

Quarterly Report

January – March 2026

INSIGHT – PERFORMANCE - INNOVATION


healthdirect
Australia



Healthdirect Australia report

January – March 2026

In this report we share insights drawn from operational service usage, consumer research and system data to show the opportunities, benefits and applications that analysis from our data has revealed.

Updates from a range of our strategic plan initiatives for FY26 are profiled from across our service portfolio to illustrate our progress against key focus areas including; removing barriers to access care, connecting the health system, driving measurable value, and partnerships and projects that support innovation at scale.



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Key service performance measures

Jan-Mar 2026

Service: HIAS*	Jan-Mar 2026	Oct-Dec 2025	
Metric description	Q3 FY2026	Q2 FY2026	
Call volume (received)	343,952	360,919	
Answer calls within 20 seconds. Target 80%	90.7%	80.0%	↑
Consumer satisfaction (target 95%)	90%	91.0%	

*NOTE: There is currently an upstream data issue affect HIAS reporting for Q3 FY2026; these values may be revised in subsequent reporting.

Service: HIAS Digital	Jan-Mar 2026	Oct-Dec 2025	
Metric description	Q3 FY2026	Q2 FY2026	
Website volume	9,011,854	9,181,458	
Symptom Checker accessed (landing page)	661,955	648,256	
Symptom Checker started (first question)	404,362	419,033	
Symptom Checker completed triages	67.6%	72.5%	
Service Finder sessions (Aus)	2,510,222	2,458,175	

NHSD	Jan-Mar 2026	Oct-Dec 2025	
Metric description	Q3 FY26	Q2 FY26	
API Calls NHSD (excl Service Finder)	5.50M	6.12M	↓

Service: Medicare Mental Health	Jan-Mar 2026	Oct-Dec 2025	
Metric description	Q3 FY2026	Q2 FY2026	
Volume of referrals	1,119	1,310	↓


GP Helpline	Jan-Mar 2026	Oct-Dec 2025	
Metric description	Q3 FY2026	Q2 FY2026	
Call volume (referrals received)	22,696	22,511	
Calls in hours (virtual GP)	8,107 (36%)	9,847 (44%)	↑
Higher acuity – call back in 30 minutes	88.6%	75.0%	↑
Lower acuity – call back within 2 hours	81.6%	56.0%	↑

Service: Pregnancy Birth and Baby	Jan-Mar 2026	Oct-Dec 2025	
Metric description	Q3 FY2026	Q2 FY2026	
Call volume (Calls received)	7,764	8,322	↓
Grade of service (70% in 120sec)	82.9%	82.00%	
Customer satisfaction (95%)	97.2%	96.00%	

Service: Video Call	Jan-Mar 2026	Oct-Dec 2025	
Metric description	Q3 FY2026	Q2 FY2026	
System availability (99.95%)	100%	100.00%	
Facilitated consultation volume	449,491	450,754	

