



# Digital Health Association Brand Launch

28 March 2022

[www.dha.org.nz](http://www.dha.org.nz)

# Welcome and opening Karakia from Whānau Tahī 2

Ngā mihi nui to Jade Stevens from Whānau Tahī for tonight's blessing



**Whānau Tahī**  
NAVIGATING WAYS TO ASPIRATIONAL OUTCOMES

# Welcome

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## Agenda for this evening

1. Karakia from Whānau Tahī
2. Welcome
3. Board update
4. Acknowledgements
5. The history of the New Zealand Health IT Cluster (NZHIT)
6. Brand story
7. Our new brand and website
8. New features of your website
9. Rule changes and voting
10. What the future holds

# The history of NZHIT

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## New Zealand Health IT Cluster Incorporated 2002 - 2022

- In 2002 Ian McCrae and David Clark from Orion Systems called together a meeting of 20 health ICT companies with a view to establishing an industry collaborative or Cluster.
- The first vision was that the Cluster would lead:  
*“A dynamic fast-paced industry able to create and deliver innovative solutions that tackle the outstanding health problems of today and tomorrow.”*
- Broader objectives were established where the Cluster would support companies in the domestic environment as well as those looking to expand in offshore markets.
- By 2010 the Cluster had grown to 100 members.

# Founding members

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## New Zealand Health IT Cluster Incorporated 2002 - 2022

Auckland District Health Board, Augen New Zealand, Clineanswers, Computer Science, Comrad Medical Systems, Doctor Global, Emendo, Enigma Publishing, FirstBASE, Fraame Solutions, Healix, HealthLink, Houston Medical, IntraHealth, iSOFT New Zealand, Jade, Johnsco Investments, McKesson, MedTech, Methodware, Microsoft New Zealand, Ministry of Health, Orion Systems, Safer Sleep, Simpl, Software of Excellence, Sysmex New Zealand, Talkies Group, Telecom New Zealand, The University of Auckland, Vodafone, Winscribe

## New Zealand Health IT Cluster Incorporated 2002 - 2022

- Robin Ducker (Executive Officer): 2002 – June 2005
- Andrea Pettett: June 2005 – July 2009
- Dougal McKechnie: July 2009 – June 2014
- Scott Arrol: June 2014 – January 2021
- Mark Cox (Acting): January 2021 – June 2021
- Ryl Jensen: June 2021 - present

Each of whom have contributed to the stability, growth, and development of the organisation.

