

Your Service Provider Voice March 2017

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c nnect
It's my choice.



Welcome to the third edition of Your Service Provider Voice.

Thank you for the great feedback we have received from the recent editions of Your Service Provider Voice. We're glad that you value the newsletter, and we'll continue to enhance the ways we communicate with you.

During 2016, we have been active in meeting with many of you. We're looking forward to continuing this during 2017 and meeting with more service providers.

We hope you enjoy this edition of Your Service Provider Voice.

Provider Forums

Over 140 representatives of service providers attended Supplier Forums in Melbourne, Sydney and Brisbane during March.

They heard our CEO, Paul Ostrowski outline the strategy for *Care Connect* to grow our



Paul described how *Care Connect* has a target of increasing our client base fourfold over the next three years. To do this, he emphasised the need for strong relationships with our provider network based on trust and mutual respect.

Sally Johnstone, General Manager of Marketing and Business Development outlined our new products and pricing and presented the current Acquisition Campaign. She introduced 'CC the Penguin' to the audience and explained how *Care Connect's* marketing campaign, combined with our new pricing and product offering, makes us an attractive option for clients looking for choice of services, independent advice and great value for money.

Peter Cubit described the steps taken to respond to last year's provider experience research, our approach to building on the value that we place on our provider network and innovations *Care Connect* is pursuing to further engage with you. He also provided an overview of the Supplier Portal and its integration with the Client Portal.

We would appreciate your feedback on the forums. Please click on the link to complete a short survey <https://www.surveymonkey.com/r/Serviceproviderforums>

A single phone number to contact Care Connect

As part of our ongoing improvement process, we confirm that a dedicated phone number for Service Providers on all matters is now available.

Please ring **1300 966 170** for enquiries regarding client appointments and missing services, client issues, payment enquiries, our agreement or compliance matters.

Care Connect in the new Home Care environment

Care Connect is attracting and retaining clients in the new Home Care environment by re-positioning us as a provider of Independence and Real Choice in home care services.

This will be achieved via our new product and pricing options and a new Acquisition Marketing Campaign.

New products and pricing info for providers

Care Connect is very pleased to announce that our new Home Care Package product and pricing options are now being used by clients. We've designed these to offer greater choice and value for money.

As a provider of genuinely independent advice and service coordination, the features of our new products capture the range of services delivered by you to support our clients.

Our three product options are customisable and flexible and priced to match the client's budget and need for services.

Advice & Guidance
\$ per hour

Services Support
(Annual charge)

Service Delivery
(Service plus mark up)



Exciting new campaign to launch Care Connect

On 29 January, we launched our marketing campaign “I Choose Independence”, with a half page advertisement and editorial in the Herald Sun supplement Seniors Living.



Are you really keen to stay in your own home?

Then Care Connect is the name to remember. We are Government approved and registered, and have been helping Australians for more than 20 years. With Care Connect, you choose the home care services that are right for you.

Call us for a chat on 1800MYCHOICE (1800 692 464) No obligation

Personalised letters have been sent to potential new Home Care Package clients in target locations across VIC, NSW and QLD, supported by half page advertisements in local newspapers in these locations.

Throughout 2017, Care Connect will be holding Educational Forums to engage older Australians and their families in local community areas across VIC, NSW and QLD. We will be partnering with COTA and National Seniors on these to educate consumers of government funding available for home care services and the importance of having the right advice and service partner to live at home for life. If you are interested in sponsoring or exhibiting at these events, please contact our Marketing team via marketing&businessdevelopment@careconnect.org.au

Please visit our website www.careconnect.org.au for product brochures and news about our services or simply follow Care Connect on Facebook.

How does this benefit you?

