

Setting the standards in case management

We wish all our customers and clients a very happy New Year.

After a shivering December and early January we can soon start to look forward to some milder weather and lighter evenings. Interestingly, the snow storms in December did say quite a lot about our general intolerance of things that inconvenience us and our need to blame somebody for our misfortune, even when it is beyond anyone's control. We are indignant that the forecasters cannot tell us exactly when, exactly where and exactly how much snow will fall! We forget that we live on an island with the Irish Sea and Atlantic on one side and the North Sea on the other. We complain that the authorities are not properly equipped for snow clearing. We overlook the fact that we cannot say when we will have our next major snow fall. Even if the authorities invested in sufficient equipment to clear all roads would we all be prepared to pay for the purchase and fitting of winter tyres as our individual contribution to this preparation?its life, it happens!

Valid criticism, however, is that of poor communication. We are frightened to impart exactly the position, often for fear of criticism. It is a malaise of our politically correct society but communication is essential, because customers are entitled to the facts, even if they are unpleasant. We see this in business where we become so wrapped up in the job that we forget to tell people what we are doing. Complaints almost always have a common theme; poor communication. We are striving to learn that lesson at Proclaim CARE. So we would like to hear from you if at any time you feel we could improve the nature and manner of our communication.

In this connection, we have introduced standard Terms of Business which will now be issued to the parties on every new case. These are designed to state clearly what we do and to clarify from the outset our relationships with all involved. For a copy please visit our web site and go to Terms of Business. Alternatively send an e-mail request to margaretclarkson@proclaim-care.co.uk

2011 is going to be a busy year for Proclaim CARE. We have a number of exciting initiatives underway which we will share with our customers and clients when our plans are complete.

We celebrated 10 years in business on 9th October 2010. We held a celebration dinner on the 22nd October. Please see our photographs and report in this newsletter.

Finally, and whilst I am on my soapbox, I was asked to submit an article to "Claims Management" on the future of rehabilitation. A copy of my article will be on our website following publication at the end of the month. I would welcome your views on whether my comments (which are meant to be thought provoking) are reasonable or just a load of "old tosh". Again we would welcome your feedback on this and any other matters.

Ian Fulton
ianfulton@proclaim-care.co.uk

WEATHER CAUSES DISRUPTION FOR PROCLAIM

In 10 years of business Proclaim has never before been closed due to bad weather. Hard to believe being in Scotland. On 7th and 8th December 2010 the snow hit hard and our office staff were unable to travel. The picture, above right, was taken from the window at Proclaim offices on the 6th December as the snow fell at morning rush hour – the road was at a complete standstill, cars were abandoned everywhere. The only way to get anywhere was to walk.



STAFF NEWS

Daniel Rennie, IT Manager with Proclaim, took part in the Baxters Loch Ness Marathon in support of MacMillan Cancer Trust on 3rd October 2010. There were 2,488 competitors running the 26 miles and Daniel was competing in his first ever full marathon. He completed the run in a very creditable 4.09.16hrs. Daniel raised a total of £400 for this very worthy charity. Well done Daniel!
Daniel's next marathon is on the 22nd May in Edinburgh.



We are pleased to have welcomed back Laura Mackellar, HR, Quality & Compliance Director in October 2010, following maternity leave.

Proclaim celebrated its Christmas party for the second year at the Hamilton Race Course on Friday 3rd December 2010. As ever, hair was let down and our boogie side on show.

10th ANNIVERSARY CELEBRATIONS

Proclaim celebrated 10 years in business on 9th October 2010 and a dinner was arranged at the Banqueting Hall, County Buildings in Hamilton on Friday 22nd October 2010. Jessica Burton, from the RSMD Glasgow, played the Harp during the evening. Guest speaker Stewart Smith was a great success and everyone enjoyed his repertoire. Also giving speeches on the evening were Ian Fulton, Laura Mackellar, Tracey Buchanan and a vote of thanks from all attending was given by Martyn Clark.



THE REHAB INDEX

Justifying the benefits of rehabilitation has been a recurring call from insurers and solicitors. Our Operations and Finance Director, Tracey Buchanan has been working on a project to produce robust statistics gleaned from analysis of our work during the last ten years and to devise a model for reporting on a regular basis. The outcome is the development of "The Rehab Index". This will report on measured outcomes of both medical and vocational cases on a quarterly basis. The index will cover lifecycle of cases, recovery against anticipated NHS delivery and return to work. For more information please contact traceybuchanan@proclaim-care.co.uk

MARKETING ACTIVITIES

In November Proclaim CARE exhibited for the first time at the MASS conference. The reaction from claimant solicitors at this key event was overwhelmingly positive. There was a great deal of interest in The Rehab Indicator as well as our case management services. A number of claimant firms have subsequently nominated us to carry out INAs. A major composite insurer with whom Proclaim CARE worked for many years from their Scottish office has now selected us as preferred provider for multi-track cases across both their UK liability units. This was as a result of our track record of high clinical quality service delivery.

2011 will see a number of new initiatives following on from the launch of The Rehab Indicator such as The Rehab Index and our expanded vocational rehabilitation capability. Our new web site will be launched in the next 2 months with a number of exciting interactive features and additional information sources for our customers and clients.

Finally we will be exhibiting at a number of industry events throughout 2011 and we look forward to meeting many of you during the coming months. For more information please contact darenpemberton@proclaim-care.co.uk

THE REHABILITATION INDICATOR ©

The Rehab Indicator was launched in October and has generated considerable interest from solicitors and insurers who have seen the benefits from having a structured approach to considering whether a person requires rehabilitation based on recovery as opposed to medico-legal information.

The Rehab Indicator will feature in the upcoming issue of Legal and Medical magazine. We are still offering a 60 day free trial to customers. So if you have not already done so please visit our web site www.rehab-indicator.co.uk to view a demonstration and to sign up for the service.

For more information please contact Stephen Gibb on stephengibb@rehab-indicator.co.uk