

**+PRINT ARCHIVE |**

**+BULLETINS**

## **'C' and 'B' words rattle our cages**

**The newspaper: 22 June 2022**



**Guest contributor**



Wednesday 22 June  
2022, 12:00 AM

2 minutes to Read



COVID-19 is still the enemy as far as general practice and community health are concerned [image: cmann on iStock]

## **PMAANZ**

That familiar feeling of being under pressure dominates day-to-day practice management, but connection helps people through, writes **Michelle Te Kira**

---

As we near the start of new organisations leading a new health system, here in the trenches of general practice and community health we are still battling the continuing prevalence of the dreaded “C” word.

COVID-19 continues alongside the worse-than-normal, dreaded winter lurgies. Oh, and we are still reeling from last month's announcements associated with the big "B" word.

Budget 2022 was a let-down for members of the Practice Managers and Administrators Association of New Zealand. Our members are under extreme pressure, especially in the smaller regions and rural areas, where staff retention and workforce are below what is required to service our communities' needs.

The capitation funding formula is outdated and unrealistic and does not reflect a lot of the cost pressures already on our services. The 3 per cent increase being imposed is a joke.

Our members are just not feeling the aroha from government leaders. Some of the comments made are out of touch and show they do not know what a day is like in our busy practices and at the front line.

Outdated we are not. We need the Government to ensure our funding reflects the true cost pressures and provide support for our workforce crisis and pay parity/ equity for our teams.

Enough said about the “B” and “C” words. On a positive note: on behalf of the PMAANZ national executive, I am pleased to announce and launch our new look moving into the future.



# PMAANZ<sup>®</sup>

PRACTICE MANAGERS & ADMINISTRATORS  
ASSOCIATION OF NEW ZEALAND

## **New branding**

The association's annual conference has had to be delayed twice, which meant missing the big 25th anniversary celebration, where we had planned to launch the new PMAANZ logo.

In our 25 years we have had two logos, so this will be our third. We are proud to present our new brand logo (see above), created by Ben Thomason at Mana Design.

The logo was created with the intention to link the work that the association does to be inclusive of our wider Polynesian community by incorporating symbols, patterns and art forms from the cultures of the Pacific.

The logo, to be used in several colours reflecting our diversity, is an abstract circle design that signifies connection and equality and has the cross symbol internationally representing health in the centre.

It includes all ethnicities found within the Pacific and symbolises the wider world.

The three sections within the circle represent the deep connection to the past, present and future that flows within the cultures of the Pacific. Together, these three sections form a whole (or community).

The upper segment represents the largest of the Pacific Islands, Aotearoa. The Māori pattern is used to tie this segment to the whenua and ground our organisation within Aotearoa. The two mirrored bottom sections represent our neighbouring Pacific Islands.

It seeks to be culturally recognisable in what we represent as an organisation for all our members moving forward under the health reforms.

We will be excited to show off the logo as exhibitors at our first RNZCGP conference, the Conference for General Practice 2022 in Christchurch next month.

***Michelle Te Kira is executive chair of the Practice Managers and Administrators Association of New Zealand***

Michelle, capture your time to Read, Watch, Listen or Delve by clicking  
CAPTURE.

CAPTURE

You can view your CAPTURE  
RECORD here.