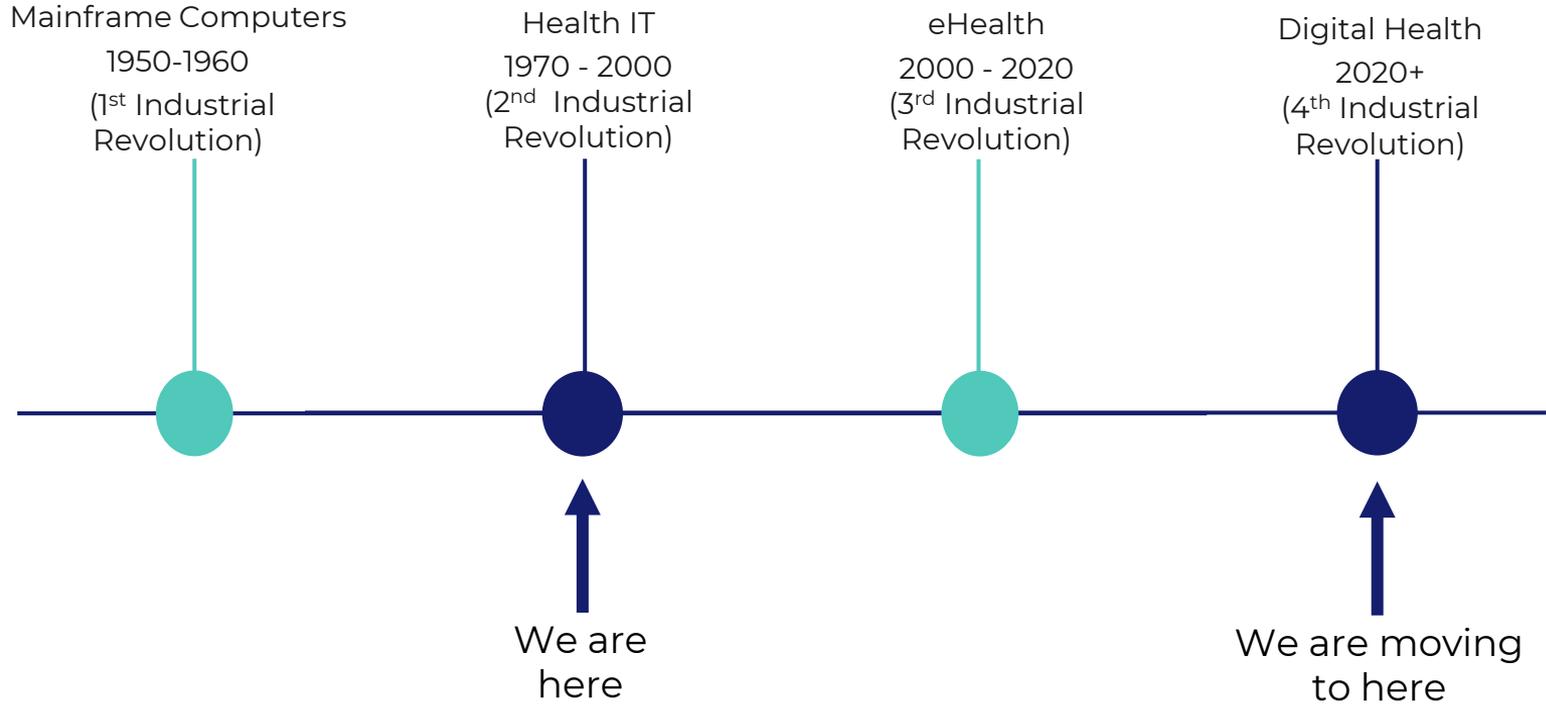
# Our reasons behind the rebrand

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- It gives a clear identification of who we are: A not-for-profit advocacy association here for its members and its community
- Reflects the advancements in digital health our members have made
- Reflects the diversity of local and international members
- Communicates a relevant brand story to our audience and our stakeholders
- Brings us into the Fourth Industrial Revolution
- Invokes trust and confidence in what we do
- Better reflects changes in consumer trends
- Allows a modern and vibrant look and feel

# Health IT Industrial Revolutions



# The brand development story

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## Building a new brand

- NZHIT embarked on developing a new brand to compliment an exciting name change to the Digital Health Association (DHA).
- We wanted to highlight connection - connecting health services through software, but also the connection that takes place between people and our community.
- The brief outlined that we wanted it to be Engaging, Professional, Approachable, Impacting, and Culturally Responsive.

# Unveiling the new brand

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**DHA**

TE RŌPŪ  
HAUORA  
MATIHIKO

**Digital Health Association**

# What your new brand represents

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- Circles are associated with Community and Togetherness.
- Connection is represented by the joining of the dots with lines, and the lines working together as a cohesive emblem.
- The lines are moving in the same clock-wise direction, representing common goals/objectives for achievement.
- Including a Māori translation for the 'Digital Health Association' within the logo, starts us on our journey of connecting with and representing all parts of the health and disability sector together.

