



Excellence in Personal Injury Management Awards 2008



Personal Injury
Education Foundation

Welcome to the Excellence in Personal Injury Management Awards

Chairman's address

It is my pleasure to welcome you to the inaugural 2008 Excellence in Personal Injury Management Awards; the first Australasian wide program to recognise and reward excellence at an industry level.

These Awards are designed to:

- provide a benchmark for best practice within the industry
- encourage the continual raising of standards, leading to a better experience for those impacted by personal injury
- reinforce the value of and inspire confidence in the personal injury industry
- publicly recognise and reward excellence and to promote a platform of celebration for the industry.

The Personal Injury Management Awards provide an ideal opportunity to celebrate the outstanding achievements of dedicated individuals and teams within our industry.

The Awards will be held every two years as part of the Personal Injury Management Conference and nominations are open to all working in the Australian and New Zealand personal injury industry.

The nominations received were of a high quality and provided the judges with an understanding and insight into the wealth of talent within the industry. Finalists were selected from a range of organisations and jurisdictions across Australia and I congratulate the finalists on their achievements and the standard of their submissions.

It was a pleasure to act as Chairman of the Judging Panel for these Awards.

I must express our appreciation to the following people for their contribution to the Awards, although with so many involved this list is far from exhaustive:

- all nominees who took part in the Awards, who complied with time constraints and inspired those who read their submissions
- the twelve finalists for their cooperation and enthusiasm; from nominations through to tonight, without exception all finalists have conducted themselves in a way befitting of the recognition they are receiving
- my Judging Panel colleagues who exhibited neutrality and professionalism at all times during the judging process
- all of our sponsors for their enthusiastic support
- the Awards auditor, KPMG for their assistance and guidance throughout the judging process
- Nathan Clarke and the team from the Personal Injury Education Foundation for their hard work and dedication for bringing this exciting program from conception to reality.

To the four category winners I congratulate you on your contribution to the industry. As recipients of an inaugural Award we trust that you will continue to excel, inspire and promote excellence in your profession.



Professor R R Officer

Chairman
Personal Injury Education Foundation



Awards overview

Award ceremony

5.00pm	Guests gather in Bayside 204
5.10pm	Opening address
5.20pm	Student Excellence Award Presented by Deakin University
5.25pm	Excellence in Personal Injury Management Award Presented by Recovre
5.30pm	Innovation in Personal Injury Management Award Presented by FINEOS
5.35pm	Outstanding Contribution by an Individual Award Presented by Jon Blackwell, CEO NSW WorkCover on behalf of the Heads of Workers' Compensation Authorities and Heads of Compulsory Third Party Authorities
5.40pm	Closing remarks and invitation to reception Mr. Jesse Web, Personal Injury Partner, Sparke Helmore Lawyers

Award reception

5.45pm	Guests make their way to Bayside Terrace for the Awards Reception Sponsored by Slater and Gordon Lawyers and Sparke Helmore Lawyers
5.55pm	Welcome and introduction Mr. Hayden Stephens, National Practice Group Leader – Workers' Compensation, Slater and Gordon Lawyers
6.00pm	Refreshments served
7.30pm	Reception ends

Menu

Selection of canapés including:

- Sweet corn dumplings with tomato chilli jam
- Chickpea fritters with aioli
- Baked brie and gypsy ham turkish sandwiches
- Thai chicken curry pies with chilli jam
- BBQ Tuscan style sausages with sourdough bun and ketchup
- Turkish buns with lamb kofta and toasted cumin yoghurt
- Mini pizzettas with roasted vegetables and ricotta cheese
- Vegetarian spring rolls with sweet chilli

Student Excellence Award

This award will be presented to a student enrolled in the Personal Injury Education Foundation's postgraduate program who has shown outstanding academic performance, strong leadership qualities, excellent understanding of the industry and has successfully applied learnings from the program in their workplace.

Prize: \$2,000

Sponsor: Deakin University



Finalists

(from left to right)

Susan Knight
Regional Claims Manager,
NRMA Insurance

John Stefanovski
Team Manager, Claims,
CGU Workers Compensation

David Williamson
Senior Manager, Community Support,
Transport Accident Commission



Excellence in Personal Injury Management

This award acknowledges the outstanding contribution made by those who manage and/or assist in personal injury claims. This may include providing one or more of the following services:

- return to work / community services and outcomes
- injury / disability management services
- excellent customer service
- significantly improving client performance.

Prize: \$2,000

Sponsor: Recovre



Finalists

Penni Clark Claims Management Officer, BlueScope Steel

Penni is a member of the BlueScope Steel Workers Compensation Team located at the Port Kembla site and is responsible for a diverse portfolio of claims spread across 54 sites in NSW.

