

# On the move



## Mobile Health Group Newsletter - May 2024

Kia ora koutou,

Some of you may notice our refreshed appearance in this newsletter. Last year our organisation initiated a 'new beginning' by aligning Mobile Health (day surgery) with Mobile Medical (kidney stone treatment) under a common ownership structure. As part of this effort, we've made adjustments to our branding, aiming to create a more cohesive experience for our expanding range of services.

**Mobile Imaging** - In this newsletter, we will touch on all areas of our services, but I want to make special mention of a new joint venture with Mercy Radiology, which will bring PET-CT services to regional areas. PET-CT scans are used for cancer diagnosis and staging, which involves determining the extent and location of cancer in a person's body. While PET-CT imaging is becoming increasingly available in large urban locations, it is unlikely that a permanent fixed installation will be viable outside urban areas, so our mobile PET-CT service is designed to bridge this gap. If you are interested in following the journey of our PET-CT unit as it enters service, I encourage you to sign up for the [Mobile Imaging newsletter](#).

**Accepting referrals for PET-CT** - Mobile Imaging has received IANZ accreditation and scanned our first patient earlier this week in Rotorua. For any bookings or referrals then call us on 0800 001 185 or email [booking@mobileimaging.co.nz](mailto:booking@mobileimaging.co.nz)



The common thread of our services is helping specialised healthcare and hauora services be accessible everywhere in Aotearoa New Zealand. No matter where people live, we believe people should be able to access the medical care they need. We look forward to working with Health NZ - Te Whatu Ora and other partners to meet this challenge by expanding and extending the services we offer.

Ngā mihi,

**Mark Eager, Chief Executive**

**Mobile Health Group**

## Mobile Health Group

### Mobile health vehicles unite at Parliament

Last week, 11 mobile health vehicles from 10 different organisations were showcased at the forecourt of Parliament Buildings in Wellington. The purpose of this display was to highlight the expanding range of services offered by providers through these mobile health vehicles. This approach is increasingly used to ensure equitable access to health services.

Among the units on display were Breast Screening Aotearoa, mobile dental, mobile artificial limb clinic, primary care vehicles, Stroke Foundation alongside our three specialised vehicles, mobile surgical, mobile lithotripsy (kidney stone) and the new mobile PET-CT unit.

The exhibition served as a prelude to Rural Fest, an annual event organised by Hauora Taiwhenua. Rural Fest identifies critical changes needed to improve health and wellbeing in rural communities and conveys those messages to Parliament, including Ministers and Members of Parliament.



[View the photo album](#)

# Mobile Imaging

## Mobile Imaging is now accepting referrals

Australasia's first mobile PET-CT unit is now accepting referrals for PET-CT and CT scans. Mobile Health Group and Mercy Radiology have partnered to form Mobile Imaging. Together we are making advanced PET-CT scanning accessible to people living in regional areas of New Zealand.

Mobile Imaging's first day took place on Tuesday 14th May at Southern Cross Rotorua Hospital. In the coming weeks the service will expand to other locations in the Central North Island region.

For further information on referrals and bookings please contact us at:

- 0800 001 185
- [booking@mobileimaging.co.nz](mailto:booking@mobileimaging.co.nz)

To learn more, visit our website, [mobileimaging.co.nz](http://mobileimaging.co.nz)

To keep up with the latest news, subscribe to [Mobile Imaging's newsletter](#)

Visit website

NOW ACCEPTING REFERRALS

## Mobile PET-CT ROTORUA

Aotearoa's first mobile PET-CT  
Is now accepting referrals  
for FDG-based PET-CT scans.

**LOCATION:**  
Southern Cross Hospital in Rotorua

**DATES:**  
Tue 14th and Wed 15th May  
Tue 21st and Wed 22nd May



For further information:  
**Phone:** 0800 001185  
**Email:** [booking@mobileimaging.co.nz](mailto:booking@mobileimaging.co.nz)

To stay updated on our new services, including  
PSMA prostate scans, please subscribe at  
[www.mobileimaging.co.nz/newsletter](http://www.mobileimaging.co.nz/newsletter)

[mobileimaging.co.nz](http://mobileimaging.co.nz)

mobile  
imaging

Mercy  
Radiology



## What is PET-CT?

Positron Emission Tomography (PET) is an imaging procedure that uses small amounts of radioactive tracers to help diagnose, locate, and assess a disease. The functional PET images are fused with high-definition anatomical CT images, after which the scan is called a PET-CT scan.

