



Case Study: SAHMRI Women and Kids' Omega-3 Test-and-Treat Program

Increasing GP participation in South Australia's Omega-3 Test-and-Treat Program



By leveraging our network of GP practices, GPEX assisted SAHMRI in supporting general practitioners to identify those pregnant women with low Omega-3 levels who would benefit from Omega-3 supplementation to reduce the risk of preterm birth.

Overview

SAHMRI (South Australian Health and Medical Research Institute) is **South Australia's flagship independent not-for-profit health and medical research institute** and is home to around 700 researchers, partners, students and support staff.

SAHMRI Women and Kids is based at the Women's and Children's Hospital and works closely with other doctors and researchers around Australia to **answer important research questions about nutrition in pregnant women, babies and children to inform nutritional guidelines in pregnancy.**

The Omega-3 Test-and-Treat Program

South Australia's Omega-3 Test-and-Treat Program is a shared project of SAHMRI and SA Pathology to offer Omega-3 testing

for women with singleton pregnancies as part of the South Australian Maternal Serum Antenatal Screening program.

Many healthcare professionals are simply unaware that the latest National Health and Medical Research Council (NHMRC) and Department of Health National Pregnancy Care Guidelines recommend advising pregnant women that supplementation with Omega-3 long-chain polyunsaturated fatty acids (800mg DHA and 100mg EPA per day) may reduce their risk of preterm birth, if they are low in Omega-3.

To identify women with low Omega-3 levels, an Omega-3 status test is performed on serum collected as a part of the established SAMSAS program, at no extra cost to the patient or health service.

SAHMRI engaged GPEX to devise strategies for educating GPs about the Test-and-Treat Program and increasing their awareness of the initiative, with the ultimate aim of raising participation in the program of eligible pregnant women.

The GPEx Solution

GPEx assisted SAHMRI in the design, coordination and implementation of a targeted awareness program to GPs and their practices to encourage participation in the program.



Access to our extensive database, providing a curated list of potential practices to approach and onboard to the Test-and-Treat Program



Clinical review and optimisation of SAHMRI's Omega-3 info hub to foster engagement within the target GP audience



Full coordination and support of recruitment and onboarding activities



Assisting clinics with the provision and tracking of supplements for distribution



Helping clinics to integrate their practice software with newly provided SA Pathology templates



Review and evaluation of program efficacy

Outcome

Through our tailored and coordinated approach, GPEx provided SAHMRI with necessary access to GPs and their clinics, as well as the assets they would require to participate in the Test-and-Treat program. Today, the initiative continues to improve the overall care and outcomes for pregnant women by facilitating the timely distribution of recommended Omega-3 supplements.

GPEx is proud of our participation in this partnership and our commitment to evidence-based care and proactive support for healthcare practitioners. By actively engaging in initiatives like the Omega-3 Test-and-Treat program, GPEx demonstrates its dedication to promoting the health of pregnant women and ensuring that evidence-based recommendations are effectively translated into clinical practice.

Tailored

Coordinated approach that provided SAHMRI with necessary access to GPs

Targeted

Optimisation of education offering to foster GP engagement

Timely

Distribution and tracking of supplements

Unlocking primary care to deliver decentralised clinical trials

Primary care is the ideal vehicle for delivering decentralised clinical trials. Benefits include:

- Access to a diverse patient pool
- High levels of engagement
- Increased patient trust
- Real-world applicability
- Long-term follow-up capability
- Improved patient safety
- Education and health-promotion focus

GPEx assists healthcare organisations reach and influence 5000+ GPs Australia wide.