Despite the geographical spread of the sites, Penni undertakes regular site visits and liaison meetings. One of her major achievements has been ensuring that injury notification and rehabilitation have become embedded in the day-to-day operational activities of the business.

As a result of her outstanding customer service and communication skills, newly acquired businesses were allocated to her, as these businesses had little knowledge of the legislative and practical workers' compensation processes.

Penni recognises that it is important for injured workers, despite their injury, to return to work with a positive view of the compensation and injury management process and in a productive state of mind. Educating her customers on the benefits of a sustainable return to work program has contributed to a 52% reduction in her portfolio's actuarial liabilities in the past 12 months.

Furthermore, Penni is instrumental in ensuring all stakeholders involved in the injury management process are effectively trained and she recently received accreditation from WorkCover NSW to conduct Workplace Co-ordinator and Return to Work training.



David McKean Technical Manager, Cambridge Integrated Services Victoria

In his role as Technical Manager, David provides exceptional service to both injured workers and employers. He is also instilling his service philosophies into the business with an increase in successful injured worker contact demonstrated since he became part of Cambridge's Customer Champion Group.

Managing a claims portfolio that has solely healthcare and aged care employers, David deals with mainly healthcare professionals and their employers. Many of David's employers fall within the public health system which presents a number of challenges including budgetary constraints.

David has worked with two public hospitals to initiate an early intervention program which does not require the hospitals to contribute any additional resourcing. He was able to demonstrate that by shifting focus to the front end of the injury by setting clear expectations for all parties, the employers achieved greater engagement from their injured workers and earlier return to work. Both hospitals have extended this initiative outside of work-related injuries, to include workers that have been injured at home or in transport accidents. This early intervention initiative now forms part of both hospitals absentee management process and health and wellbeing programs.

David has completed the Diploma of Personal Injury Management (Workers Compensation) as he is keen to improve his knowledge and skills within the compensation industry. David is also currently undertaking the Certificate IV in Frontline Management.



Wendy Valent Injury Management Advisor, CGU Workers Compensation

Since starting the role of Injury Management Advisor, Wendy has initiated return to work review meetings with various stakeholders including treating health professionals, injured workers, employers and occupational rehabilitation providers. Wendy believes that such review meetings are instrumental in identifying barriers to achieving recovery and returning people to work, or a normality of life.

To further support employer awareness, Wendy has run various training sessions for CGU stakeholders including the facilitation of Return to Work Co-ordinator sessions for employers, group training of CGU Case Managers and one-on-one coaching of CGU employees.

Wendy has introduced regular conferencing of claims with Case Managers and Technical Managers to ensure that robust claim and injury management strategies are implemented, and required actions are undertaken in a timely manner.

This approach has resulted in her claims team achieving a significant reduction in the number of injured workers remaining off work.

Wendy has completed CBDMA Training (Census Based Disability Management Audit) during 2008 to become a Certified CBDMA Auditor and is completing a Master of Human Services focusing on rehabilitation counselling through Griffith University in Brisbane.



Innovation in Personal Injury Management

This award acknowledges an individual or team who has enabled their organisation to provide or improve services to injured workers, motorists, employers or other stakeholders through:

- the development or improvement of computer systems and/or processes.
- or the introduction of a new concept, initiative, technology, policy, procedure, product or service.

Prize: \$2,000

Sponsor: FINEOS Corporation



Finalists

Case Management Team Transport Accident Commission

In August 2007, the Transport Accident Commission (TAC) insourced case management services and created a team to implement a new way of delivering service to severely injured clients.

The Case Management Team provides an intensive face-to-face service and is able to provide balanced information about limitations of the scheme, together with an empathetic and motivational approach to getting people back to health.

This case management model is unique and based on time limited, episodic intervention rather than ongoing monitoring support. The focus of the model is about empowering clients to enable them to return to health, work and independence.

Another unique aspect of the case management model is Individualised Planning which captures a satisfaction rating from clients before case management services starts and benchmarks this against ratings obtained post case management.

With this new approach to working with severely injured motorists in Victoria, the TAC Case Management Team has worked with over 370 clients in the space of eight months, the same number that external providers worked with in 12 months.

Kate Mason, Team Manager, is representing the Case Management Team.



Education, Learning and Development Branch WorkSafe Victoria

WorkSafe Victoria has worked closely with DeakinPrime (the registered training provider and commercial arm of Deakin University) to develop innovative work-based learning programs that maximise connection to the workplace and colleagues across the industry, and minimise time away from the workplace.