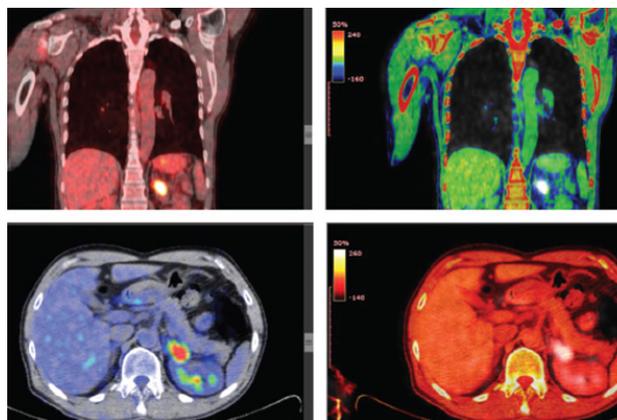
Different types of radiotracers can be used for different scans:

- PSMA accurately detects prostate cancer spread.
- FDG is used to investigate the whole body for cancer.

Healthcare providers use PET-CT imaging to more effectively diagnose, locate, and assess a disease in patients. PET-CT is more sensitive than other imaging tests and may detect cancer sooner than other tests.

Accurately detecting cancer in the early stages means patients can receive treatment earlier, resulting in better outcomes for the patient.

[Learn more about PET-CT](#)



**Mobile Surgical**

## Returning to Te Puia Springs

The Mobile Surgical Unit – Te Waka Hauora went back to its roots when it visited Te Puia Springs in March for two full days of paediatric dental surgery. A welcome and open day was held on Sunday with plenty of visitors and interest through the mobile unit. We held a suturing demonstration where local school students with an interest in medicine donned scrubs and had a go themselves! Following the event, we had two surgery days in Te Puia and treated 16 patients.

Mobile Surgical has a strong relationship with the area because the first surgery on the surgical unit was in Te Puia Springs in March 2002. Almost 24 years later, there have been more than 1,000 patients treated at Te Puia in a range of specialities, including dental, general surgery, gynaecology and endoscopy.

Strong community partnerships are the key to the success – thank you to Ngāti Porou for their valuable support and collaboration in co-ordinating this event for the local area.

*Pictured top right: The Mobile Surgical Unit parked in Te Puia Springs*

*Pictured bottom right: Mobile Surgical clinical team (L-R top row) Tim McKay, Vicky Copland, Karenza Heath, Keeley Lawson, Kasha Laverick, Liz Grant. (L-R bottom row) Jayne Attkins, Carla Hibbs, Jason Irwin, and Uwe Seidenfaden.*

Lean more about Ngāti Porou Hauora



## Investing in the next generation

The health workforce faces significant strain, particularly in rural areas. Successfully attracting and retaining health professionals for these rural communities often hinges on individuals who have grown up in or maintain strong connections to rural areas. To address this, Mobile Health Group makes a considerable investment in raising awareness among students about health careers and encouraging them to consider pursuing a path in the health sector.

[Read Tobias Oellinger's story](#) (pictured top right), a medical student from Germany who completed his work experience on the surgical unit.



## Rural Health Scholarships

### Scholarships for rural students moving to study health

Mobile Health Group in partnership with Hauora Taiwhenua Rural Health Network funds four \$5,000 annual scholarships for students from rural areas undertaking their first year of health studies away from home. We are thrilled this year's four recipients have started their studies. We wish them well!

**Cameron Dickey (Greymouth) Health Sciences:** "I'm most looking forward to coming back to the West Coast, making a difference within my community as a rural doctor and addressing social determinants of health."

**Holly Pickery (Pakaraka) Paramedicine:** "I'm excited to begin my course in Paramedicine and I am looking forward to learning new skills, meeting new people, having a change of lifestyle and living in the big city."

