

Market Engagement

Primary Care

8 October 2025



He Kaupare. He Manaaki. He Whakaora.
Prevention. Care. Recovery.

Karakia

Whāia, whāia
Whāia te tika
Whāia te pono
Whāia te aroha
Mō te oranga tāngata
Kia puta ki te whai ao
Ki te ao mārama
Haumi e, hui e
Tāiki e

Striving to do what is right
Undertaking to act justly
Being considerate of everyone
That it may improve the lives of all

Nau mai, haere mai

Welcome to ACC's Primary Care Market Event



Stafford Thompson
Manager Health Sector
Engagement & Performance



Dr Dilky Rasiah
Manager Strategic Clinical Advice &
Governance
Acting Chief Clinical Officer



Merian Graham
Portfolio Manager

This session
is being recorded

Questions



Use the Q&A at the
top of your screen

Access the content



We'll share the slides,
recording, and Q&A



MARKET EVENT – PRIMARY CARE 8 OCTOBER

Agenda

1 The challenge

2 Expert Advisory Group

3 Clinical update

4 Early initiatives

5 Introducing our new campaign

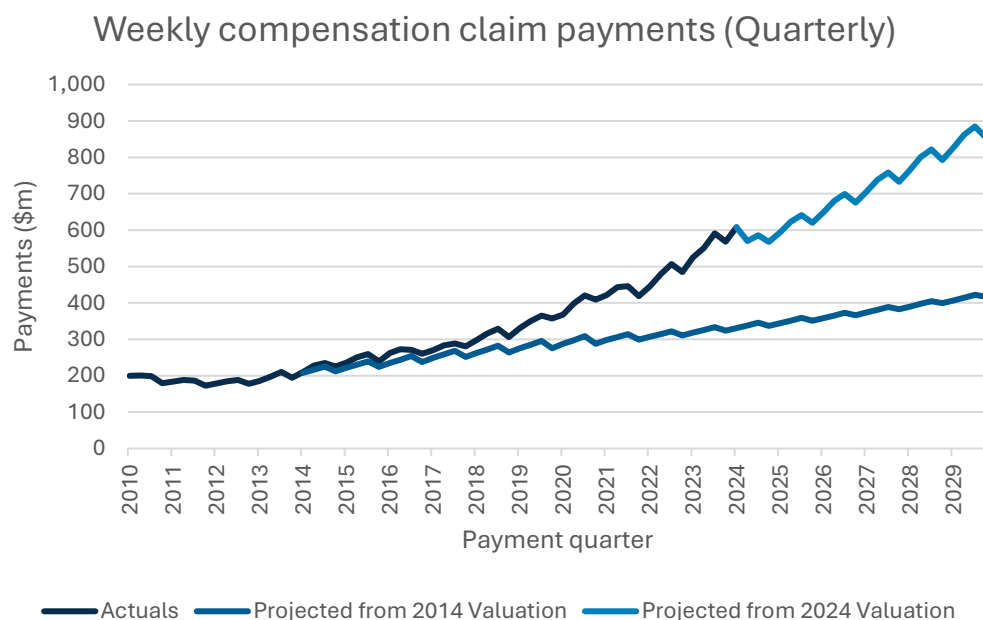
6 Q&A and next steps



The challenge

The challenge

Costs of providing entitlements have grown significantly in the past decade. This indicates worse recovery rates for clients and more pressure on the Scheme.



“...issues that, if left unaddressed, are likely to result in the next generation having to pay significantly higher levies and taxes to ensure the Scheme remains sustainable.”

ACC Financial Conditions report

Problem Statement: We’re seeing more people requiring time off work due to injury, and their average time to recover and return to work and independence, is getting longer.

Expert Reference Group

Primary Care External Reference Group

The purpose of this group is to provide guidance on potential solutions to improve rehabilitation outcomes for clients accessing primary care services.

- Established as part of the market engagements
- 12 sector members appointed
- A diverse group of clinicians specialising in different areas of primary care
- Members have diverse gender, ethnic and geographic representation, ensuring a wide range of perspectives and expertise

Health sector engagement



Primary care

A summary of your feedback



56 ideas submitted

Top themes

- Improving access
- Reducing administrative burden
- Shared care records
- Integrated comprehensive models of care
- Digital health solutions
- Innovative rehabilitation programmes
- Educational resources and clinical pathways

Overview of meetings

Already occurred

- **Primary care** – current state and future visions
- **Client access, experience and outcomes** – enhancing experience and results
- **Digital health solutions** – improving communication, streamlining processes, reducing administrative burden
- **Education and clinical pathways** – Promoting learning and best practice

Still to come

- **Innovative rehabilitation programmes** – integrated models of care
- **Meeting reflections** – summarising insights, findings, and recommendations.



