

ACHIEVING REHABILITATION OUTCOMES

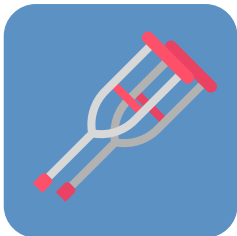
THE 8 MUST-DO'S TO HELP YOUR CUSTOMERS RETURN TO WORK AND ACHIEVE OUTCOMES



BE A STRONG COMMUNICATOR

This is no. 1 on our list for a reason!! In every rehabilitation process there are multiple parties involved, therefore, the need to communicate and explain to the “team” what is happening and what is needed is imperative. If every party is communicating effectively at every step of the way it is one sure fire way to ensure your customer’s rehab will be on track.

From Principles of Best Practice in Occupational Rehabilitation for AIA Australia, July 2014; “In a recent global survey of disability insurers RTW success levels were highest for insurers using a partnership approach – that is, working and engaging with the claimant, his/her family employer, medical advisors and providers.”



APPLY EARLY INTERVENTION

Identifying barriers and implementing strategies as early as possible in rehabilitation processes can be one of the most vital components leading to a successful return to work. Identify the risk factors that could lead to a prolonged rehab process, ensure the right actions are taken and implement the right treatment before the expected recovery timeframes become drawn out.

From the ALUCA Turks Legal Scholarship winning paper by Carly Van Den Akker of Swiss Re, 2012; Early Intervention for Life and Health Insurance: “The message is clear; proactive early intervention at the earliest possible stage is more effective than taking no action or simply reacting to incoming mail.”



BE GOAL FOCUSED AND SET MILESTONES

Every team functions better when there is a clear objective. Setting small milestones which lead to the overarching rehab goal helps to focus the customer AND their treating parties on what needs to occur and when it should be expected. If you want to help the customer achieve their goal, break it into milestones and create the pathway to help them get there.

From AMP’s Winning Submission to ALUCA’s Excellence and Innovation in Return to Work Awards 2016; Engaging Long Term Customers to Help them Get Back to their Best Life: “Goal setting is an important method to introducing stages of change. Engaging in simplistic, deconstructed chunked goals makes the task appear more achievable.” And “A reasonably ambitious goal setter is more motivated compared to a low goal mindset (Gollwitzer & Sheeran, 2006)”



BE TAILORED IN YOUR APPROACH

Every rehabilitation process is different even if the diagnosis is the same. The BPS (biopsychosocial) model of rehabilitation suggests that there is more involved in an injury or illness than just the biology/pathology. Therefore, every L5/S1 disc protrusion, stroke, breast cancer or case of depression will run its own course. Treat it that way and assess every individual as exactly that, an individual.

From BT Financial's "Measuring Health to Improve Customer Outcomes" 2016; "By knowing where our customers have the greatest deficits across the six domains of health, we can ensure that the functional intervention services we offer will be targeted at improving these specific areas."



BE AN EDUCATOR

If you work within the insurance industry you would obviously know the ins and outs of how the rehabilitation process needs to occur in terms of requests, approvals etc but the customers don't know this. So help your customers to get to know the scheme they're involved with. Following a rehabilitation program takes up enough brain space without having to learn the details of an insurance scheme as well.



COLLABORATE WITH THE REHAB "TEAM"

When there are multiple parties involved in a rehab process, it needs to be treated like a functioning, winning team. A team which communicates together, strategises together and encourages each other to improve and be better will have better outcomes every time. Parties who are involved but are not aware of the team's objective will only slow the rehab process down for the Customer and draw out the expected recovery timeframes.

From "Stakeholder Engagement in Life Rehabilitation - Innovation and Vision at AIA Australia" Sept, 2014. "Communication between all stakeholders was seen as critical to the success of the trial". And "Again, the impact of multiple stakeholders committing to a shared vision ensured joint responsibility therefore a higher commitment to RTW success.



BE A PROBLEM-SOLVER

Strategising, employing some lateral thinking and being wholistic in your thinking will help to keep your eyes open to alternatives which may help when one plan of action or one type of treatment is not proving beneficial. Lean on the rest of the team, use their expertise, ask for suggestions and aim to solve problems.



ENGAGE THE GP!!

GP's can often be really thankful when they're provided suggestions which can help their patient. Often the GP is looked to as the guiding light for the rehab process so be helpful in your communications, help the GP out and again help the "team" to succeed.

From Principles of Best Practice in Occupational Rehabilitation for AIA Australia July, 2014; "The research also suggests that healthcare providers should play an active role early in the process of RTW, this includes proactive communication with the patient and direct contact with their workplace." And, "This can be facilitated by organizing case conferences, which is also supported by the research as a key case management strategy."