	Strengthen partnerships across health sectors through interoperable systems.	Evidence of shared care enabled by digital tools.

Communication and Education Plan

Date	Activity	Message focus/Details	Status	Channel	Frequency	AHPA Asset Used Y/N	Responsible	Measure*
1Feb	ACA to create a dynamic Digital Depot to contain relevant links and resources for members	Digital Depot - Member only resources with relevant links and resources	Complete	Member website	Ongoing updates	Y	GG Marcomms	Google analytics/ Page visits
20Mar	ACA to subscribe to AHPA socials and relevant ADHA sites to receive regular updates and include as resource in the ACA Digital Depot	Visit Digital Depot to access and subscribe Department of Health and Ageing's National Allied Health Digital Uplift Plan Digital Health Cyber Champions Network CSIRO Sparked AHPA Digital Health Hub Socials: LinkedIn: https://www.linkedin.com/company/allied-health-professions-australia Facebook: https://www.facebook.com/AlliedHealthProfessionsAus Instagram: https://www.instagram.com/ahpa_au Australian Digital Health Agency LinkedIn: https://www.linkedin.com/company/australian-digital-health-agency/ CSIRO/Sparked LinkedIn: https://www.linkedin.com/company/australian-digital-health-agency/	Complete	Socials and Email	One off	Y	Marcomms	Google analytics/ Page visits
Ongoing	Promote AHPA webinars as required	"Digital health is the new bottom line"		Website Socials and email including CPD & Networking	Until the event	Y	Marcomms/ ACA Events	Attendance

Date	Activity	Message focus/Details	Status	Channel	Frequency	AHPA Asset Used Y/N	Responsible	Measure*
27Mar	ACA Staff to sign up to socials and websites listed above		In progress	Socials and Email/MS Teams			All ACA Staff	
27Mar	Seek early adopters using secure messaging or uploading into MyHR as potential champions	Contact relevant members with in-house xray who are uploading into MyHR or using secure messaging	In progress	Personal contact Email and socials	Ongoing – keep adding early adopters to create a team of Digital Champions	N	GG/M'ship team	List created
Ongoing	Ask Early adopters to source other early adopters using secure messaging or uploading into MyHR	Contact identified digital champions	In progress		Ongoing – keep adding early adopters to create a team of Digital Champions	N	GG/M'ship team and digital champions	List created
19 Mar	Encourage members to visit ACA Digital Depot – includes link to AHPA Digital Hub	Make sure you stay up-to-date with all the latest digital health news relevant to allied health professionals	Ongoing	Weekly E-News Socials	Weekly through E-news for two months	Y	Marcomms Team	EDM Analytics – Click throughs Confirm engagement with AHPA
19Mar	Encourage members to subscribe to AHPA Digital Digest	Make sure you stay up-to-date with all the latest digital health news relevant to allied health professionals	Ongoing	Weekly E-News Socials	Included in bi-monthly magazine	Y	Marcomms Team	EDM Analytics – Click throughs Confirm engagement with AHPA
26Mar	ACA to create a regular insert for weekly enews emails dedicated to Digital Health – one paragraph with its own heading/banner	Establish ongoing content to promote digital adoption Ongoing content: Advertise webinars, ask members to sign up to digital health hub New content as appropriate	Bi-monthly or as required	Email	Weekly or fortnightly or as required	Where appropriate	Marcomms Team	Click throughs and opens
13Mar	Add AHPA Digital Health Hub link to Digital Depot on ACA website	Find out how to quickly get connected	Complete	ACA Website / Member portal	One off	Y	Marcomms Team	Completed
17Mar	Develop contact and processes for member	Ensure all staff are across the project and familiar	In progress	ACA Website – digital health hub	Ongoing for edit and update	Y	All ACA Staff	Complete