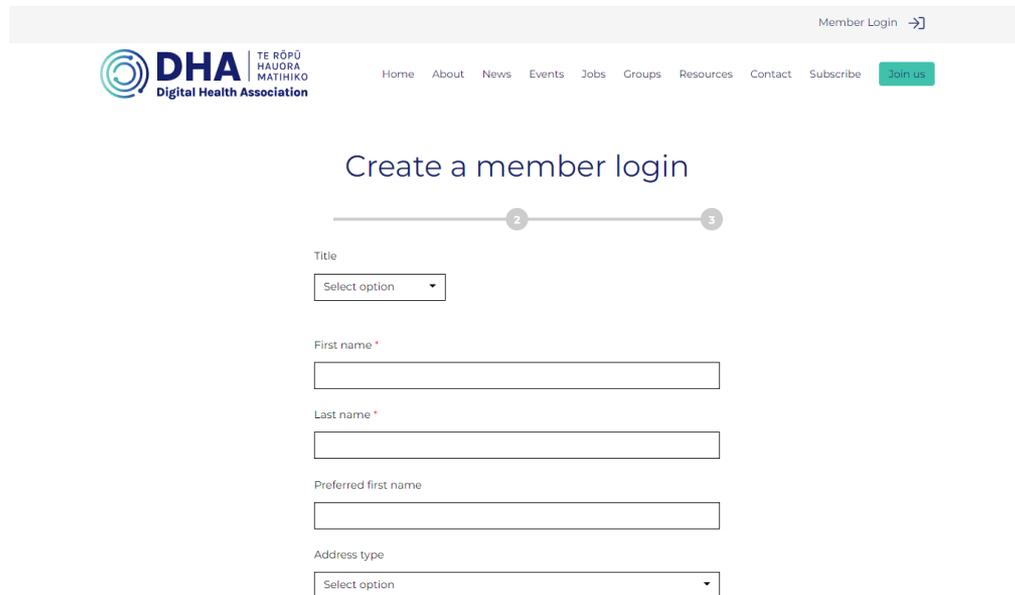
# New features of your website

## Create a login/member login

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The screenshot shows the top navigation bar with the DHA logo and menu items: Home, About, News, Events, Jobs, Groups, Resources, Contact, Subscribe, and a 'Join us' button. The main content area features a large graphic of New Zealand with a globe overlay and the text 'New Zealand's Peak Industry Body for Digital Health'. Below this are two buttons: 'Create a login' and 'Login'. At the bottom, there is a 'Member Login' link and a section titled 'Login to the Digital Health Association' with a login form containing an email field (filled with 'lliam.mcleavey@dha.org.nz'), a password field, and a 'Forgot your password?' link. Two buttons, 'Login' and 'Create a login', are positioned below the form.

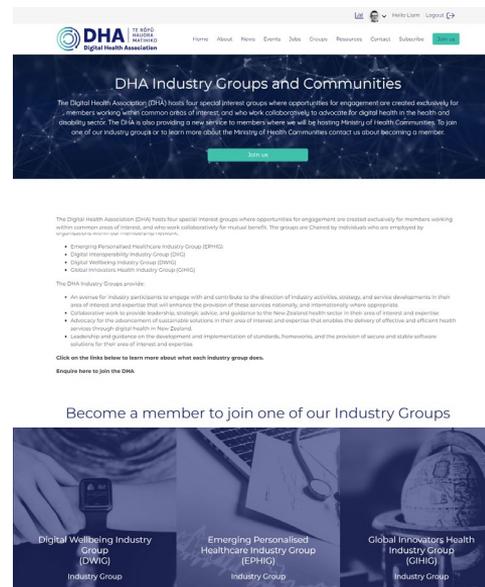
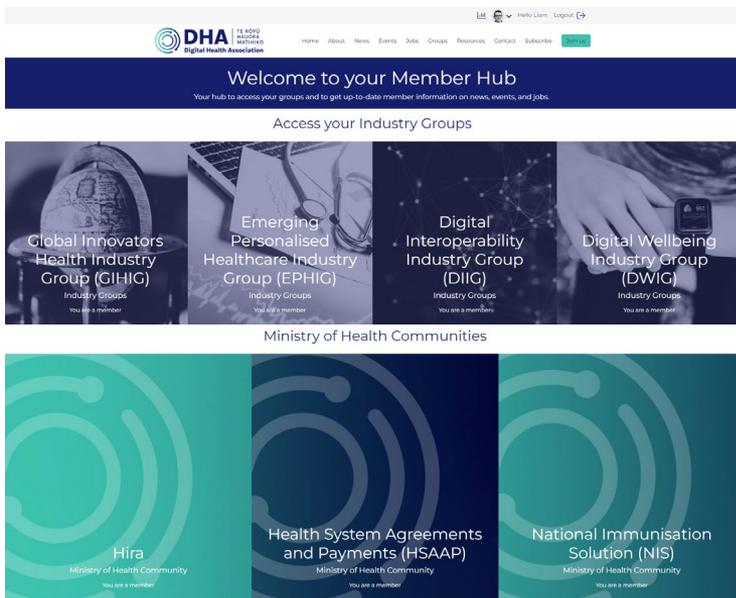


The screenshot displays the 'Create a member login' form. At the top right is a 'Member Login' link. The form includes a progress indicator with steps 1, 2, and 3, where step 2 is active. The form fields are: 'Title' (a dropdown menu with 'Select option'), 'First name \*' (a text input field), 'Last name \*' (a text input field), 'Preferred first name' (a text input field), and 'Address type' (a dropdown menu with 'Select option').

# New features of your website cont.

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## Member hub and groups/communities



# New features of your website cont.

## Share a news story

### Most read



Member News  
 Orion Health to deliver world's largest health information exchange in Saudi Arabia  
 More...



