

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

## Editorial

Welcome!

We have had a very busy start to 2014. We have invested in more staff, seen our work increase and have launched several new initiatives. The financial results in the first half of the year to February were encouraging. I am pretty sure that increased confidence in business generally allows “investment now for return in the future” services like ours to be seen as important. In addition we cannot underestimate the impact of the following news.

### NHS

“NHS on Brink of Financial Collapse” was the headline in the “I” newspaper on 15th April. Whilst this a sensational headline, it is true! It is clear to us that the capabilities within the NHS are in crisis. For people suffering from accident related injuries the follow-up care is failing as finite resources are used on other (societal) priorities. Businesses that have survived the recession know that eventually cost cutting is a limited option, and sooner or later other initiatives are essential. This is why clients need rehabilitation providers like us. **We are now an essential service to clients, insurers and solicitors. Not an optional one!!!!**

### APIL

The APIL annual conference offers us a major opportunity to profile Proclaim Care. We will again be in attendance at Celtic Manor on 1st and 2nd May and look forward to meeting many of you there.

It has been as a result of attending the APIL conference and listening to feedback, that several of our innovations have been born. Our “Funded Rehab”, “Deferred Fee”, “Treatment Only”, and “Complex Injury” services were all developed on the back of ideas and information gained from speaking to customers. Explaining what we do by video through You Tube is our latest idea. Following the launch of our “Funded Rehab” video last November, we are about to launch our “Client Information” video. This explains to clients, on-line and in friendly terms, our service. This will help busy solicitors and claims handlers provide information to clients about Proclaim Care. More information is given in this edition.

### Commonwealth Games

It is only three months until Glasgow hosts the Commonwealth Games. Many of you would have heard that the organisers were planning to spectacularly demolish some high rise flats as part of the opening ceremony. It did

seem a bizarre idea and the organisers were pilloried. Now, having decided in the face of an outcry, that they would abandon the idea, they are being ridiculed and the media want to know who is to blame. **This says more about the media and our society than the organisers!** Owning up to mistakes is something we are poor at in the UK. Good grace is an essential attribute to have and one we wish to portray. Living by our values is therefore an integral component of our DNA (see values article).

I hope you find this Newsletter informative.

**Ian Fulton**  
**Managing Director**

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**INVESTORS  
IN PEOPLE**



## Complex Injury Rehabilitation Service (CRS)

We have always provided rehabilitation in the catastrophic market as part of our core services. Recently, and due to increasing business in this area, we have identified a need to develop this as a distinct service.

Research over the last year has led us to identify there is a gap in the provision of **rehabilitation** in Complex Injury. In these cases, particularly where multi trauma, complex orthopaedic injuries or "walking wounded" brain injuries are involved, the immediate aftermath of the accident and **post-acute** recovery is often ignored, with parties focusing (too) early on the long term care and lifetime future resources. This **crucial recovery stage** in between is often forgotten. There are differences in the handling of the rehabilitation period against the "rest of life" care and our team are skilled in that stage, which typically can continue for months and even years.

Our experienced Complex Injury Rehabilitation Managers are facilitators, organisers and motivators, skilled in liaising with the discharge teams during the acute care phase and working with statutory services. They are the best fit to ensure that the recovery period, as much as it can be, provides the best benefit and produces the best outcome for all

parties to ensure that the rehabilitation is complete and the **injured party properly prepared** for long term care.

We are not experts in long term care and we do not currently see this as an area for our direct involvement. We want to do what we do best and that is **rehabilitation**. We will, however, be forming strategic partnerships with other areas of expertise, which will include providers of long term care, in order that we can offer a seamless service from acute care through rehabilitation to long term care and needs.

We will have more news on this new service over the next few months but in the meantime, welcome any feedback or suggestions from customers and clients.

