

**INSPIRE • EXCEL • ACHIEVE • WITH INTEGRITY**



**Proclaim would like to wish  
you all  
a very Merry Christmas**

## Editorial

It is difficult to believe that we are nearly at the end of another year. There seems little time to draw breath and stop to think about planning, but it is essential that we do so, and that is important not just personally but for companies.

Proclaim Care has had a great 2014. We delivered strong financial results, won business steadily from several sources (new and existing) and have

invested in staff and new ways of working. See our staff news for more information.

For 2015 we have even more exciting plans. After the statement of our Values at the end of last year, we have defined our purpose “*To maximise return on investment through innovation and excellence*”, and our Vision “*To be recognised as a GREAT rehabilitation provider leading the market and valuing the interests of all.*” Both of these complement and involve our stated core values to *Inspire, Excel, Achieve* at all times with *Integrity*.

*Excel, Achieve at all times with Integrity.*

### Business Update

All our colleagues are involved in bringing our Vision into action and identifying together how we deliver on these intentions. Our aim is to start in the New Year with a Three and Five year Business Plan which will be the framework by which we will ensure continued growth and service in our business. We will share these plans with our customers and other stakeholders as we move forward.

This year has seen the creation of new clinical roles with the recruitment of two office based Rehabilitation Co-Ordinators. This represents an opportunity for us to integrate fully the work done by our Rehabilitation Managers and our Technical Team and to be able to offer expanded services to customers.

### Volunteering

On a personal note, I had a great experience volunteering at the Commonwealth Games and the Ryder Cup. These were once in a life time experiences and thoroughly enjoyable. I was blessed with the birth of my second grandchild, Emily, wee sister to Annie, in September.

So, here is to the next year. On behalf of all at Proclaim Care I hope that we have been of service to you in 2014 and look forward to the challenges which 2015 will undoubtedly bring.

This Newsletter replaces our e-cards. We will be donating additional monies to our charities in lieu of this.

Merry Christmas to all friends of Proclaim Care.

**Ian Fulton**  
Managing Director

## Proclaim Care Celebrate 10 years of IIP Accreditation

We are delighted to announce that Proclaim Care has achieved 10 years continuous IIP accreditation. We will be receiving a special certificate which will be proudly displayed in our office and on our web site. The following quote summarises what IIP accreditation means to the business.

“Maintaining IIP accreditation is a key focus of our company values to Inspire, Excel, and Achieve with Excellence, therefore we are delighted to be entering our second decade with IIP. Communication and empowerment are critical factors in the management team’s commitment to involve colleagues in business strategies, and IIP accreditation upholds our achievement.”



URS is a member of Registrar of Standards (Holdings) Ltd.  
Certificate No: 60364/A/0001/

## Rehabilitation First Awards 2014 -WINNERS

Proclaim attended the 10th Rehabilitation First Awards 2014 held in September at Le Meridien Hotel in London. Attending the event for Proclaim were Ian Fulton, Tracey Buchanan, Victoria Collins, Margaret Clarkson and Amanda Reid.

We were delighted when two of our team were announced as Award Winners:-

### Unsung Rehab Champion

Amanda Reid, Rehab Coordinator, was entered for the Unsung Rehab Champion Award, and was one of four finalists.

Amanda was overjoyed when her name was announced as the winner.



Amanda is pictured above on the right accepting her award from Stephanie Denton, Editor of Post Magazine.

### Outstanding Achievement Award

Unbeknown to Ian Fulton he was put forward for the Outstanding Achievement Award, which was the last category to be awarded.

Ian was absolutely delighted when his name was announced as the winner.



Above Ian is pictured in the centre receiving his award from both Stephanie Denton, Editor of Post Magazine on the left and Ashton West, CEO of Motor Insurers Bureau on the right.

**Margaret Clarkson**  
PA to the Board of Directors

## Inspire - Excel - Achieve - Integrity

### Positive Feedback

Since our last Newsletter we have received lots of positive feedback for our Rehab Managers and office based staff, and would like to share some of these:-

- "I am delighted that the Insurers have put this case in the hands of Proclaim" to Anne Nelson, from a Solicitor.
- "If ever you want some feedback for your managers or endorsements for future clients, do let me know as you have been wonderful, and I am very happy to say

so, Truly." - to Louise Thompson from a client's son.

- "May I take this opportunity to commend the service that I have received from your rehabilitation manager Anne Nelson. I find that people are happy to criticise yet rarely to praise so I would be grateful if you would pass on this praise to Anne to thank her for all of her hard work and supports".- from a client to Anne Nelson.
- "I would like to place on record mine and my clients thanks and

appreciation for all of the excellent work and progress you and your team have achieved in this matter - thank you very much" - to Emma Baker from a Solicitor.

These are to mention but a few.

We appreciate any feedback therefore please do not hesitate to submit feedback at any time.

[margaretclarkson@proclaim-care.co.uk](mailto:margaretclarkson@proclaim-care.co.uk)

**Margaret Clarkson**  
PA to the Board of Directors

### ISO 9001 - Accreditation

Observant readers will have noticed the updated International Standards Organisation (ISO) logo at the foot of this Newsletter. Following our evaluation and accreditation in November 2013 we have had our first annual Surveillance Audit, which confirmed continuance of the certification for another year.