Date	Activity	Message focus/Details	Status	Channel	Frequency	AHPA Asset Used Y/N	Responsible	Measure*
	enquiries regarding digital health	with ACA Digital Depot/AHPA Digest sites - Highlight the ADHA phone number with live phone support 'Talk to a real person': Digital Adoption Support 02 6223 0741 or email digitaladoptionsupport@digitalhealth.gov.au		Rotation in weekly newsletter and bi-monthly magazine				Clicks and opens And distribution of magazine (hard copy)
Ongoing	ACA website digital resources for members to reflect same content as AHPA website for all content – may be presented differently but same content.	Utilise AHPA content and resources and add local or relevant requirements for chiropractors etc Defer to AHPA content for courses and socials Digital Depot for ACA members only	Ongoing	Website	Regular review	Y	GG/ Marcomms	Update confirmed
17Feb	Complete train the trainer and cyber champions courses	Digital Lead to attend– Feb/March/April	In progress	Online	One off unless other programs become available	N	GG	Attendance
TBC – Apr	Webinars / CPD	How-to sessions and demonstrations		Webinars / CPD	Quarterly	Y	GG/Mship team Marcomms	Attendance
17Feb	Share Completed content with ACA staff - train the trainer and cyber champion courses	GG– Feb/March/April	In progress		Until programs completed	N	GG	TBD
15Apr	Develop “elevator pitch” for staff and checklists					Y	GG/Mship team Marcomms	TBD
15Apr	Determine from the profession what is most important for them	Qualitative data from ACA census.	Ongoing			N	ACA Policy Marcomms GG	
Developed in 2025	Develop digital health focus group with ACA	Socials Call to action: focus/working group/identify case studies	Complete	Regular online meetings	Monthly	N	GG	Attendances and actions

Date	Activity	Message focus/Details	Status	Channel	Frequency	AHPA Asset Used Y/N	Responsible	Measure*
	and Chiropractic Australia							
Ongoing	Share AHPA's digital health social posts	New digital health tools, benefits, training opportunities	Ongoing	Socials	Ongoing	Y	Marcomms Team	Facebook: Instagram: LinkedIn:
15 Apr	Identify relevant case studies to highlight how digital health has enhanced practice efficiency and collaboration with other health professionals.	Encourage adoption by modelling success		Website / Socials / Provide to AHPA & Agency	Ongoing	N	Policy /Marcomms/DHW G Teams	Create list
	Create Digiknows - short FAQs - short video messages on key digital issues	Key topics, easy steps etc		Website/Emails and TAC magazine		Where appropriate		Completion of webpages with links to resources as appropriate Advertise to members #users on page Length of time on pages # Downloads # Registrations
31Mar	Engaging chiropractors who are not members of either ACA or CA via Chiro Classifieds Australia, Partner with Guild insurers to access non-aligned Guild insureds	Provide access to "public" content				Y	GG	
18Mar	Ahpri/Chiropractic Board of Australia to assist in messaging	Request comms from Chiropractic Board of Australia		Professions Reference Group			GG	

Risks and Mitigation

Risk/Barriers	Likelihood	Impact	Mitigation strategy
Low member engagement	Low	Low	Use AHPA assets and multiple channels and keep messaging simple and uncomplicated
Lack of engagement with chiropractors not members of associations	Medium	Medium	Engage through other partners such as insurers, CBA and Facebook groups, identified champions
Chiropractors concerned their patients may not want info on MyHealth record	High	Medium	Be clear about what must be shared and how Educate on patient managed control levels in MyHealth record

Review and Continuous Improvement

- The ACA DHAP will be reviewed and updated through embedding in regular meetings with relevant ACA staff and collaboration with the ACA Digital reference group.
- Recommendations and amendments will be provided for future improvements and inclusions in the DHAP for ongoing use.
- Planned annual review of the DHAP will be conducted to reflect new AHPA and Australian Digital Health Agency initiatives and emerging member needs.
- Throughout the process and timelines success stories will be sourced, captured and shared via varied media channels to encourage peer learning and showcase allied health leadership in digital health transformation.