DHA Media Releases  
 Digital Mental Health Hub Would Provide Choice, Ease Pressure On Services  
 More...



DHA News  
 NZHIT says Hira could transform how we experience healthcare  
 More...



Share your news!

One of the great benefits of DHA membership is that you can share your stories, case studies and news with the industry for free.

Please submit your news content below, which will be sent to the DHA for quality assurance and formed into a story for the website or content for an email newsletter.

If you have any questions or need assistance, please email [info@dhahk.org.nz](mailto:info@dhahk.org.nz) and we'll get back to you as soon as we can.

News category:  
 A Focus on Standards

Show your name and profile link or name unchecked to be a anonymous post

Image caption:

B I U     
 Write a story:

Start typing to tag members...

# New features of your website cont.

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## Post a job

Hi! Hello Liam Logout

**DHA** | TE RŌPŪ HAUORA MATHIKO Digital Health Association

Home About News Events Jobs Groups Resources Contact Subscribe [Join us](#)

Search for jobs in Digital Health [Post a job](#)

As a DHA Member, you can share your job opportunities with the sector. Please submit information about your job below, which will be sent to the Digital Health Association for verification and posted for website visitors to view.

Position: \*

Company: \*

Select a company...

City: Country: Expiry Date: \*

Select a country... dd/mm/yyyy

Salary currency: Salary from: Salary to (leave empty if fixed salary):

Select a currency...

Categories: (Can select multiple) Industry:

Select category... Select an industry...

External link:

How would you like candidates to apply?

email

liam.mckeevey@rnzhit.nz

Through a website

Upload a link

[Upload image](#)

(At least 500 x 212 pixels and max. 2MB)

Job description: \*

Hi! Hello Liam Logout

**DHA** | TE RŌPŪ HAUORA MATHIKO Digital Health Association

Home About News Events Jobs Groups Resources Contact Subscribe [Join us](#)

DHA Jobs > Datawarehouse Developer

## Datawarehouse Developer at Pegasus Health



**Company** Pegasus Health  
**Position** Datawarehouse Developer  
**City** Christchurch  
**Country** New Zealand  
**Expiry Date** 30 May 2022  
**Salary** NZD90000 - NZD100000  
**Posted by** Rachael Tobeck  
**Posted on** 17 Mar 2022

[Apply](#)

Enjoy working at Pegasus Health in Christchurch, where you can make a difference in our community!

- Opportunity to grow with the role and work on interesting projects
- Free medical care after hours and free annual health checks
- Enjoy the work / lifestyle balance Christchurch has to offer

Crew Technology Recruitment is partnering exclusively with Pegasus Health on this role. Pegasus Health is a collaboration of General Practitioners, Practice Nurses and wider practice teams across the South Island. Their job is to improve the health and wellness of our community. The Business Information Services team within Pegasus Health consists of a range of technology professionals.

This role is located in **Christchurch**

### About the role:

Working as part of the Business Intelligence team at Pegasus Health, you will be working across the organisation developing Business Intelligence solutions to support the delivery of health care in our community. You will support the enhancement of the data warehouse to integrate data from diverse health information systems.

### Skills required:

- At least 3 years' experience in a BI Development role
- Proven analytical, design and problem-solving abilities
- Developing and enhancing our data warehouses and integrating new data sources using tools like Wherescape Red and MS SQL Server 2016
- Develop and maintain data visualisations and dashboards utilising a range of tools
- An understanding of data modelling using the Kimball approach

# New features of your website cont.

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## Subscribe to the Digital Health Digest

Subscribe to the Digital Health Digest!

I'm happy to hear about industry news, events, sector matters, & membership updates by email

Subscribe here

# Rule changes and voting

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## The rule changes presented today cover two key areas:

- 1) Formalising the legal name change of the organisation from **The New Zealand Health IT Cluster Incorporated** to the **Digital Health Association NZ Incorporated** and reflecting these changes of the new name in the rules.
- 2) We are also correcting the voting status of co-opted members.
- **Motion - Mover and Seconder**
- THAT the legal name of the organisation is the Digital Health Association NZ Incorporated;
- THAT the proposed rule changes be accepted;
- THAT the Board are authorised to update the Association records held by the Companies Office to effect these changes.
- **An electronic poll will now be held for members only to vote on these changes**

# What's next?

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## Explore your new website/create your login

1. Go to your new website [www.dha.org.nz](http://www.dha.org.nz)
2. Have a nosey at all the new features and pages of the DHA
3. Create your login from the logged-out homepage button to be able to use your Membership Hub and connect with your groups and Ministry of Health Communities
4. Join an Industry Group
5. Join a Ministry of Health Community
6. Engage!