**Leah Johnson (Ashburton) Bachelor of Science:** "I'm looking forward to broadening my knowledge on the impact diet has on individuals' overall health and wellbeing along with society. From there, being able to use this knowledge to support people in our rural communities in developing healthy lifestyles."

**Alesia Stoian (Marton) Health Sciences:** "I'm looking forward to satisfying my deep curiosities about the intricacies of the human body and using that knowledge to help people in need." *(pictured bottom right)*



[Learn about last year's winners](#)

**Mobile Medical**

## Making a difference

For patients, receiving any kind of treatment can be stressful. Alleviating some of this stress comes from familiarity with their environment, knowing they are in the hands of a team that understands their journey and is dedicated to their wellbeing. John Hillyer is no stranger to the mobile lithotripsy unit who found comfort during his 15th procedure.

*(Pictured L-R: Standing outside the Mobile Lithotripsy Unit – Karen Miller, Medical Imaging Technologist; John Hillyer, patient; and Simon Felton, Medical Imaging Technologist)*

[Read the full story](#)



## Tracking success



Mobile Medical has been offering its lithotripsy service throughout Aotearoa New Zealand since 1995. Lithotripsy, specifically known as Extracorporeal Shockwave Lithotripsy (ESWL), involves precisely targeting shockwaves onto a kidney stone. Over the past 29 years, we have completed more than 16,000 treatments, accumulating extensive knowledge and expertise to ensure the best possible outcomes for patients.

Through data collection, we continuously monitor and analyse treatment success rates. Our thorough analysis reveals impressive success rates across various targeted areas for stone treatment. Notably, Pelviuroteric Junction (70% success), Upper Ureter (69% success), Middle Ureter (71% success), and Lower Ureter (65% success), ESWL has delivered remarkable results. These outcomes are particularly noteworthy as these areas are not commonly regarded as successful for ESWL treatment.

In the past six months, we implemented changes, including the implementation of higher power settings, especially for VUJ stones (Ureteric stones positioned just above the bladder). As a result, some of our more recent treatments have seen success rates close to 100% for these distal stones.

Note: Successful means either "Complete clearance" "Dust" or " $\leq 4\text{mm}$ "

**My Health Hub**

## Rural communities thrive from online webinars

My Health Hub Professional Development Programme has been given a big thumbs up by our rural sites and partners. Some snippets from our recent Rural Site Feedback Survey include:

*"The selection of available pre-recorded webinars is fantastic - it is varied and all that we have viewed, have been really useful. In terms of the service provided by your team, it is exceptional. You have managed to identify what we are looking for and then tailored sessions accordingly or suggested something that aligns with our need."*

*"A great range of topics was provided. I have found that many of the presenters adapt their presentations to the area/challenges faced within our region. I have also found correspondence with the team to be exceptional, making it easy to facilitate the sessions."*

Chris Moore, our Rural Health Education Manager says that the service is filling an import niche in education for health professionals. She says "already this year we have had over 3000 attendee hours for our live webinars, 1000 hours of recordings viewed, in addition to the study sessions which are offered to one organisation or geographic area."



[Visit My Health Hub](#)

## RNZCGP gives glowing endorsement of My Health Hub

We are committed to delivering a high-quality education to health professionals, and we are pleased to have received an updated endorsement from The Royal New Zealand College of General Practitioners (RNZCGP). The team was delighted with the feedback we received from the College.

*"Your efforts in maintaining a high quality of education is wonderful to see. The dedication and adaptability demonstrated by Mobile Health in ensuring the professional development of healthcare professionals is truly impressive. Thank you for your hard work."*

*"By incorporating inequity discussions into your curriculum, you are*



enhancing the knowledge and skills of healthcare professionals and promoting a more inclusive and equitable healthcare system. This proactive approach will undoubtedly contribute to reducing disparities and improving patient outcomes overall. Keep up the excellent work.”

## Our values and vision

As we grow, we have taken the time to capture our vision, mission and values for the company. These serve as the guiding principles that drive everything we do so that we continue to create value and make a difference. Our shared identity reflects our commitment to bringing only the best healthcare services to New Zealanders.

Our company’s vision is unchanging – we strive for a future where no matter where you live, healthcare services are accessible to everyone. It’s the future we need to build to sustain a healthcare system that doesn’t leave anyone behind.





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