These two strategies will benefit you in the following ways:

- When we grow, you grow

- New clients will be attracted which will increase the volume of services required to be delivered by you
- We will be encouraging our clients to fully utilise their funds to ensure that they can continue to live happily at home for life meaning more revenue for you
- Increasing our client base will directly increase the volume of service required from our service provider network

We are confident that our products, pricing and market campaign will differentiate Care Connect from the competition by providing the flexibility, choice and value that older Australians are seeking.

Stewart Brown Research Overview

We wish to share with you some key findings from the Stewart Brown Aged Care Financial Performance Survey. This study incorporates detailed financial and supporting data from over 825 residential aged care facilities and 440 home care programs across Australia.

The quarterly survey is the largest benchmark within the aged care sector and provides insight into the trends and drivers of financial performance at the sector level and program level.

Key findings and recommendations:

- Returns are lower now than prior to CDC
 - Unspent fund balances are increasing (averaging over 15%)
 - Administration costs are not fully recovered through an administration fee to clients
 - Low care packages are becoming increasingly difficult to fill and are becoming less profitable
 - Unspent funds will be returned to clients and government post-February 2017 so providers cannot rely on this revenue stream
 - As packages will no longer be allocated to providers, a new business model including strategies for marketing, pricing, systems and KPIs need to be put in place to drive a change in overall culture and market behaviour
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In this section, we address some frequently asked questions and frequently raised issues that you've told us you're experiencing. In this edition, we look at working with clients, and how we can make things easier for you and for them.

I have a client / potential client who wants me to deliver services however I can't manage their Home Care Package. What do I do?

You can use our new Referrals Form on the Care Connect website that will allow you or clients to directly seek contact. Please go to <https://www.careconnect.org.au/contact-us/make-a-referral/>

Our Care Centre will call the client to discuss products and prices. We will make sure we broker the services back to you.

I would like to sign on to the Supplier Portal now. What do I do?

Contact Procurement to discuss how you can learn more on the Supplier Portal. Ring 1300 966 170 and we will discuss how to sign you up.

I would like more information on the new Product & Pricing options. Who do I contact?

Please contact our Marketing team via marketing&businessdevelopment@careconnect.org.au

Is Care Connect interested in running dual campaigns with providers on a local level, ie local newspapers or direct mail campaigns? If so, who do I contact?

Yes, Care Connect is very open to joint campaigns with service providers. We are rolling out our "I choose Independence" campaign currently, but we are open to ideas and proposals to strengthen relationships and promote locally in target locations.

Please contact our Marketing team via marketing&businessdevelopment@careconnect.org.au

Can I still talk to the Client Adviser that I am used to talking to?

Yes, you simply need to contact our Care Centre on the new, exclusive provider number 1300 966 170 and ask for the Client Adviser

How competitive are Care Connect's products and pricing?

From the information we have been able to gather in the market, we are very competitive. Our product and pricing structure is completely transparent.

How does Care Connect recommend a provider on the basis of quality to clients?

We are re-launching the Star Rating program to gain feedback and satisfaction levels from current clients on providers. This feeds into our recommendation to potential clients and importantly will also be shared with providers. It will provide a comparator of you to your cohort so that you can identify what you are doing well or how you can improve the quality outcomes for clients.

Here's to a positive start to 2017. We look forward to continuing to build strong and healthy relationships over the coming year.

What can we offer clients that we don't already

What else can we offer our clients that we don't already?

Care Connect is striving to extend services available to our clients, to include more non-traditional and unique services. That's why we'd like to ask you more about your business. Maybe you have other services or skills that we don't know about, simply because we haven't asked you for them.

Your choice to work with us, makes you part of Australia's largest connected provider network, ensuring that people can stay living happily at home, for as long as possible. Let's work together to make our network the most diverse it can be.

If you have additional service offerings and skills that we don't yet know about, please tell us. Contact us on 1300 866 228 or email service@careconnect.org.au

Tell us what you think

We would appreciate your feedback and ideas about how we can improve this newsletter. If there are specific items you would like to be covered in the next edition, please let us know via pcubit@careconnect.org.au

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