



Reaching for the stars with a little trepidation

I REMEMBER once telling a friend in England as I prepared to go out for the evening, "The thing is, back home, you feel like a dork if you overdress for an occasion." Some things never change – we like a party but, mostly, we don't like to make too much of a fuss. Our reluctance to stand out extends beyond our dress sense to our daily endeavours: it is no secret that we hesitate to celebrate our successes. Downplaying our wins is a national virtue.

Google any website about the New Zealand temperament, and you will read the words "self-effacing", "reserved" and "reluctant to self-promote". The CulturalTrip.com says: "New Zealanders are quite humble people. They don't like bragging about their achievements, and they equally hate hearing anyone being boastful about their own feats."

Which, when all is said and done, makes launching a new set of national awards designed to shine the light on that most self-effacing group of health practitioners – the stalwarts of primary care – something of a challenge. Roll out the red carpet, turn on the bright lights, open the bubbles (alcoholic or otherwise), cue great music, big smiles and drum roll please, cross your fingers and hope they come.

Which is why this is a plea from the heart.

You might have already spotted the star-spangled logos and flyers, the ads and the Facebook posts announcing the inaugural New Zealand Primary Healthcare Awards | He Tohu Mauri Ora. Here at The Health Media, publisher of *New Zealand Doctor* and *Pharmacy Today*, we're rather keen on primary care. We and our co-hosts, the Pharmacy Guild, decided it was time to expand our annual Pharmacy Awards to a national celebration of all that is great and good in primary care.

Which is why it is rather fitting that our judge convenor should be Wellington pharmacist and academic Linda Bryant. Dr Bryant was one of New Zealand's first pharmacy prescribers and works at the coalface of general practice with Newtown Union Health Service in Wellington and its counterpart in Porirua, the Porirua Union & Community Health Service.

Our timing couldn't be better, I reckon.

The Government is casting its eye across the sector, new technologies are waiting at the gate to disrupt and enhance systems that have been in place for years, and there'll be a new batch of DHB board members rolling out. What better time to showcase the great work of primary care before someone has a mind to chuck out the good with the bad.

So please, look around at your colleagues, or maybe just take a look in the mirror, for nominations in our individual and team categories. Sticking our hands up for recognition can be scary – just like showing up in the wrong frock.

But you're among friends – the folk who will tell you when your skirt is tucked into your knickers or your flies are undone. Go on, give it a thought. Reach for a star or two.

The big night is 29 February 2020.

Barbara Fountain

Editor, New Zealand Doctor

(My New Zealand Doctor editorial, 28 August)

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THE INAUGURAL

NEW ZEALAND PRIMARY HEALTHCARE AWARDS | He Tohu Mauri Ora

INDIVIDUALS & TEAMS

- ★ Good sort award
- ★ Green Cross Health outstanding contribution to health

PHARMACY

- ★ Pharmacy Guild community pharmacy of the year
- ★ Douglas Pharmaceuticals community or primary healthcare pharmacist of the year
- ★ ProPharma community pharmacy technician of the year

GENERAL PRACTICE

- ★ General practice of the year
- ★ Medtech general practitioner of the year

NURSES

- ★ College of Nurses Aotearoa NZ nurse practitioner of the year
- ★ Practice nurse of the year

MANAGEMENT

- ★ GlaxoSmithKline practice/business manager of the year



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KEY HEALTH OUTCOMES

These categories are open to all sectors of the primary healthcare industry

- ★ ACC patient safety award
- ★ Pharmaceutical Society innovation in service delivery award
- ★ Southern Cross Health Insurance primary and secondary integration award
- ★ Excellence in information technology award
- ★ Ministry of Health equity award
- ★ Habit Group best mental health programme
- ★ Medispace good space award
- ★ Best youth or senior health service award
- ★ Research and education award
- ★ BDO – new award coming soon!

INDUSTRY

- ★ Blue Star best supplier service, product or campaign

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