

Primary Health Networks Implementation Guide

Heavy Menstrual Bleeding Clinical Care Standard

At least 25% of reproductive age women experience heavy menstrual bleeding which can seriously affect their quality of life, and their physical health. Many of these women do not seek care, while others are undergoing hysterectomy to address their heavy bleeding, often without realising that effective, less invasive treatments are available.

The *Heavy Menstrual Bleeding Clinical Care Standard* (the Standard) aims to improve care for women with heavy menstrual bleeding and ensure they can make an informed choice about the most appropriate and least invasive treatment for their individual situation.

By supporting the dissemination and implementation of the *Heavy Menstrual Bleeding Clinical Care Standard*, Primary Health Networks (PHNs) will contribute to:

- More timely assessment and diagnosis of heavy menstrual bleeding and its underlying causes
- Better access to effective and less invasive treatments for heavy menstrual bleeding
- Greater opportunity for women to make informed decisions about their management
- Improved physical, social and emotional wellbeing of women with heavy menstrual bleeding.

The following activities and resources are suggested for PHNs supporting local services and clinicians to implement the Standard.

Spread the word

Social media

Promote the Heavy Menstrual Bleeding Clinical Care Standard and related resources using our [campaign materials](#) which include Twitter, Facebook and LinkedIn posts you can adopt or adapt for your region.

Newsletter content

Publish an article using the sample newsletter content from the [campaign materials](#). Consider incorporating a local patient story, or interview with a local clinician.

Web content and videos

Host our freely available resources, or link to relevant content on our website. Our [implementation resources](#) include a webinar for clinicians, consumer stories, and patient information on treatment options.

Disseminate through local networks

Identify local services, initiatives and networks that should know about the standard and target communications accordingly, for example to women's health services and programs.

Help create local change

Understand local data

Use the Commission's interactive *Women's Health Focus Report* to gain insight into the appropriateness of care for heavy menstrual bleeding in your region. See how local hysterectomy and endometrial ablation hospitalisations compare with other regions. Investigate reasons for, and possible responses to, unwarranted variation.

HealthPathways

Encourage your HealthPathways program to prioritise the localisation or review of your heavy menstrual bleeding pathway. The [HealthPathways checklist for clinical editors](#) summarises relevant components of the Standard and is presented so that relevant text can be incorporated directly into the pathway as/if appropriate.

Multidisciplinary education sessions

Use the [presentation for clinicians](#) to support a local education event. Invite local experts to facilitate, such as a GP with special interest in women's health and/or a gynaecologist. Incorporate information on local pathways and services to increase relevance and engagement.

Resources

- [Heavy Menstrual Bleeding Clinical Care Standard](#) available to download
- *Women's Health Focus Report* – Uses interactive maps and graphs to examine hysterectomy and endometrial ablation hospitalisations for benign gynaecological conditions at national, state and territory, PHN and local area levels; mapping geographical variation is a tool to investigate appropriateness of care

For PHN use

- [Campaign materials](#) including sample social media content and images, newsletter content, links to key resources, and an infographic
- [Presentation for clinicians](#) – Slide deck including speaker notes

For clinicians and consumers

- [Heavy Menstrual Bleeding Clinical Care Standard – Clinician fact sheet](#) – Summarises the eight quality statements from the Standard
- [Heavy Menstrual Bleeding Clinical Care Standard – Webinar for clinicians](#) – 30-minute webinar for GPs providing an overview of the standard and case studies
- [Heavy Menstrual Bleeding Clinical Care Standard – Guide for consumers](#) – Explains what each quality statement means for women
- [Heavy menstrual bleeding treatment options](#) – Fact sheet designed primarily to support discussion between clinicians and women about potential treatment options
- [Consumer story](#) – Brief video featuring Hayley, who talks about the impact that heavy menstrual bleeding had on her life, the challenging path to identifying an appropriate treatment, and the way her personal needs and priorities changed over time

Other resources

- Jean Hailes for Women's Health [Heavy Periods fact sheet](#) – Plain English fact sheet for women about heavy menstrual bleeding