Further Clinical updates

Strengthening clinical governance and leadership

We're committed to:

- Establishing a new Chief Clinical Officer position
- Listening and responding
- Investing in and collaborating with primary care sector
- Value-based healthcare
- Improving cross health sector collaboration



Early initiatives

Improving return to work outcomes

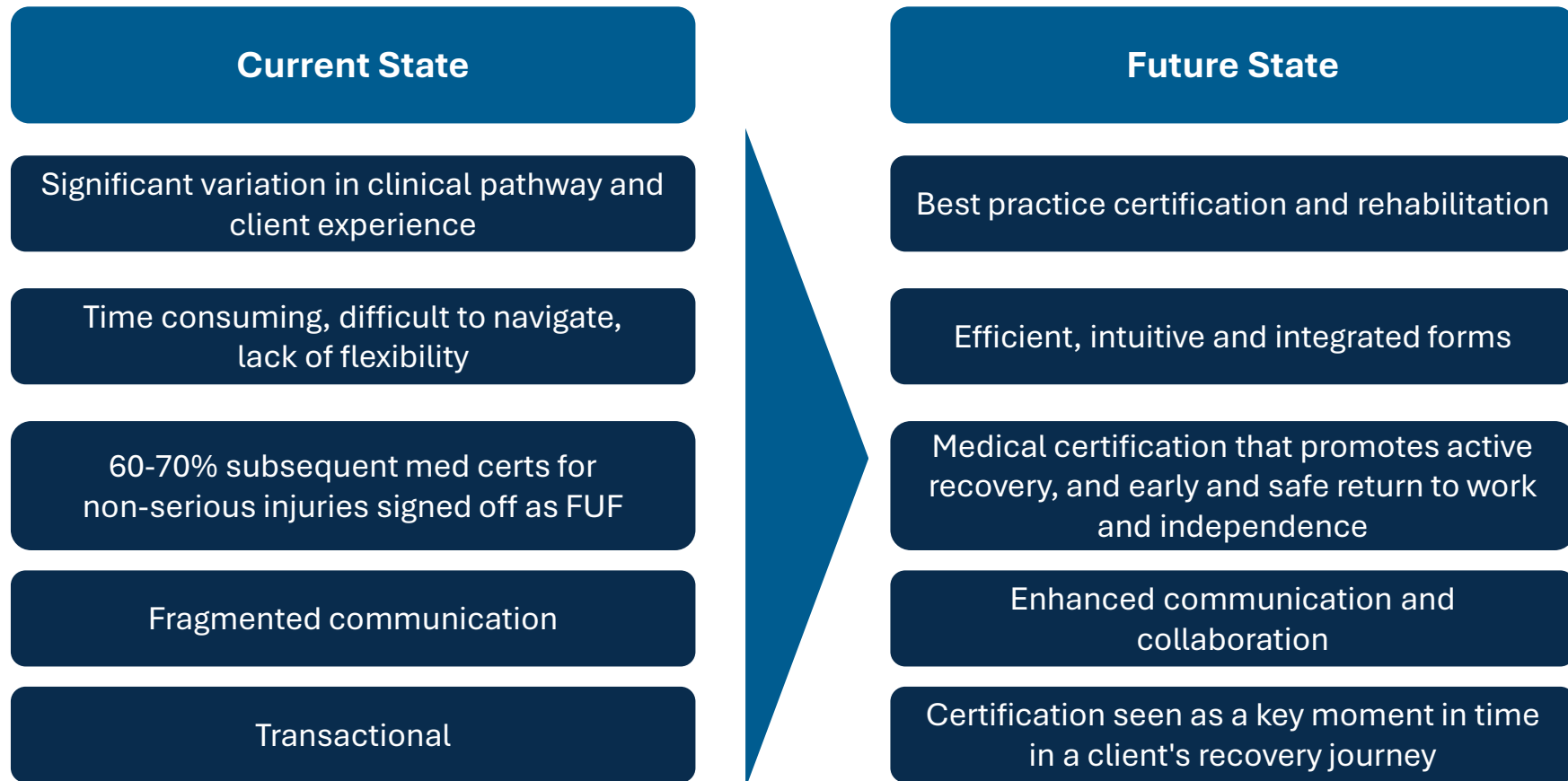
Request for Proposals (RFP) – now live on GETS

- The purpose of this RFP is to contract directly with organisations with strong links to general practice clinics and that have influence among clinicians to drive better return to work and rehabilitation outcomes for our kiritaki.
- As certifying practitioners, you are uniquely placed to assess and determine a patient's suitability for recovery at work.
- We're aiming to ensure that certification more accurately reflects the individual's injury and recovery potential – to help our kiritaki get back to the things they enjoy sooner.



Updating ACC45/ACC18 forms

Addressing known pain points



General practice dashboard

For certifying practitioners

- Allow certifying practitioners to see certification and return to work data for their patients
- Ability to segment by specific cohorts, such as injury type, work type, age groups and ethnicities
- Provides comparison over time and with peers at a practice, PHO and national level
- Data will be also be shared with practices and PHOs



ACC changes

- **Reinstatement of one-to-one case management** for clients with injuries that are impacting on their ability to work
- **Additional training** for ACC frontline staff
- **Return to work resources** developed for clients, providers and employers
- **BPAC education** module and podcast - launched
- Updates to **Vocational Rehabilitation** contract
- **Recovery at work trials with over 100 employers** across New Zealand, representing diverse industries and geographic locations.



Introducing our new campaign

New active recovery behaviour change campaign

- Targeting all New Zealanders – encouraging active participation in their recovery, particularly following low-complexity injuries
- Promoting themes such as recovery at work, and the power of connection and community in ensuring a timely recovery



The why: motivating people in recovery to

**Get back to what
matters, sooner.**



The how: to model and demonstrate the change

Practical content aligned to key themes:

- active recovery
- recovery at work
- the power of connection in recovery



Next steps

Keep up-to-date



Website

www.acc.co.nz/health-sector-engagement



Provider Update e-newsletter

www.acc.co.nz/provider-news



Regular online market events



Ask us questions via email at:

engage.primarycare@acc.co.nz

Pātai | Questions ?

**We'd love your
feedback**

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