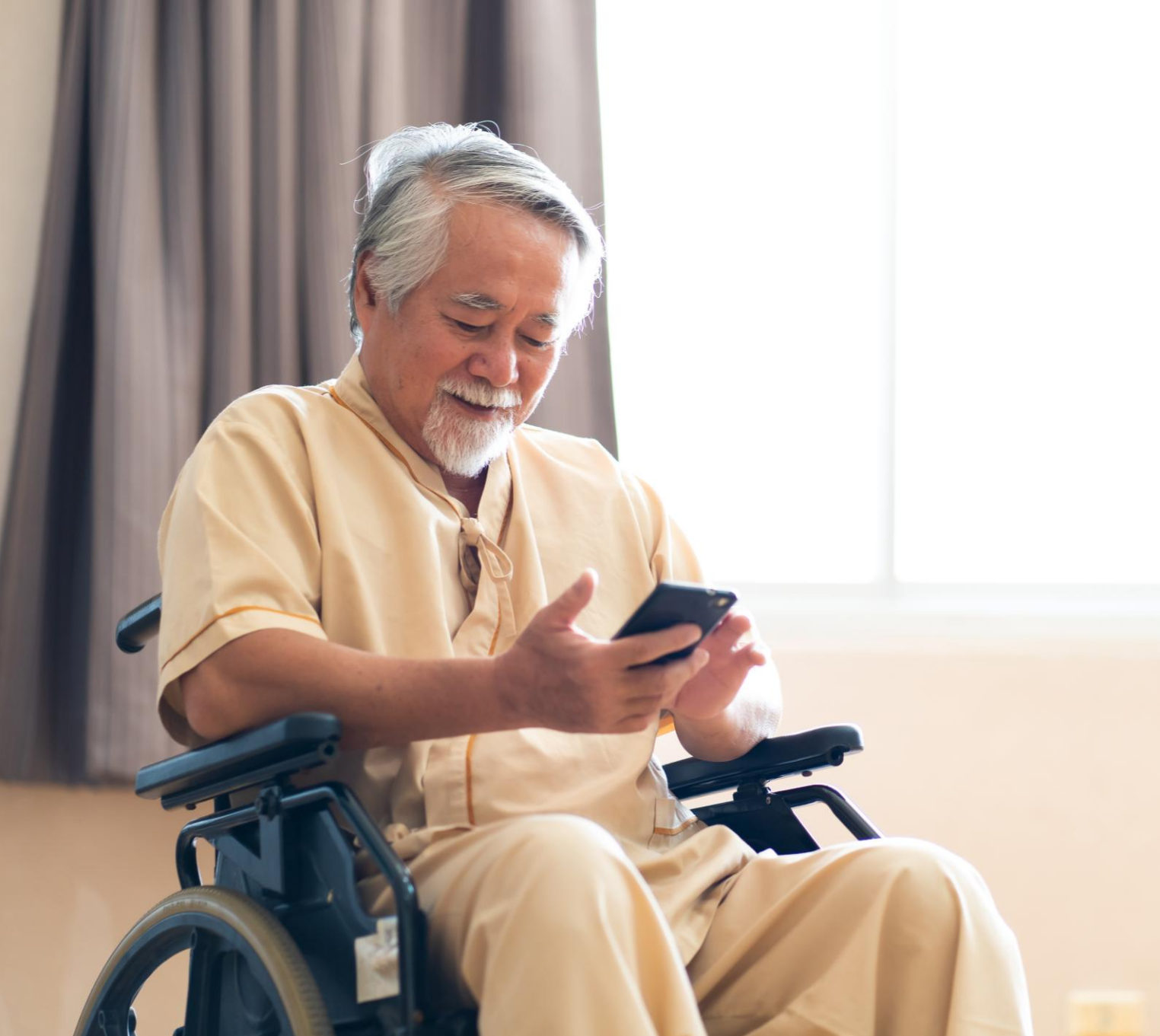
Service: My Aged Care	Jan-Mar 2026	Oct-Dec 2025	
Metric description	Q3 FY2026	Q2 FY2026	
Call volume (calls received)	684,055	604,525	↑
Ave speed to answer (60secs) - Consumer Line	60	40	↓
Consumer Satisfaction (95%) - Consumer Line	93.8%	94.0%	

Note: Quarterly variances:

A change of +/- 5% is indicated with 
Stable indicated by no arrow.

A downward metric that is a positive service result is indicated with 

These measures are the primary service measures specified in the funding contract. Healthdirect monitors a broader range of measures in operations and periodically assess the most appropriate measures to be highlighted in service reports and considered during contract renewals.



