



Getting the most out of Information Partnership

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Contents

Welcome	3
Partner manager team	3
About Information Partnership	4
Principles of partnership	4
Benefits of Information Partnership.....	5
What to expect from Healthdirect Australia.....	5
Single point of contact	5
Referral traffic.....	5
Reports.....	5
Quarterly newsletter	5
LinkedIn.....	5
Annual Partner Forum	Error! Bookmark not defined.
Steps in the Information Partner assessment process	6
Managing your content on our web sites	7
Information Partner profile page.....	7
Shared resources	7
Keeping links up to date	7
Selecting resources to share	8
Our audience.....	8
Guidelines for shared resources	8
Metadata	9
A short note on search	9
If you are planning a new website.....	9
Website upgrade	9
Additional website	10
A short note on redirects	10
Accessibility	10
Events and campaigns.....	Error! Bookmark not defined.
Embeddable tools and widgets.....	11
Social media	12
Information Partner LinkedIn Group	12
Reciprocity	12
Linking to us	12
healthdirect app	13
Healthdirect Australia marketing collateral.....	13

Welcome

Whether you are an existing information partner or considering this relationship for your organisation we would like to welcome you to Healthdirect Australia.

This handbook outlines the benefits of an information partnership to ensure that you get the best value by accessing the unique opportunities that a partnership with Healthdirect Australia has to offer.

We value the contributions of all of our information partners and are invested in ensuring that these relationships are enduring and mutually beneficial.

We look forward to working with you to build a successful and lasting partnership.

Partner manager team

Our partner manager Christina Brimage is here to answer your questions and help you get the most out of your Information Partnership.

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About Information Partnership

Healthdirect Australia’s purpose is to provide valued and trusted Australian health information and services through multiple channels.

To help our users better manage their health, and provide a more comprehensive offering, we share specialist content from Information Partners.

Our online services operate as gateways to health information on our Information Partners’ websites, giving users assurance that resources are from a trusted source.

Prior to becoming an Information Partner, organisations are assessed for the clinical quality and governance processes of their online resources. They are then invited to identify resources to be linked to from Healthdirect Australia’s online services and helpline.

Healthdirect Australia has two services where we share Information Partner content:

healthdirect website + healthdirect app	Pregnancy, Birth & Baby
Health and wellbeing information for all Australians available on desktop and app. https://www.healthdirect.gov.au/	A national service providing support and information for expecting parents and parents of children, from birth to 5 years of age. https://www.pregnancybirthbaby.org.au/

The resources on these services are accessed via URLs so they must be HTML pages or files and apps that sit on HTML pages.

These shared resources can include:

- documents such as fact sheets, articles Q&A
- videos
- apps, tools, widgets
- online programs
- information about offline services, such as support groups.

Principles of partnership

- Information Partnerships are formed in accordance with our content and service strategy requirements.
- Prospective Information Partners are subject to a formal assessment.
- Being found to fit the criteria in the assessment will not guarantee that an organisation will be invited to become an Information Partner.
- Accordingly, Healthdirect Australia may, at its absolute discretion, exclude organisations from an Information Partnership without necessarily having to explain why.

Information Partners must meet minimum Healthdirect Australia publishing standards which are available at <https://about.healthdirect.gov.au/publishing-standards>

Here’s more information about information partnership:
<https://about.healthdirect.gov.au/information-partnership>

Benefits of Information Partnership

1. **Trusted source** – recognition as a trusted source of health information through participation in Healthdirect Australia's partner program.
2. **Site authority** – enhanced site authority and search ranking through targeted deep linking from the healthdirect.gov domain.
3. **Brand and content exposure** – your content is surfaced through search result links as well as a profile page on at least one Healthdirect Australia website.
4. **Networking** – participation in exclusive networking and professional development initiatives and the opportunity to collaborate with Healthdirect Australia and other Information Partners on special projects.
5. **Tools and promotion** – access to tools, widgets, specialist advice and shared promotional opportunities that can enhance the value of your website.
6. **Common goal** – access to a community of Information Partners who share the common goal of improving health outcomes for the Australian public.

What to expect from Healthdirect Australia

Single point of contact

Information Partners are assigned a Partner Manager who is dedicated to supporting your partnership and connecting you with other services offered by Healthdirect Australia.

Referral traffic

Healthdirect Australia refers traffic via deep links where consumers are directed to Information Partner pages on specific topics. This directs consumers to information that relates to their needs. Partners can be confident that they are establishing links with a recognised and trusted source.

Reports

We're able to send a summary of your shared resource list of the URLs we link to, on request.