**Tracey Buchanan**  
**Finance & Development Director**  
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WE'RE ON THE WEB

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

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## Improving Vocational Services

Good work really is good for us! Research shows us that people who are in work tend to enjoy happier and healthier lives than people who are out of work. Work is often the best way for individuals with a health condition to recover. This is what underpins our return to work practices when facilitating rehabilitation for our clients. We

believe return to work outcomes are beneficial for all involved.

Hannah Giles (Vocational Rehabilitation Consultant) and Katy Scott (Severe Injury Rehab Manager) are currently leading a project to review and refresh how return to work matters are addressed. Building on successes since PVS was established in 2011, the project is further embedding return to

work focus into our day-to-day rehabilitation management practices.

Some key developments to be implemented will include vocational triage following an INA and expanding the Rehab Managers' "toolkit" through training and provision of resources.

We expect customers to see tangible benefits from the project as they will be

provided with a seamless and comprehensive service. The aim is to achieve a demonstrable increase in return to work reporting and outcomes. As always, we would welcome any feedback which can assist us in providing excellent return to work focused rehabilitation.

**Katy Scott &  
 Hannah Giles**

## Proclaim Consultative Group (PCG)

Last year we decided that as a growing Company we required a forum which allowed employees to raise enquiries, make recommendations either for the company or socially and that the best way of arranging this was to create a Consultative Group.

The PCG meets every alternate month when the members discuss a variety of topics raised by other members of staff or brought by a PCG member. There are 9 members of staff in the PCG, which gives us a cross section of all the departments together with one member of the Management Team.

**Margaret Clarkson**  
**PCG Chairperson**

## Embedding our Values

In January's newsletter we announced that we had defined Proclaim Care's Values. They are **Inspire** - we want to inspire those who come in contact with Proclaim Care and its people; **Excel** - we want to strive for excellence in everything we do; **Achieve** - we want to achieve results for all customers and employees and **Integrity** - ensure that everything we do is always done with integrity.

Over the last few months we have been working hard to embed these values and we want to ensure all of our stakeholders are

familiar with them and "living" them. Hopefully you will have seen our values clearly on our letter heading, email footers and website. We will also be displaying them at various places within our office. This is all cosmetic, however, and whilst it is important for our values to be visually displayed it is crucial that we are adopting and demonstrating them.

There are lots of other ways we are embedding our values. We have a quarterly star staff award that rewards employees based on a nomination from a colleague, the crite-

ria for this award is currently being aligned to our values. We will also be having a "value of the quarter" which will involve training, fun activities and incentives being related to a particular value.

Our appraisal material has been amended to ensure we are giving our team the opportunity to identify whether or not they align with our values or if development, in a particular area is required and colleague feedback is also being encouraged to ensure we are inspiring one another. Our intranet has been set up to display, to all colleagues,

compliments and positive results that individuals and teams receive to highlight where we have excelled and to allow easy monitoring of our achievements.

We hope that as we continue to "live" our values you will see evidence of this and look out for some examples of how we have demonstrated our values in our next newsletter.

**Laura Mackellar**  
Customer & Employee  
Relations Director

**Inspire**—"Good actions give strength to ourselves and inspire good actions in others" - Plato

**Achieve** - "Culture drives great results" - Jack Welch

**Excel** - "Excellence is not a skill, it is an attitude" - Ralph Marston

**Integrity** -"You must consider the bottom line but make it integrity before profits" - Denis Waitley

## NEW Proclaim Web Site Launch

We have now finalised our new Website. The new site was launched at 5:30pm on Wednesday 23rd April 2014.

The site has a more dynamic feel to it and has a streamlined look in order to better fit our new Corporate Logo which was launched at the start of the year.

A simpler administration system will also make it easier for us to update the site and give more scope for future enhancements.

**New Brochure** - As part of the Proclaim rebrand we have also worked hard on producing a new brochure which will be distributed at the APIL conference in May 2014.

We welcome and encourage feedback from all of our stakeholders. Please get in touch and let us have your thoughts or feedback on our new web site or indeed on any other part of our rebranding.