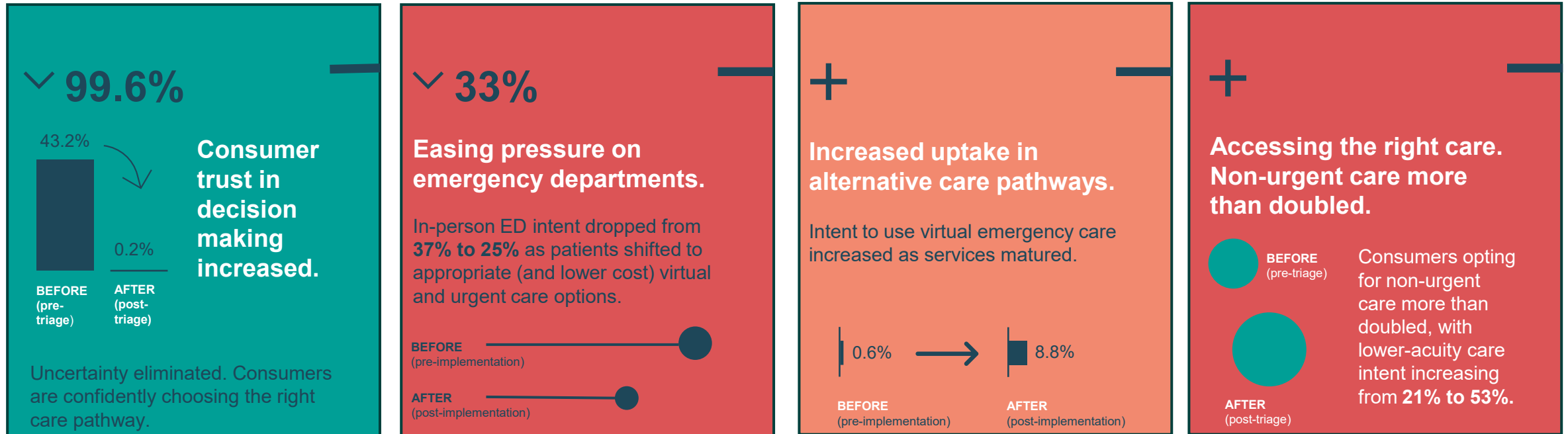
Insights

This section shares what Healthdirect is learning from our data, operational service usage and from initiatives where we have engaged consumers through qualitative research. These insights aim to inform service improvement and design – for our own services and for the broader health system.

1. Research insight | Evidence proves Healthdirect virtual triage reduces ED visits

Our latest research, published in the peer reviewed journal *Mayo Clinic Proceedings: Digital Health*, shows our AI-enabled virtual triage is helping consumers choose the most appropriate, lower-acuity care options and easing pressure on emergency departments.

Analysis of 1.55 million Healthdirect consumer records from April 2023 to March 2025 found:



Impact on the health system

The research shows how AI-assisted clinical decision tools ensure safe, consistent, and reliable guidance, with 83% agreement rate between nurses and AI recommendations, enhancing nurses' capabilities and providing clearer advice. With health systems facing growing demand driven by population growth, ageing demographics, and increasing care complexity and ongoing workforce shortages, the Healthdirect service offers an efficient, equitable, and sustainable healthcare system that better serves consumers and governments. By offering convenient, cost-effective alternatives for lower-acuity issues and increasing access to virtual and non-urgent care, consumers make informed choices.

Source: Gellert, G. A., et al. (2025). *Increased utilization of telemedical emergency and non-urgent care following deployment of virtual triage and care referral in Australia*. *Mayo Clinic Proceedings: Digital Health*. <https://doi.org/10.1016/j.mcpdig.2025.100331>

3. Service insight | Healthdirect adapts to leverage AI adoption

People are getting health information from AI, not just websites

Australians are increasingly turning to AI tools – such as AI search results and chatbots – to get answers to health questions. In many cases, they are getting those answers directly inside the AI product without clicking through to a website at all. Healthdirect content is now being regularly used by these AI tools to generate health answers. Nearly 9 in 10 of those citations drew on our conditions and symptoms content; Healthdirect’s core information asset.

Healthdirect is being recognised as a trusted source

Over the past six months, Healthdirect has made changes to how our content is written, structured and presented so it can be easily understood and used by AI systems. The results show that this approach is working, with use of Healthdirect content inside AI platforms growing rapidly since we started measuring this in late 2025; up 428% from October to the peak in February (shown in the ‘mentions’ data).

AI tools are using Healthdirect to answer clinical questions

AI platforms are not just mentioning Healthdirect, they are actively using our content to answer health questions. Healthdirect’s Australian AI visibility score is 71, up from 66 five months ago, showing that AI systems are treating Healthdirect as a clinical knowledge source. In many cases, AI tools now link directly back to Healthdirect pages when generating answers. This shows growing confidence in our content as a reliable, evidence-based reference that can be easily consumer by AI agents; shown in the ‘citations’ data.