Quarterly newsletter

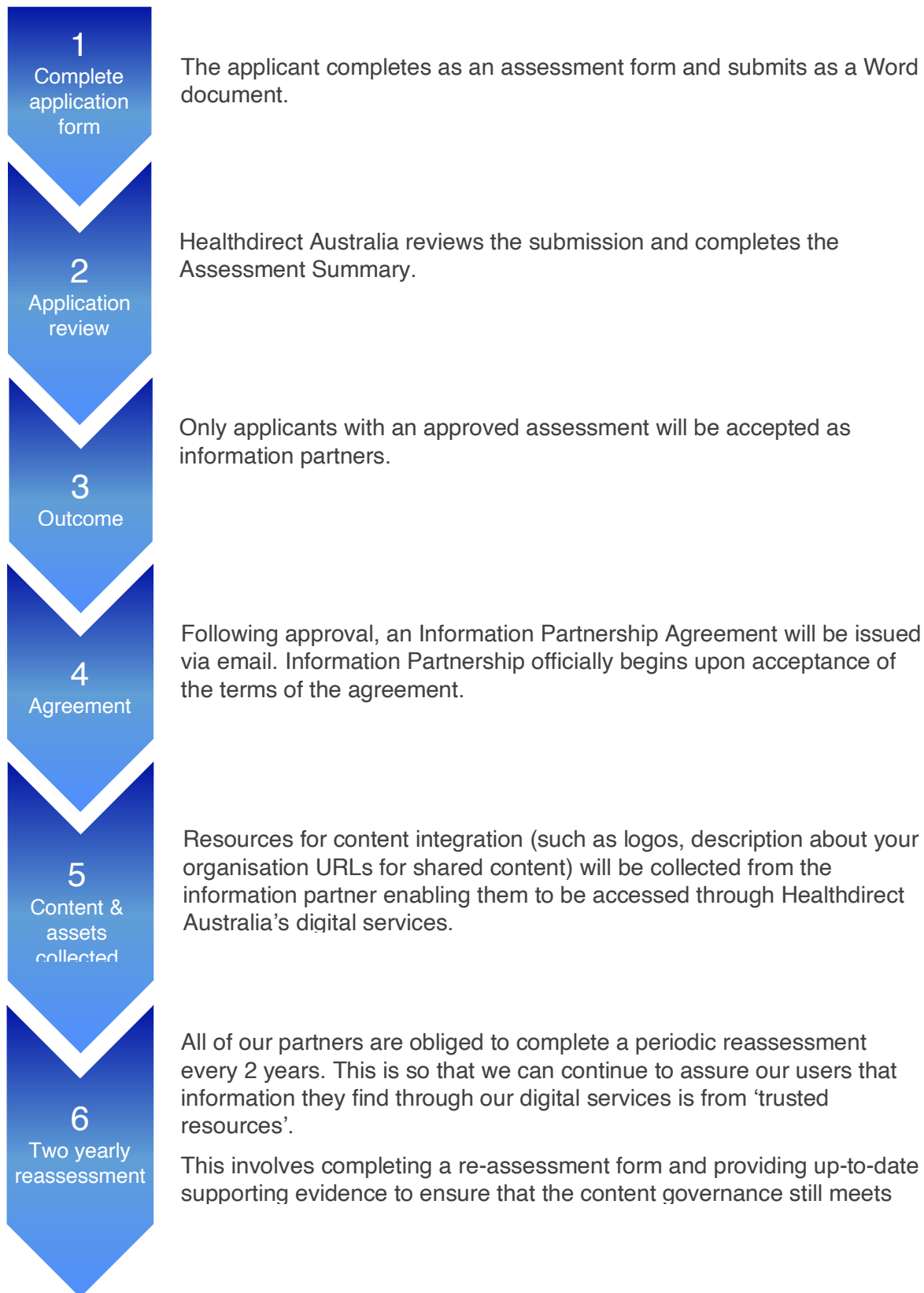
Every quarter we email out an Information Partner newsletter to keep our Information Partner community updated about news from Healthdirect Australia. We include Information Partner innovations and a Partner in Focus interview with one of our Information Partner CEOs.

LinkedIn

The [Information Partner LinkedIn Group](#) provides an exclusive opportunity to share ideas and information with our clinically trusted partner organisations.

Steps in the Information Partner assessment process

<https://about.healthdirect.gov.au/assessment-process>



Managing your content on our web sites

Information Partner profile page

A dedicated profile page for your organisation will be published on our healthdirect website. If your content relates to pregnancy or children under five, it will also appear on our Pregnancy Birth and Baby website.

The profile page consists of:

- organisation name and logo
- description about your organisation including vision and mission, how your organisation can help, information and help lines, programs and apps
- links to key recommended pages on your website
- linked URLs.

The Content Integration Form (which can be obtained from your Partner Manager) captures all of the information we need to create your profile page on our websites.

Please visit your profile page periodically to check the currency of information and recommended links. You may update this profile at any time by sending an email to your Partner Manager.