This learning approach is unique to the sector; shifting from traditional classroom based learning to work-based action learning. This challenges participants to move out of their comfort zone, research current work practices and influence senior managers to implement identified improvements to their workplace.

The creation of a vocational qualifications pathway in the personal injury sector is a key strategy in developing improved stakeholder perception of the industry. The level of uptake and completion of the qualifications has exceeded expectations. This is a lead indicator that agent managers and employees are recognising the benefits of a career path linked to a nationally recognised qualifications framework.

Angela Carter, Manager, is representing the Education, Learning and Development Branch.



Michael Brooks Legal Manager CTP, Allianz Australia

Michael Brooks has taken a lead role in the creation and development of the Agreed Resolution Plans initiative (ARP). The ARP targets the avoidance of disputes and delays in the management and settlement of personal injury claims. It is recognised that disputes and delays adversely interfere with the recovery of the injured person and this contributes to an escalation in damages and claims administration costs.

The ARP innovation brings together a representative of the injured person and insurer shortly after notification of an injury. This allows them to voluntarily agree to a formal framework (ARP) for the collaborative and efficient collection and exchange of information, including a timeframe for informal settlement negotiations to be concluded.

The general consensus of participants utilising the ARP is that procedural disputes have been avoided. Furthermore, claim durations have reduced by a minimum of approximately six months.

The innovation is unique because it is voluntary, simple, flexible and cost effective. In addition, it preserves and respects the integrity of the roles occupied by the insurer and plaintiff solicitor.

A committee comprising the Law Society of S.A, CTP Insurer (Motor Accident Commission) and CTP Claims Agent (Allianz) is overseeing the initiative.

The ARP has been formally acknowledged by the Supreme, District and Magistrate Court jurisdictions in South Australia.



Outstanding Contribution by an Individual

This award acknowledges the ongoing contribution and influence of an individual within the personal injury management industry. Their contribution and influence would be over and above that normally required by their position, and would have occurred over an extended period.

Prize: Invitation to attend a Personal Injury Education Foundation international study tour, to the value of \$15,000.

Sponsors:

Heads of Workers' Compensation Authorities,
Heads of Compulsory Third Party Authorities.

Finalists

Ross Cairns Manager, Impairment Benefits WorkSafe Victoria

Ross Cairns' contribution to the personal injury industry spans 24 years through roles within the Transport Accident Commission (TAC) and more recently WorkSafe Victoria, with a particular emphasis on the implementation and continuous development of impairment benefit delivery.

Ross has trained and coached hundreds of medical specialists, legal counsel and claims administrators in the administrative application of the AMA Guides to Permanent Impairment (the AMA Guides). Ross has effectively contributed to and shaped many joint TAC and WorkSafe initiatives with self insurers, lawyers, agents, employer associations, medical panels, unions, the Department of Treasury and Finance and the Department of Justice (for Wrongs Act claims).

Ross was recently honoured with the invitation to review the AMA Guides 6th Edition by the American Medical Association.

Alex Collie Senior Manager, Health Services Group, Transport Accident Commission / WorkSafe Victoria

Alex Collie is a clinical neuroscientist who holds a PhD in psychology. As Senior Manager of Health Research, Alex has participated in the development of new initiatives within the Health Services Group, a formal collaboration of the Transport Accident Commission (TAC) and WorkSafe Victoria that was formed in October 2007.

These initiatives include funding and supporting claims related health and trauma research, the development and monitoring of client outcome measures and the development of health collaboration Key Performance Indicators.

Alex is also leading a project to measure health outcomes for TAC clients through the development and implementation of a benchmarking system.

Since joining the TAC, Alex's focus is on developing a strong evidence base for health services work by funding high quality primary research, developing evidence based policies to inform claims decisions and collecting meaningful client related data.

Mary Hawkins Director, Provider and Injury Management Services, WorkCover NSW

Mary has dedicated more than 30 years to 'making a difference' to the lives of people with an injury or disability in New South Wales.

Since 1998 Mary has been a key driver of workplace injury management in New South Wales, focusing on the delivery of evidence based services to injured workers at a cost that is affordable to employers.

Under Mary's leadership, WorkCover NSW has adopted a comprehensive framework for the delivery of injury management services and the management of providers. This framework emphasises evidence-based practices and decision making, outcome measures, appropriate qualifications for providers, fee schedules, communication mechanisms between providers and insurers/agents, peer support and education for practitioners and complaints management mechanisms.

Mary significantly influenced legislative reforms in NSW in 2001 and 2005. These changes grant workers early access to services that promote recovery and return to work while reducing the level of disputes in the workers' compensation system.