Visibility inside AI answers now matters as much as clicks

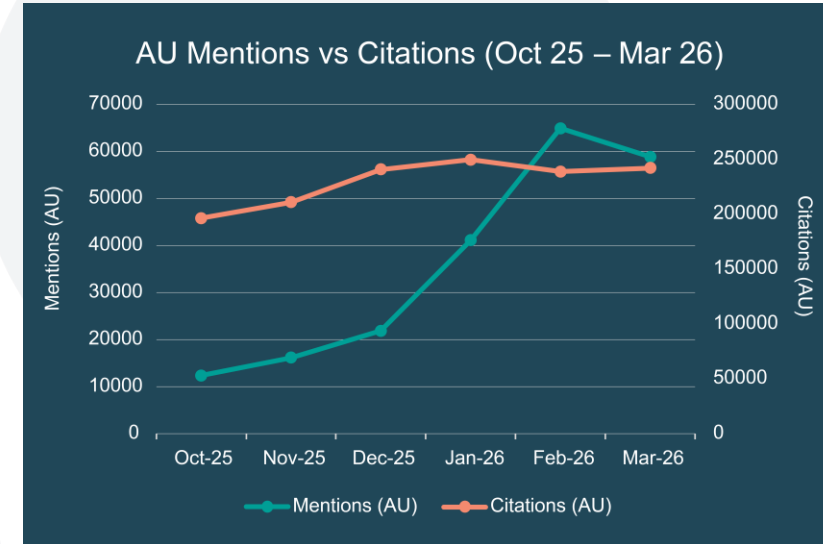
Most AI-generated health searches end without a website visit. What matters is whether Healthdirect appears clearly and consistently inside the AI-generated answer itself. Our visibility has continued to improve over time, particularly within Google’s AI-generated health responses where our score is strongest, at 92/100; a score in the ‘dominant tier’ of sources that Google’s AI treats as top-tier authorities.

Fewer pages, used more often

Recently, AI platforms have drawn on a slightly smaller set of Healthdirect pages. However, the pages that do appear are being referenced more frequently. This suggests that certain core pages are doing a large amount of work inside AI systems and reinforces the importance of maintaining high-quality, well-structured clinical content. We are closely monitoring these trends to understand whether they are consumer driven or arising due to drift in the models.

What’s next

AI consumption presents risks. When platforms repackage our content, clinical facts may be provided without context, disclaimers, or service links. For example, a consumer reading about chest pain on healthdirect.gov.au sees a prompt to call 000, but AI chatbots may omit this. AI may also deliver responses that are inaccurate, outdated, or blend our content with lower-quality sources. Healthdirect is engaging with LLM operators to ensure clinical context, safety prompts, and escalation to human care are preserved.



The significant upward trend in AI mentions and citations is clear.

Glossary

- **Mentions** indicate how often AI tools like ChatGPT or Perplexity reference your content in their responses, reflecting overall AI visibility.
- **Citations** count the instances where AI tools explicitly link to or attribute your specific pages as sources. Since one mention can lead to multiple citations, citations typically exceed mentions.
- **Cited Pages** shows the number of your individual pages cited, revealing the scope of your content's presence in AI. A low number here compared to citations suggests that a few pages carry most of the impact.
- **LLM operators** Entity governing and operating large language models-powered AI tools

4. Service insight | Campaign-driven behaviour increases sexual health service access

Enhancing system efficiency and access

The launch of the Australian Government's Beforeplay campaign in November 2025 illustrates how Healthdirect plays an important role in driving access to services in line with government priorities.

Healthdirect has observed a significant and sustained change in consumer behaviour following the campaign. The website prominently features links to Service Finder, alongside Healthdirect health information topics covering various sexually transmitted diseases.

9x increase in consumers using Service Finder to seek sexual health clinics during the Beforeplay campaign.

Campaign impact and referral sources

The increase in searches aligns directly with campaign activity, with the majority of traffic referred from the [health.gov.au](https://www.health.gov.au) domain rather than traditional channels such as Google. This demonstrates the campaign's effectiveness in raising awareness and embedding clear, immediate pathways to action through Healthdirect's infrastructure.

Consumer behaviour and intent

This spike, specific to sexual health, underscores that behaviour change was targeted and campaign-driven.

72,000 Australians utilised Service Finder to find nearest sexual health clinic

Healthdirect's Service Finder served as a critical access point, effectively converting campaign engagement into measurable action at scale. Consumers are increasingly prioritising direct access to care pathways over traditional information-seeking journeys.