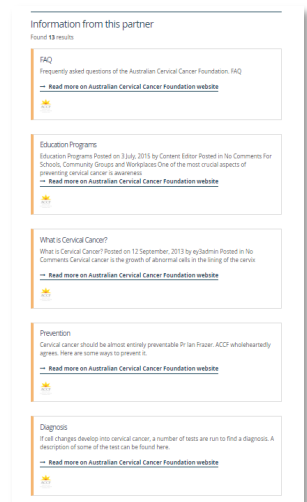
Shared resources

We use the term ‘shared resources’ to refer to the links we make from our websites to your organisation’s URLs through our harvesting tool.

This means that shared resources may be surfaced on the topic pages that we publish and in search results generated by user queries.

Shared resources are also listed on your profile page beneath the key links section.

Note: Resources do not appear in alphabetical or chronological order.



Keeping links up to date

Information Partners are invited to submit a list of URLs for linking through Healthdirect Australia’s digital services. Healthdirect Australia may also perform a content audit to identify appropriate resources.

Once these have been published it is a good idea to review the links on a regular basis and advise us of new URLs, changes to existing URLs and pages that have been removed.

Please note that links to partner content are created at the discretion of Healthdirect Australia in accordance with our content and service strategy requirements.

Selecting resources to share

Our audience

Our primary audiences are Australian health consumers. Resources written for healthcare professionals are also of interest if they are relevant to consumer health issues, research results and patient care. (Please note that information about professional colleges and healthcare careers is not appropriate.)

Guidelines for shared resources

Include	Exclude
<ul style="list-style-type: none"> • Homepages • Fact sheets • Articles • Q&A • How to guides • Personal stories (limited) • Image collections or photo galleries • Lists of links to more information (e.g. Useful links pages) • PDFs that sit on an HTML page • Videos • Tools, widgets and links to apps that sit on an HTML page • Apps (free or otherwise)[§] • Online programs (free or otherwise)[§] • Information about offline services • Pages which refer to geographically based services (e.g. books and library services) <hr/> <p>[§] Apps and online programs require a separate assessment form. Please ask your partner manager</p> <p>*These pages may be included as key links in a partner profile at the discretion of the editor</p>	<ul style="list-style-type: none"> • Files including PDF's that do not have an HTML cover page • Content that sits behind a login or pay wall • Navigational pages • Blog posts • Legal pages <ul style="list-style-type: none"> - Privacy Policy - Terms of Use - Disclaimers • Corporate information* <ul style="list-style-type: none"> - About us - Contact us - Annual reports • Time-based information <ul style="list-style-type: none"> - Events - Temporary campaign pages - Media releases - News articles • Advocacy information* <ul style="list-style-type: none"> - Position statements - Discussion papers - Information about lobbying activity • Transactional or commercial pages <ul style="list-style-type: none"> - Fund raising pages and forms - Online shops - Promotional information - Advertising or sponsored content • Social media pages^{§*} <ul style="list-style-type: none"> - Facebook • Editorial content where the opinion of an individual is being portrayed • Recipes or cooking advice

Metadata

Healthdirect Australia's harvesting tool uses metadata from the meta 'title' and meta 'description' to display and maintain links to shared resources.

When a user performs a search on one of our websites the metadata from the meta-title and meta-description of your resource is presented in the search results. It is important to maintain these fields, so the most accurate description is displayed.

Here is an example of good metadata:

Metadata Title: [What is Migraine | Headache Australia](#)

Metadata Description: Migraine is a neurological disorder that can be very distressing and disabling. Typically, it is a one-sided throbbing or pulsating headache that is at least moderately intense and can be aggravated by physical activity. It is very often associated with nausea and vomiting and sensitivity to light.

For partner resources to be indexed, searched and displayed accurately, each page must have unique metadata for each title and description, preferably including the keyword of the page topic. For this reason, it is very important to ensure that when the content of shared resources is updated, the corresponding metadata is also reviewed.

You can read more about metadata in our Healthdirect Australia Metadata Guidelines document, which can be obtained from your partner manager.

A short note on search

While we can say that well-written, accurate and descriptive metadata improves how your resources are represented in search results, we cannot ensure that it will improve their ranking in search. The search ranking of any given resource is a factor of the relevance of the content, the size of the database, and the competitiveness of the topic area. As the database of harvested resources is in constant flux we cannot guarantee search ranking or levels of referral traffic through to partner resources. However, good metadata improves the likelihood.

If you are planning a new website

Website upgrade

When planning a revision or a complete upgrade to your website please refer to our Healthdirect Australia publishing standards which are available at <https://about.healthdirect.gov.au/publishing-standards>. The standards provide useful guidance about clinical and technical quality and reflect global best-practice in health information publishing.

Please remember for each health topic page of consumer information, the source code contains metadata fields with an accurate and unique title and description for each resource.

Please use descriptive URLs, rather than just numbers and do not nest multiple consumer pages under the one URL. This also applies to video content.