As readers are no doubt aware ISO 9001 is the internationally recognised standard for an organisation's internal Quality Management. Certification is valid for three years with

Surveillance Audits carried out annually to ensure the organisation is following and maintaining the requirements of their Quality Management System.

To ensure we maintain the standards two colleagues have 'stepped up to the plate' to carry out ISO specific audits - Stephen Gibb, Marketing & Information Co-ordinator and Phyllis Butler Audit & Compliance Co-ordinator

## Proclaim Company Conferences

**September** - Manchester was the venue for our Autumn Company Conference. In keeping with other conferences this was an opportunity for the Rehabilitation Managers to get together with some of the Office team.

The meeting was a packed affair with a wide variety of topics and guest speakers involved. Areas discussed included the intricacies of the funding system in NHS England and how to navigate the hurdles often faced, along with an entertaining role play/training session relating to our vocational services.

There was a session on the company's new Vision Into Action which the Management Team have been working on over recent months. This is one page summary of important aims for key parts of the business, clear and concise that everyone in the company can understand.

**December** - Our final Company Conference of 2014 was once again held at the Alona Hotel, Motherwell. All staff attended for the Managing Director's update of the Company's year, and strategies for the next 12 months.

Training sessions were provided by Nelson Therapy together with various internal training updates.

Proclaim's communications team (PCG) arranged a Bake off /Fake off, where colleagues were asked to bake a cake and bring it along for sale, to help a final boost for our chosen charities this year. Nine members of staff took part and the winner for the day was Anne Nelson for her "Malteser" cake. We raised £44 to add to Charity funds.

**Stephen Gibb**  
Marketing & Information Co-ordinator



WE'RE ON THE WEB

[WWW.PROCLAIM-CARE.CO.UK](http://WWW.PROCLAIM-CARE.CO.UK)

## Proclaim staff raise £200 for local charity

During the past year we held various small fundraising events and managed to raise £200 for St Andrews Hospice (Lanarkshire).

Bob Reid, Business Development Manager, at St Andrews Hospice visited our office on Thursday 13th November and set up a small Christmas shop selling



Christmas cards, pens and badges etc., which raised a further £67 for this very worthy charity. Pictured above is Vicky Ireland and Margaret Clarkson presenting the

cheque to Bob.

### Charity Kiltwalk - 2015

We will be entering a team - The Proclaimers - in the Glasgow Kiltwalk next April.

The thirteen mile route is from Clydebank to Loch Lomond. Currently ten colleagues have signed up and more are considering taking up the challenge. More update will follow in our next Newsletter.

## Proclaim Consultative Group (PCG)

Our PCG has welcomed another new member, Sharon Alexander, Technical Team Assistant, following the departure of Phyllis Butler from the group. Vicky Ireland took over as Chairperson and will serve in this position for a further meeting before handing the baton on. Margaret Clarkson, ex-Chairperson, is the current Minute Taker.

PCG is a forum for all employees to discuss social and company topics. The Chairperson contacts all colleagues prior to the next meeting to request any agenda items for discussion.

Going forward nominations received for the quarterly winner or winners of the Star Staff title will be decided by the PCG.

A number of items raised at previous PCG meeting are currently being reviewed by the Management Team. Other ideas are being investigated as to how they can work and updates will be released soon.

Two PCG members will be leaving the Group. Anne Nelson commences Maternity leave in February. Another member leaving is Alison Campbell who is becoming an Associate Rehabilitation Manager. Therefore we are seeking two new Rehab Managers to join the PCG.

**Vicky Ireland**  
PCG Chairperson

## CMSUK Conference 2014

I had the pleasure of attending the 2 day CMSUK conference this year along with 5 of my colleagues. This is a fantastic opportunity not only for Case Managers, but for Insurers, Solicitors, Employers and Providers to access a number of services, meet with the professionals who provide these services and attend excellent sessions on current and relevant topics to gain a better understanding of this arena and also to top up CPD. CMSUK always put on a great event however this years seemed so much bigger and better. It must be such a tough event to organise and to get the level of speakers they get just shows the aptitude of their events team and the commitment to the case management world to help improve, develop and grow the market from a quality and consistency perspective.

It is a shame this event is not better attended by those that use Case Managers, i.e. insurers and solicitors. It is always the same faces you see there each year from only a handful of companies but there is so much to gain by attending for either an insurer or a solicitor firm.

The programme this year centred around "Controlling Costs & Retaining Quality in Life and Work". The sessions varied from functional restoration to update on Jackson reforms to using compensatory memory aids. They ran 2 streams of sessions through part of each day therefore satisfying their audience by providing a varied choice of sessions to participate in.

The event of course also includes the Case Manager of the Year Award and the Dinner Dance. The Award was won this year by Glynis Kenny of Spinal Injury Case Management. She takes over this crown from our Rehabilitation Manager, Cath Townley who was the proud winner last year. It is fantastic that rehabilitation companies and other nominators get this opportunity to put forward these hard working professionals for this award. It is just a shame they all can't win!