When integrated into government campaigns, Healthdirect's national digital infrastructure facilitates the direct translation of awareness into timely care-seeking behaviour and meeting consumers where they are.

The image shows a composite of two screenshots. The top screenshot is the Australian Government's 'Beforeplay' campaign website. It features a navigation bar with 'Home', 'Prevention', 'Testing', 'Local services', 'Resources', 'Translated resources', and 'First Nations'. The main content area has a large banner with the text 'Make STI testing your Beforeplay' and a 'Find a clinic near you' button. Below this is a video player with the title 'Beforeplay: It's the test part, before the best part.' and a 'Play' button. To the right of the video is a text box with the heading 'Make STI testing your Beforeplay.' and a paragraph: 'Use protection and book an STI test today. Staying on top of your sexual health means you can enjoy the moment knowing you and your partner are protected.' Below the video is a 'Prevention' section with a list of links: 'Get tested regularly', 'Practice safe sex', and 'Use condoms with an external and internal condom in combination with condoms with lubricant'. The bottom screenshot is the Healthdirect website. It features the 'healthdirect' logo and the tagline 'Free Australian health advice you can count on.' with 'Join' and 'Sign in' buttons. The navigation bar includes 'Home', 'Health topics A-Z', 'Medicines', 'Symptom checker', and 'Service finder'. Below the navigation bar is a search bar with the text 'Find Sexual health clinic by location' and a 'Search' button. The search bar has a placeholder text 'Enter suburb or postcode' and a location pin icon.

The Beforeplay campaign links directly to a pre-filtered search in the Healthdirect Service Finder



Corporate initiatives

Patient Consultation Summaries

Supporting consumer health literacy through Healthdirect Video Call

Initiative overview

The Patient Consultation Summary (PCS) is a new enhancement to Healthdirect's Video Call platform, designed to strengthen consumer understanding and engagement in virtual care.

The feature enables clinicians to generate real-time, plain-language summaries during telehealth consultations, which are securely shared with patients' post-visit. By embedding clear, accessible information directly into the care journey, PCS enhances the quality and continuity of virtual care delivery.

Objectives

The PCS aims to improve health literacy and patient outcomes by ensuring patients leave consultations with a clear understanding of their condition, treatment plan and next steps.

Key objectives include

- Strengthening continuity of care through shared, standardised documentation
- Reducing miscommunication between clinicians and patients
- Supporting more effective self-management

Approach

The PCS was developed through a multi-partner collaboration led by the Digital Health Cooperative Research Centre (DHCRC), in partnership with Monash University, Healthdirect Australia, the Department of Health Victoria, Monash Health, and the University of Melbourne.

The solution integrates seamlessly into the consultation workflow, allowing clinicians to generate summaries using typed or voice-enabled inputs, supported by embedded medical terminology explanations to improve accessibility.

Summaries are securely delivered as password-protected documents to both patient and provider, ensuring privacy and continuity. When the consultation is ended, the summary disappears from the Video Call platform.

The initiative has undergone extensive prototyping, simulation and real-world evaluation across multiple health services, demonstrating improved patient comprehension and usability.

Status

Implemented. Following a successful pilot in Victoria, PCS is now being scaled nationally across the Video Call platform, supporting broader adoption of safe, high-quality virtual care.



Strategic plan alignment >>

This initiative aligns to the Strategic Plan as indicated by **green** >>



Priority 1
Access to care



Priority 2
Connected system



Priority 3
Measurable value



Enabler 1
Accelerate innovation



Enabler 2
Data & Insight partnerships



Enabler 3
Scalable operations

Services: Video Call, Healthdirect.

Content Management System refresh

Supporting Australians to access trusted health information

Initiative overview

The Content Management System (CMS) Refresh is a critical infrastructure initiative to modernise Healthdirect Australia's core websites.

The current CMS has reached end-of-life and no longer meets operational or strategic requirements, limiting scalability, flexibility and integration.

The transition to a modern, cloud-based platform will enable more effective distribution of clinically governed health content across websites, helplines, partner systems and emerging AI-driven channels.

This strengthens Healthdirect's ability to meet changing consumer behaviours while supporting its role as a trusted national provider of health information.