Additional website

If you are planning to publish an additional website (at a different domain from your main website) and would like to add content as shared resources there are two options:

1. If the content governance process is identical to that of your currently approved site(s) then please confirm this in writing and submit a Content Integration form which can be obtained from your partner manager.
2. If the content governance process differs for the new site, then you will need to submit a new Partnership Assessment form for the new site.

A decision will be made as to whether the resources from the additional website will be listed under your existing partner profile, or if you would like to create a unique profile page. Your partner manager can discuss this with you.

A short note on redirects

If you are putting redirects in place as part of a website migration, please notify your Partner Manager and resist directing all traffic from old URLs to your homepage. If this cannot be avoided Healthdirect Australia may unpublish the resources until the correct URL for each resource is located.

Accessibility

The purpose of accessibility standards is to ensure visitors of all abilities and disabilities are able to access features of a website.

Accessibility is an important aspect of our [Publishing Standards](#).

We encourage partners to improve accessibility where possible and aspire to the following standards:

- [Web Content Accessibility Guidelines \(WCAG\)](#)
- [World Wide Web Access: Disability Discrimination Act Advisory Notes](#)

Embeddable health tools

Healthdirect Australia produces buttons and a health search “widget” (self-contained web applications that can be embedded on a website that provide discrete pieces of functionality).

Our widget has been developed so it can be easily shared with other organisations, allowing them to take advantage of the functionality and data we have, without having to duplicate or create their own content or applications.





The buttons are simple graphics with the relevant link embedded in the code. They can be placed on any website.

This enables us to work in partnership with a range of organisations to share useful tools and information to a wider audience, for the benefit of Australian consumers.

The widget and buttons below can be easily embedded onto your website to allow visitors to check their symptoms, learn about opioid medicines and pain, search medicines information or find trusted resources.

Our full range of embeddable tools/widgets/buttons can be accessed here:

<https://about.healthdirect.gov.au/embeddable-health-tools>

<p>healthdirect search widget</p> <p>The healthdirect search widget provides an easily embeddable search box that allows your users to access resources and information from the healthdirect website.</p>	
<p>Opioid Medicines & Pain Hub button</p> <p>Strong pain medicines are a necessary part of life for many people. But prescription pain medicines, including a group known as opioids, come both with risks — such as dependency — and side effects. The hub provides information to help people understand the risks. Opioids medicines and pain</p>	
<p>Symptom Checker button</p> <p>The healthdirect Symptom Checker is an online tool that allows people to check their symptoms using a simple self-guided triage process. Find out more about Symptom Checker.</p>	
<p>Medicines search button</p> <p>The medicines search allows people to directly search healthdirect medicines content. The button can be added to your website.</p>	

Social media

As we continue to grow our presence on social media, we encourage you to check out the LinkedIn, Facebook, Instagram and Twitter pages for our sites below.

Website	Social media	Handle	Tag
Pregnancy, Birth and Baby	Facebook	/pregnancybirthandbaby	@pregnancybirthandbaby
	Instagram	/pregnancy_birth_and_baby	@pregnancy_birth_and_baby
healthdirect	Facebook	/healthdirectaus/	@healthdirect
	LinkedIn	/healthdirect-australia	@Healthdirect Australia
	Instagram	/healthdirectaus	@healthdirectaus

Please let your partner manager know if you have a social media page you wish us to follow.

Information Partner LinkedIn Group

You can request to join our [Partner LinkedIn group](#) by connecting with your allocated partner manager on LinkedIn who will then send you an invitation to join. You are welcome to post or ask your partner manager to do a post in support of any innovations or significant event.

Reciprocity

Linking to us

As part of the Information Partner Agreement we ask that all partners create links from their website(s) to one or more of our digital services. We would welcome the reciprocity and the acknowledgement of our partnership with you. The links in the table below take you to our healthdirect and Pregnancy, Birth and Baby 'link to us' pages, as well as our exclusive Information Partner logo page where you will find all of the details including downloadable logo files.

Healthdirect	https://about.healthdirect.gov.au/linking-to-us
Pregnancy, Birth and Baby	http://www.pregnancybirthandbaby.org.au/linking-to-us
Exclusive Information Partner logo	https://about.healthdirect.gov.au/exclusive-healthdirect-australia-information-partner-logo

healthdirect app

The [healthdirect app](#) is a free health app that further extends access to Information Partner content under the '*Related information on Australian websites*' at the end of each health topic page.

For more information about the app or to download it, search for 'healthdirect' on the [App Store](#) or [Google Play](#).



Healthdirect Australia marketing collateral

There is a range of Healthdirect Australia marketing materials for our different services available to order from our website at <https://about.healthdirect.gov.au/order-resources>. You can order these free promotional materials, including brochures, magnets, posters, key rings.