



Press Release: 1 September 2020

Help us find the hidden healthcare heroes!

Entries open for the New Zealand Primary Healthcare Awards | He Tohu Mauri Ora

He Tohu Mauri Ora

Mauri Mahi, Mauri Ora

He tāngata/wahine Pūkenga

He tāngata/wahine Mākohakoha

He tāngata/wahine tino māia

Through the work you are all doing, our whānau, our community and our nation prosper.

Entries are now open for the 2021 New Zealand Primary Healthcare Awards | He Tohu Mauri Ora, New Zealand's only national, independent primary care awards.

This year has shown just how important the primary healthcare sector is. Through every challenge – from pandemics to policies – primary care has risen to the occasion to provide tireless patient care.

The awards celebrate the achievements of GPs, primary care nurses, pharmacists, practice managers, midwives, industry suppliers and others who are delivering awesome, positive health outcomes across the primary healthcare sector.

With more than 20 awards categories on offer, there's a relevant category to enter for nearly any project, team or individual.

It's time to shine a light on primary care's hidden heroes – enter or nominate a primary healthcare star at nzphawards.co.nz/enter by 15 November 2020.

Moving primary care forward

The 2021 NZ Primary Healthcare Awards focus on those keeping on with the great work towards achieving equity: projects and people working doggedly towards better health and wellbeing for Māori and high-needs populations.

We are searching for individuals and teams that are finding smart ways to place patients at the heart of healthcare – including earlier intervention, effective use of telehealth and other technologies, patient-centred design and other approaches.

The COVID-19 pandemic reinforces the need for such transformative approaches in primary care. “COVID-19 has well and truly exposed the equity issues the primary care sector has been grappling with,” says The Health Media managing editor Barbara Fountain.

“It’s a call for each of us to move away from the status quo and become agents of change. And that’s what the awards are about – honouring people and projects that are helping move primary care forward,” Ms Fountain says.

Celebrating excellence in primary care

The awards are organised by The Health Media Ltd and the Pharmacy Guild of New Zealand to encourage collaboration and innovation in primary care, and allow the healthcare sector and the public to see how hard primary care practitioners work to improve the health and wellbeing of all New Zealanders.

Pharmacy Guild chief executive Andrew Gaudin says the guild is pleased to cohost the awards again this year.

“It’s an opportunity to again celebrate successes across our primary healthcare network in improving the equity of health and wellbeing outcomes of New Zealanders.”

“This sits very well alongside the focus of the recent *Health and Disability System Review* report recommendations. We encourage the entire primary care sector to participate and look forward to learning from your successes,” Mr Gaudin says.

Reserve your gala ticket

Winners will be honoured at a glittering black-tie gala at the Cordis Hotel in Auckland on 15 May. The night will celebrate and showcase the best of the best across primary healthcare in Aotearoa. It’s the perfect opportunity to socialise and network with colleagues across the primary healthcare sector.

Secure your seat today – tickets are available for purchase now. Email Emma Houltham: nzphawards@pgnz.org.nz

Stay up to date

It's easy to stay up to date with the awards. Register for updates at nzphawards.co.nz, and follow the awards on Facebook, LinkedIn, Instagram and Twitter @PrimaryStarsNZ.

Remember to subscribe to [New Zealand Doctor](#) or [Pharmacy Today](#) to keep up to date with the primary healthcare sector year-round.

Wide industry support

The awards are generously supported by high-profile health sector groups that see value in promoting and celebrating excellence in primary care.

Sponsorships are still available. Join us and show your organisation's support for the primary care sector. For enquiries, email Grayson Cobb: gcobb@thehealthmedia.co.nz

Gold sponsors 2021 awards

Blue Star, Douglas Pharmaceuticals, Green Cross Health, Habit Group, Medispace, Medtech, Pharmacy Guild, Pharmaceutical Society, ProPharma, Spark Health



CC chief executive Scott Pickering (left) presented the 2020 ACC Supreme Award to practice manager Adrian Tucker of Ropata Health (right). The award honours the top entry or nomination of the year. Photo credit: The Health Media

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About The Health Media Ltd

The Health Media is the publisher of New Zealand Doctor | Rata Aotearoa, Pharmacy Today| Kaitiaki Rongoā O Te Wā , the Healthcare Handbook and the Everybody Patient Information Sheets. It also provides accredited ELearning services for New Zealand Doctor and Pharmacy Today subscribers. The Health Media's products have led the provision of health sector news, opinion and education in New Zealand for over three decades.

About the Pharmacy Guild of New Zealand Inc

The Pharmacy Guild provides support and services to community pharmacy owners. It is committed to ensuring members realise their professional and financial potential in today's challenging business environment. The guild provides leadership on all issues facing the community pharmacy sector and provides members with a range of business services and tools.