Objectives

- Migrate all digital content and assets to a new CMS ahead of the current system's decommissioning, ensuring continuity of service.
- Deliver a scalable, secure platform supporting multi-channel publishing, API-driven content delivery and improved integration across the health system.
- Introduce low-code tools and AI-enabled capabilities to enhance efficiency, content effectiveness and speed to market.

Approach

Delivery is phased, including infrastructure build, content migration and integration with core services such as Healthdirect and Pregnancy, Birth and Baby.

The platform supports structured content, governed workflows and reusable components, enabling consistent

publishing across teams and channels.

It also introduces capabilities such as experimentation, personalisation and AI-driven optimisation to improve performance and measure impact.

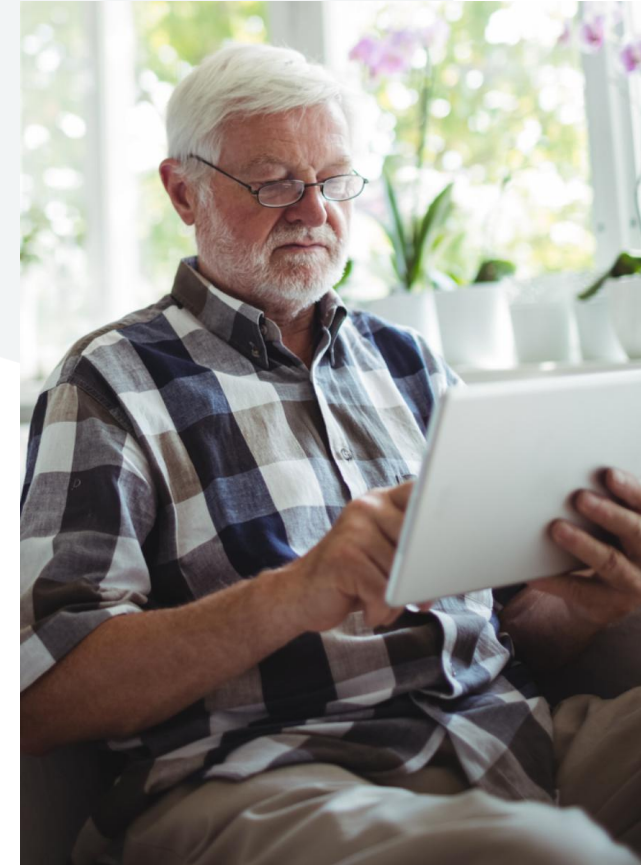
The new capabilities also support Healthdirect's readiness for the increasing number of consumers getting their health information from an AI assistant, so that our evidence-based, maintained, plain language content can continue to reach and guide their next steps.

Status

On track.

Release 1 due for delivery by April 2026.

Release 2 due for delivery by August 2026.



Strategic plan alignment >>

This initiative aligns to the Strategic Plan as indicated by **green >>**



Priority 1
Access to care



Priority 2
Connected system



Priority 3
Measurable value



Enabler 1
Accelerate innovation



Enabler 2
Data & Insight partnerships



Enabler 3
Scalable operations

Services:
Healthdirect,
Pregnancy, Birth and
Baby

This initiative's impact goal is that: By Dec 2026, the new CMS solution will feed high quality health information across all digital and telephony services.

Virtual AI Assistant

Supporting Australians to navigate preventative health

Initiative overview

To support Australians with a proactive, personalised and accessible support to navigate preventative health and early action, Healthdirect is undertaking an AI Virtual Assistant Proof of Concept (POC) to explore how emerging AI capabilities could enhance preventative healthcare and system efficiency.

The POC will demonstrate a trusted, agentic virtual assistant operating within a secure, non-production environment, leveraging synthetic My Health Record consumer data and Healthdirect infrastructure to identify preventative health opportunities and guide consumers to next best actions.

This initiative addresses a gap in healthcare where preventative care is available but rarely delivered as personalised, actionable guidance at scale. Focusing on use cases including immunisation, infection prevention, and triage, the POC targets high-impact use cases that support early intervention and improved health outcomes.

Objectives

The primary objective is to demonstrate that a generative AI assistant can safely and effectively identify preventative health gaps and guide consumers toward appropriate care pathways. This includes validating agentic capability, where the assistant can analyse structured data, generate clinically aligned prompts, and support navigation to relevant services such as GPs or pharmacies and to escalate to our helpline where clinically appropriate.