Judging process

Nominations for the inaugural Excellence in Personal Injury Management Awards closed at the end of June this year with an impressive 58 nominations received from across Australia.

The Judging Panel then had the daunting task of reviewing all nominations before rating each individual and returning their scores to the Foundation. Three finalists in each category were then selected based on the Judging Panel scores and on 11 August 2008, the Panel met to undergo their deliberations. After some robust discussion each panel member cast a silent vote which was collected and collated by the independent auditor.

Judging panel

Professor Bob Officer Chairman, Personal Injury Education Foundation

Bob is an Emeritus Professor, University of Melbourne where he was the Professor of Finance at Melbourne Business School from 1986 to 2002. After completing a Masters Degree in Agricultural Economics he was awarded an overseas scholarship to the University of Chicago where he completed an MBA and PhD. Bob is currently Chairman of Victorian Funds Management Corporation, Director of the Transport Accident Commission, Chairman of Acorn Capital, Deputy Chairman of Tactical Global Management and a Member of the Board and Charitable Trusts including the Buckland Foundation and Colonial Foundation.

Joan Fitzpatrick Chief Executive Officer, Australian and New Zealand Institute of Insurance and Finance

Joan Fitzpatrick is a qualified barrister who became CEO of the Australian Insurance Institute in September 1997 which evolved to become ANZIIF a few years later. ANZIIF provides a range of high quality and sophisticated education solutions for the industry in the Asia Pacific region and is one of the largest educators and professional associations in the financial services sector. The organisation has achieved many accolades in recent years including the Asia Education Provider of the Year Award for 2002, 2003, 2004 and 2006.

Kean Selway Chief Executive Officer, DeakinPrime

Kean Selway is the CEO of DeakinPrime and a member of Deakin University's Senior Executive. DeakinPrime is the corporate education arm of Deakin University and is regarded as a pioneer and leader in the development of corporate education partnerships with organisations in Australia. Prior to joining Deakin in 2002, Kean was Managing Director of the Synergy Management Group, a company he founded in 1995. During this time he built and led successful ventures in business consultancy and hospitality contract management, personally working with executive teams from a diverse range of organisations to assist them in developing business strategy, service culture and organisational change.

Jarrold Moran Workers Compensation Officer, Australian Council of Trade Unions

Jarrold currently convenes the Australian Council of Trade Unions (ACTU) Workers Compensation Committee, is a member of the Australian Safety and Compensation Council Workers Compensation Working Group and a Deputy Commissioner of the Commonwealth Safety, Rehabilitation and Compensation Commission.

In 2000, Jarrold became the WorkCover Liaison Officer with the Victorian Trades Hall Council, with responsibility for the development of Victorian union policy on workers' compensation, rehabilitation and return to work matters. Jarrold also took on a similar role with the ACTU in May 2006 and became the first full-time ACTU Workers Compensation Officer in December 2007.

Greg Pattison General Manager, NSW Business Chamber

Greg Pattison is the General Manager of Workplace Solutions Membership & Policy, NSW Business Chamber. His role includes primary responsibility for the Chamber's activity in relation to workers' compensation and occupational health and safety in NSW. Greg has been closely involved in the formulation of employer responses to developments in the NSW Workers Compensation Scheme since 1995.

Greg was appointed to the Workers Compensation Advisory Council on its formation in 1998 and continues as a member of its successor, the Occupational Health and Safety and Workers Compensation Advisory Council of NSW. In 2005, Greg was appointed by the Minister for Commerce to be an employer representative on the OHS Act 2000 Review Reference Group.

Tim Piper Director, Australian Industry Group

Tim Piper is the Victorian Director of the AIG which represents nearly 10,000 manufacturing, IT, telecommunications, construction and utility companies across the country, with almost 4,000 members in Victoria. Prior to working with AIG, Tim was Executive Director of the Australian Retailers Association, Victoria for five years. Tim has also practised as a barrister and solicitor in Australia and the UK. He also has completed an MBA.

Tim is currently a director of a number of companies, including the Microsurgery Foundation, and sits on Government advisory committees such as the Victorian WorkCover Advisory Committee and the Minister's Climate Change Reference Council.



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PwC Actuarial specialises in the general insurance, accident compensation, financial services and health industries, conducting work in the following areas:

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- Risk and Capital Management
- Advice on the impacts of regulatory change
- Implementation of strategies for portfolio and claim management

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- Ageing & Long Term Care
- Policy, Governance and Regulatory Design
- Resource allocation and funding models for the health system
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