There was a great buzz about the place over the 2 days and particularly in the evening when we all like to have a good old boogie on the dance floor. The energy was amazing given most people had probably been there or travelling there from very early in the morning. My feet were definitely suffering the next day!

Overall I know that our team members who attended got a great deal from this conference and I also gained a lot. In fact it spurred me into applying to become more involved! Wish me luck with that.

I hope this encourages some of our customers and contacts to have a look at this event next year and consider attending. It is definitely worth it. Next year they are doing a joint conference with the Vocational Rehabilitation Association UK (VRA) so it is promised to be even bigger and better! Looking forward to it!

For anyone that is interested in looking at this, the website details are: [www.cmsuk.org](http://www.cmsuk.org)

**Tracey Buchanan**

## Alison Campbell - Medau National Display Team

I am part of the Medau National Display Team. Medau is a form of movement and dance that has been around since the 1920s. This involves whole body rhythmic movement incorporating all the fitness factors of stamina, strength, balance, core stability and flexibility and it can be free movement or with apparatus such as balls, hoops and clubs to enhance the movement.

We were invited to the Europe wide Golden Age Festival of Gymnastics in Toulouse at the end of September. This is an event for the over-50s (or those of us who have just entered their 50<sup>th</sup> year! ☺). Gymnastics in Europe is a very loose term that covers various dance, aerobics, exercise forms as well as gymnastics and acrobatics. The event commenced in the town square with a parade through the streets to the sports stadium proudly carrying our national flags. There were opening and closing ceremonies – a bit like the Olympics!

There were workshops throughout the week and I had a go at African dance and we put on a show at the end of the week. The Medau Team had two performances of a display using hoops and pompoms, one of which was outside by the river on a lovely warm evening. It was an amazing experience and we were very well received. All the participants from all the countries were very friendly. It was a very full on week and very exhausting but great fun! Next time will be in 2016 in Slovenia. I've got my name down for that!

To find out more on Medau National Display Team please visit:-

<http://www.medau.org.uk/about-us>

**Alison Campbell**  
Rehabilitation Manager



## Social Media



It's been a year since we took our first steps into the world of social media with our first YouTube video and our LinkedIn company profile. It's been a positive process which has helped us share news and information with customers, clients and contacts. The growth in followers and engagement has been heartening, justifying our approach to reach out through a variety of channels. Particular hot topics of the last quarter were of no surprise, the fantastic

achievements by Ian and Amanda at the Rehab First Awards (which you can read about elsewhere in this month's Newsletter) easily topped the 'charts' though!

In an effort to further increase our accessibility we've now joined Twitter too. We can be found by using the handle @ProclaimCare. If Twitter is your thing then why not follow us or post a comment!

**Stephen Gibb**  
Marketing & Information Co-ordinator

## Proclaim Employee Updates

A very warm welcome to Janet Neville, Severe Injury Rehabilitation Manager, who is based in Hampshire, and to Sharon Redfern, Rehabilitation Manager, who is based in Worksop. Both Janet and Sharon joined Proclaim on 3rd November 2014. Their CVs can be found on our web site.

We were also joined by two Rehabilitation Co-Ordinators, Anne McKenzie and Julie Vezza. Anne and Julie will be based in our Hamilton Office and will be providing clinical support for the Treatment Only service, and will play an integral part in managing our telephone based triage.

By way of background, Anne is a very experienced Occupational Health Nurse with 20 years experience in the field, having worked for both blue chip companies and in disability management for the DWP. Anne joined Proclaim Care on a full-time basis from 24 November 2014.

Julie is an experienced Occupational Therapist with a mental health background and has had extensive experience in preparing clients for a return to work, many from a disadvantaged background. Julie joined Proclaim Care on 08 December 2014 on a part-time basis working three days per week.

**Belinda Memmott**  
Clinical Lead

## Star Staff

Having received numerous nominations, all of which had very poignant reasons for nominating, for the Company's Star Staff Award for this quarter, we decided that once again we had two winners.

**Sharon Alexander**, Administration Assistant was nominated for "her help and diligence on helping the Rehab Managers with their cases", "Sharon is also very professional and efficient in her work together with highly organised, showing initiative on cases and is forward thinking, whilst she is always a friendly voice on the end of the phone". **Anne Nelson**, Rehabilitation Manager, was nominated for her support of her colleagues and for her expert knowledge and for sharing this with her colleagues. "I nominate Anne for her help, training and support over the last few months", "she is always there with a smile, never complains about her workload and is always ready to listen if you have a question about work and tries to help you sort it out" and finally "she manages her cases excellently and always with Integrity". These are just a few of the testimonials received. WELL DONE to both

### Proclaim Communications Group

## New addition to the family

As most of our readers will be aware Laura Mackellar, our Customer & Employee Relations Director, is currently on maternity leave.

We are pleased to announce that Laura had a baby girl, Emily, born on Saturday 13th September 2014.

We send them our congratulations.

**Margaret Clarkson**  
PA to the Board of Directors