The initiative also aims to deliver clear, personalised communication that improves health literacy and supports informed decision-making. Ensuring clinical safety and alignment with national guidelines is central, supported by strong governance and appropriate escalation pathways.

Additionally, the POC will validate technical feasibility, interoperability, and scalability, while generating an evidence base to inform a path to national implementation.

Approach

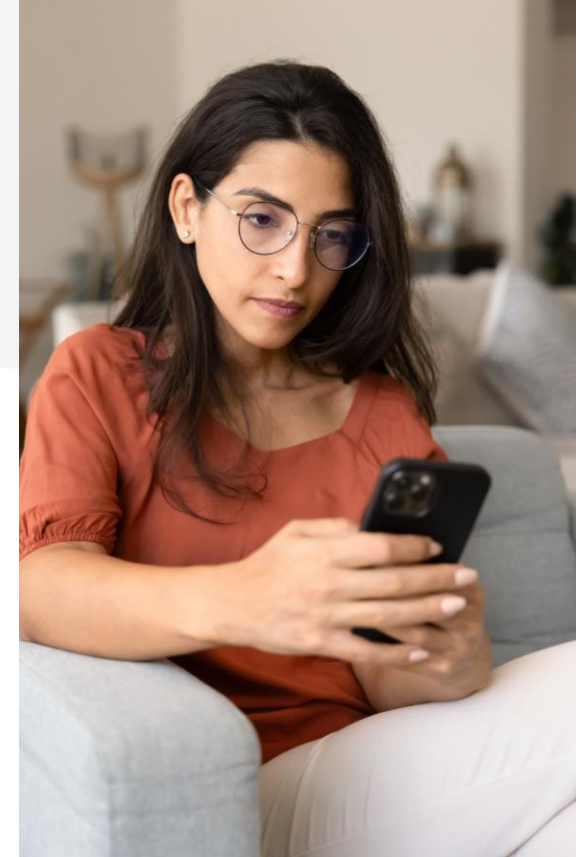
Delivery will follow a staged, risk-managed approach within Healthdirect's sandbox environment, ensuring no interaction with live systems or real consumer data.

The POC will simulate end-to-end user journeys, demonstrating how the assistant can identify opportunities, generate guidance, and support service navigation. The initiative is being delivered in partnership with Healthdirect's infrastructure partner AWS and a frontier LLM operator, leveraging established cloud infrastructure and AI capabilities for rapid prototyping and iteration. Healthdirect will provide strategic oversight, clinical governance, and experience design to ensure alignment with national standards.

We will test with our Consumer Engagement Group, with findings informing future scale decisions.

Status

On track.



Strategic plan alignment >>
This initiative aligns to the Strategic Plan as indicated by **green >>**



Priority 1
Access to care



Priority 2
Connected system



Priority 3
Measurable value



Enabler 1
Accelerate innovation



Enabler 2
Data & Insight partnerships



Enabler 3
Scalable operations

Service: Healthdirect

Research Enablement and Partnership roadmap

Strengthening our research capabilities

Initiative overview

The Research Enablement and Partnership Roadmap is designed to strengthen Healthdirect's ability to generate, translate and apply evidence across its growing portfolio of virtual services and AI-enabled technologies.

By utilising Healthdirect's unique data assets and embedding research into service delivery, Healthdirect can contribute to evidence-based digital health innovation and contribute to the body of knowledge supporting better informed decision-making across the health system.

Objectives

This initiative aims to establish a clear and scalable foundation for research across Healthdirect.

Key objectives include:

- Defining a shared vision and governance model for research engagement.

- Identifying priority capability gaps and partnership opportunities.
- Developing a phased implementation roadmap aligned to organisational strategy.

The roadmap prioritises generating strong clinical and operational evidence for regulatory validation of digital health tools, delivering early impact through pilot projects and partnerships while also building long-term capability to demonstrate public value.

Approach

The roadmap will be delivered through a phased, agile approach across 2026, combining structured assessment, cross-functional consultation and pilot testing. Initial phases focus on understanding current capabilities and defining governance, priorities and partnership models, followed by validation through targeted pilots and full implementation.

A central feature is the establishment of a research enablement model spanning governance, partnerships, processes, data and culture. This includes creating a centralised function for research engagement, standardised workflows for data access and ethics, and formalised collaboration models with academic, industry and government partners.