# Membership collateral

## Choose a member badge

We have created 3 membership badges for you to choose from to advertise that you are a member of the DHA under your email signatures or on your websites. We will send these to you via email.

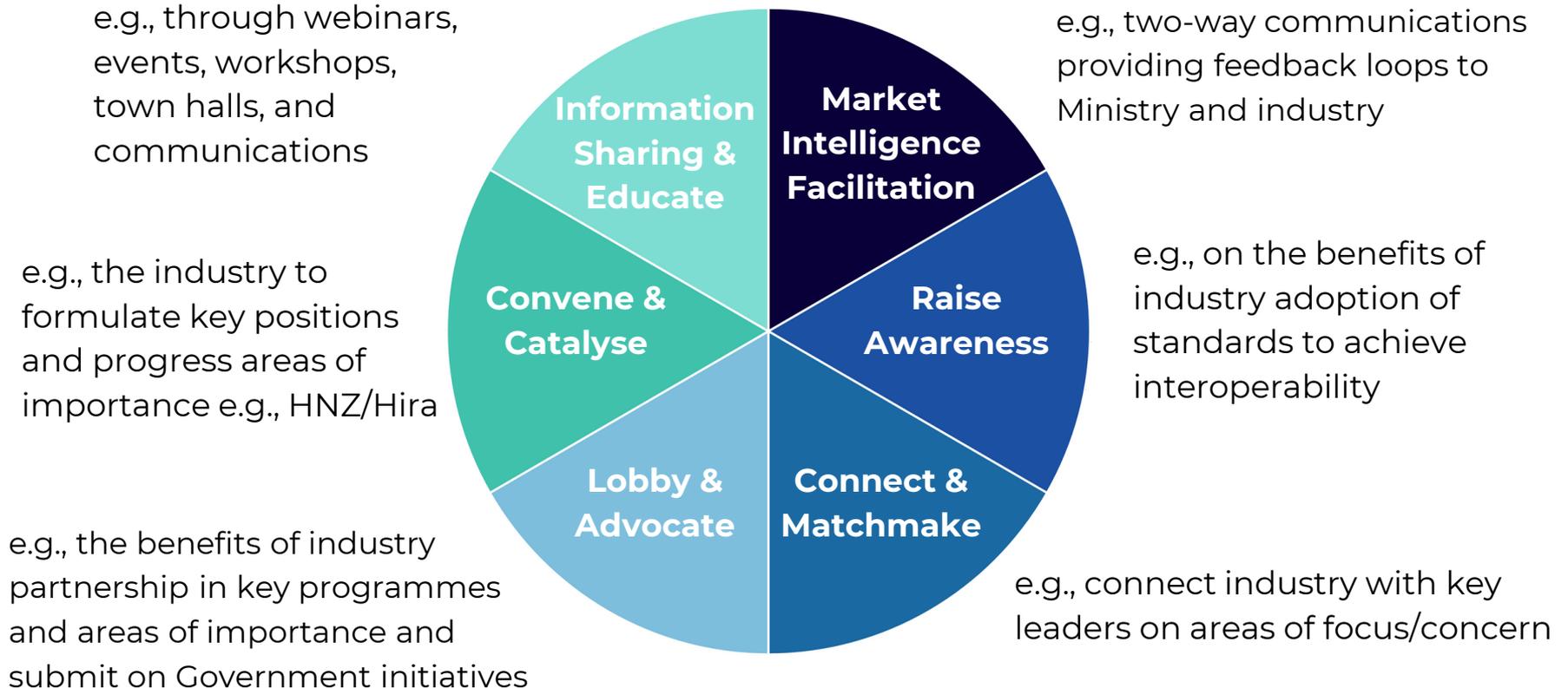


PROUD MEMBER



MEMBER

# Our purpose and function



# Raise your glass

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We want to extend a huge thanks to all our members, past and present, to all Directors past and present, to all CEOs and staff past and present and our partners who continue to support the journey of the Digital Health Association now and into the future.

So, let's raise our glasses and toast to our new chapter!

# THANK YOU



[www.dha.org.nz](http://www.dha.org.nz) | [info@dha.org.nz](mailto:info@dha.org.nz)