**Stephen Gibb**  
& **Margaret Clarkson**

## Proclaim Company Conference

We had our first quarterly Rehabilitation Manger Conference of the year in Coventry on 13-14 March 2014.

On the first day, we were delighted to welcome a number of guest speakers from the insurance sector. Their excellent presentations provided our rehabilitation managers with a detailed insight into the claims management process and how rehabilitation is being utilised to improve outcomes for all parties in the insurance market.

Other highlights included a number of lively internal workshops and training sessions. These included topics such as improved SMART goal setting and accurately predicting case costs and lifecycles, so watch this space for some new and exciting developments in the coming

months! For the first time, we were also pleased to welcome some of our office staff to the conference. From the feedback we have received, this was a very positive move and should help to strengthen company relationships and service integration going forward.

Overall, it was a very successful couple of days: an excellent combination of clinical and operational development for all our staff combined with the opportunity to relax and socialise with colleagues.

Thanks to everyone who made it possible and we look forward to seeing you again next time.

**Victoria Collins**  
Clinical Operations Manager

## Social Media and E-Communication



Last year we entered the world of YouTube with our first professionally made video explaining the details of our new Funded Rehab service ([click here](#) to view)

The feedback received on this new venture was highly positive and we are convinced this is a useful tool to reach people in a way which is more flexible for them.

We have therefore commis-

sioned a second video. Unlike the first one this will be aimed squarely at the client. Entitled "Client Guidance", this video will introduce our service to the client and explain the process that lies ahead, as well as what is required of them. We hope that clients and Solicitors will find it both useful and will help to put them at ease with what will be happening next.

We have completed filming and expect to have the video launched

and on-line by the 30th April.

We continue to make use of LinkedIn to keep our followers up to date with the latest news and happenings here at Proclaim Care. When the new video is launched this will be one of the first places for the announcement to be made. Please feel free to follow Proclaim Care on LinkedIn.

**Stephen Gibb**  
Marketing & Information  
Coordinator

## Proclaim Team Update

In February Joy Frew joined our Finance Team, Joy is based in the office in Hamilton. She has brought with her a wealth of experience and has settled into the team well.

In early April we welcomed Jacqueline Bloomfield as a Rehabilitation Manager to the team. Jacqueline has approximately 12 years rehabilitation management experience and has worked with clients suffering from complex orthopaedic injury, spinal cord and acquired brain injury. She is based in Southampton and covers the South and South West of England.

**Star Staff Award** - This quarter's star staff award goes to **Vicky Ireland**. Vicky was nominated by several of her colleagues who said she was "inspirational" and was someone who not only advocates the values of the company but also lives by them. Well done Vicky.

To nominate a member of our team please email:- [margaretclarkson@proclaim-care.co.uk](mailto:margaretclarkson@proclaim-care.co.uk)

**Fresh Ideas** - We also have an internal email for employees to submit their ideas for Proclaim and this time around **Katy Scott** put forward a suggestion of staff photographs being used which will easily allow new members of staff to put faces to names especially for our home based Rehabilitation Managers, these will be located on our intranet. Well done Katy.

We also say congratulations to **Nicole Buchanan**, Finance Assistant, who passed her driving test on Wednesday 22nd April 2014 on her first attempt. Well done Nicole

## Supporting Charities

During 2013 we held various events to raise money for charity, we raised £400. The two charities to benefit from this were nominated last year and are £200 to Marie Curie Cancer Care and £200 to St Andrews Hospice.

For 2014 we asked employees to put forward their nominated charity, we received 7 different charities and therefore our PCG decided that we would support two charities - one home charity and a world charity.

The chosen Charities we will fundraise for in 2014 are :-

**MIND** - We won't give up until everyone experiencing a mental health problem gets support and respect

**Medicin Sans Frontier** (doctors without borders)  
- Medical aid where it is needed most. Independent - Neutral - Impartial

**Vicky Ireland**  
Tech Team Assistant