Research will largely be delivered through partnerships such as the Care Economy CRC to scale impact and co-fund research, while internal capability is strengthened developed.

This structured yet flexible approach ensures Healthdirect's data assets can be responsibly used to deliver insights to the health system.

Status

On track.



Strategic plan alignment >>

This initiative aligns to the Strategic Plan as indicated by **green** >>



Priority 1
Access to care



Priority 2
Connected system



Priority 3
Measurable value



Enabler 1
Accelerate innovation



Enabler 2
Data & Insight partnerships



Enabler 3
Scalable operations

Services: Healthdirect

This initiative's impact goals are: By 2026, Healthdirect Australia, industry and shareholders will have efficient data sharing, governance and ethics compliance for responsible research partnerships.



Our people at Australian Healthcare Week in Sydney.

Company news





Australian Healthcare Week Conference

Bettina McMahon, Mitch Burger, Travis Hodgson, Rachel de Sain, Karen Gallagher, Gareth Sherlock, Tim Carroll presented at the Australian Healthcare Week conference. From scaling AI, designing for consumers, virtual front doors, culturally safe care, informed-decision making through technology, environmental and social impacts of digital health, our team showcased how we're helping Australians to navigate the healthcare system to get the right care they need. We also hosted an exhibition booth that facilitated valuable interactions with industry peers.



National Telehealth Standards

As a participating organisation in the Australian Telehealth Standards Consortium, convened by Patients Australia, Healthdirect has played a leading role in the implementation of the new National Telehealth Standards. As part of our ongoing commitment to quality and innovation, we have worked closely with industry stakeholders to help shape and adopt these standards. By proactively integrating these measures into our virtual health services, Healthdirect continues to set the benchmark for safe, secure, and consistent telehealth delivery across Australia, further strengthening consumer trust and confidence in our offerings.



Digital Health Week

Karen Gallagher presented on a panel at Digital Health Week 2026 on the transformative role of AI in the Australian health system. By enabling individuals to access and understand their own health information, Healthdirect aims to foster active participation in healthcare, leading to better health outcomes and easing pressure on the workforce.



NSW Parliament House

Our CEO, Bettina McMahon presented Healthdirect's ongoing impact cross NSW at Parliament House with Minister for Health Ryan Park and Associate Professor Amith Shetty from NSW Health.



Consumer Feedback

Healthdirect continues to enhance our services in direct response to consumer feedback, ensuring a better experience for Australians seeking health assistance. In consultation with consumers, we are constantly making improvements to the experience of the services they use when they are unwell. Our Consumer Engagement Group have told us they feel valued and supported to share their views. To date, over 50 consumers have contributed valuable feedback on a range of initiatives, helping us shape and improve the services that matter most when people are unwell.



New Board Member

Healthdirect welcomed Jo Willoughby to its Board. Ms Willoughby has been appointed following a merit-based recruitment process endorsed by Healthdirect's shareholders; the Commonwealth, State and Territory Government. She brings extensive experience in governance, executive management, marketing and business transformation. She is a highly commercial company director, board chair and C-suite executive with over 20 years of leadership across finance, infrastructure services, logistics and industrials, technology, and retail sectors.



Energy Efficient Office

We are committed to a healthier Australia and understand that our impact reaches far beyond the provision of services, touching the community and environment that we all share. Our Healthdirect office has achieved a 5.5 star NABERS rating. The NABERS national rating system measures energy efficiency, water usage, waste management and indoor environment quality of a building or tenancy and its impact on the environment. Our switch to green energy sources and introduction of a comprehensive waste management system, an assessment of our real-life operational data, including energy consumption of computers and devices contributed to our high rating.



Reconciliation

Steve Renouf, our trusted adviser on the Healthdirect Reconciliation working group spoke at the Healthdirect Townhall on supporting the health and wellbeing of Aboriginal and Torres Strait Islander peoples. For Healthdirect, that means making sure our services are genuinely accessible, culturally safe and trusted by the communities who need them most — including in how our nurses engage on the helpline, how we design our digital content, and who we partner with. We know Aboriginal and Torres Strait Islander peoples use the Healthdirect service and we are committed to understanding how we can continue to make that experience meaningful and contribute to better health outcomes.