

Spring 2013

Out of the Blue

2013 Dare to Dream



Message from the CEO



Carol Allen

Celebrating 20 years at our Extravaganza

On Friday 4 October, we celebrated our 6th BlueCross Extravaganza; and each year they just seem to get bigger and better.

It was a very special day, as we celebrated what we have achieved over the last 20 years of BlueCross – and we certainly have grown. Our focus since David and I began working together has been to change the way people and especially the broader community see aged care. We strive to demonstrate that this is a good place to be and enjoy life with new friendships and new experiences.



Our Executive team celebrate and wish BlueCross a happy birthday

We welcomed Scotchmans Creek who attended the Extravaganza for the very first time; and welcomed back Highgrove, which has just re-opened after 18 months of renovations.

Eleanor Roosevelt said, 'The purpose of life is to live it, to taste experience



BlueCross Waterdale is announced as the overall Extravaganza winner for 2013!

to the utmost, to reach out eagerly and without fear for newer and richer experience.'

Our Extravaganza epitomises that sentiment and we did have a glorious time on the day

We also celebrated the International Day of Older Persons, which this year has the theme 'The future we want'. This is about finding out what older persons are saying about how they would like to live and what it is that they want. It was chosen to draw attention to the efforts of older persons, and to place the issue of ageing on the international development agenda. At BlueCross over the next 12 months, we will be asking that question and gathering information on what you want your future to look like.



Noeline Brown, Australian Ambassador for Ageing with staff from BlueCross Baradine

There is broad recognition that population ageing presents both a significant opportunity and a challenge. The opportunity is to benefit from the many contributions older persons make to society. The challenge is to act on what it is they want and make sure our services meet your needs and expectations.



VIPs congratulate some of our winners!

This year we had many special guests join us to see our STARfish Principles in action, including the Minister for Social Services, the Hon. Kevin Andrews MP, Assistant Minister for Social Services, Senator the Hon. Mitch Fifield, Kelly O'Dwyer MP, Jenny Mikakos MP, Shadow Minister for Seniors & Ageing, Australian Ambassador for Ageing, Noeline Brown and many more.

(continued page 2)

Extravaganza 2013 - Celebrating 20 years



*'Happy birthday
BlueCross!'*

Marilyn Monroe

(continued from page 1)

Earlier this year, the Extravaganza was awarded a Special Recognition Award for 'Fun' Initiative at the inaugural Asia Pacific Eldercare Innovations Awards in Singapore. As a result I was then invited to present at two conferences in the UK and Hong Kong. It was great to see the interest this event has created with other aged care organisations in different parts of the world.

What we demonstrate is that we can still sing and dance and have fun no matter our age and no matter where we live. BlueCross is committed to showing the rest of the world that growing older doesn't stop anyone from enjoying life and getting out and about and having fun.

Every time we hold this event, I see our STARfish principles exhibited in so many ways. Of course it wouldn't be the Extravaganza without the competition winners of the birthday song, table decorations, the wonderful costumes, fabulous dancing and of course the overall winner of the event. This shows how we live at BlueCross with passion and vigour.

Thank you to all our sponsors, staff, clients, residents and volunteers for your contribution to making the event a success. It was wonderful to have the opportunity to come together once again and celebrate life.

Carol Allen



Team costume winner & overall winner

BlueCross Waterdale



Mobility aid winner

BlueCross Springfield



Song competition winner

BlueCross Western Gardens



Resident / client dance finalists

Winner: BlueCross Baradine (pictured centre)



Individual costume winner

BlueCross Scotchmans Creek



Guests take to the dancefloor!



Table centre piece winner

BlueCross Clevedon Terrace

Spotlight on *Care at Home*

Introducing our new Care at Home General Manager, Penny Hobson.



Penny joined BlueCross in mid August. Her role is to manage the Care at Home services, to grow the business as a provider of many community programs, and support the seamless transition through the levels of aged care services.

Penny comes to Care at Home with 20 years' experience in nursing and acute care in the aged and community care sectors.

Working with BlueCross appealed to Penny as an exciting opportunity and a chance to

continue to develop our community care services. "I felt that the organisation values reflected my own. I really enjoy working in health, along with the challenges this brings, as I find it extremely rewarding."

Since her days nursing at St Vincent's Hospital 20 years ago, Penny has seen many changes in how health care is delivered; but her passion for the aged and health care sectors has remained constant.

Her goal is for Care at Home to continue to provide services that assist people to stay in their homes and enjoy a good quality of life. These services are an important part of BlueCross' overall services that are offered to clients and Penny's vision is to see this develop and further strengthen the link to our residential care services.

"I have had so many positive experiences. BlueCross is a supportive, helpful organisation and the Care at Home team are so committed to the goals of the organisation. I am excited by the opportunities and potential."

Your home, your choice, our care

BlueCross Care at Home provides aged care services to support people to continue to live their own home.

For more information on Care at Home services, please contact us on 1300 786 857.



Dementia research with NARI

The National Ageing Research Institute (NARI) is working in partnership with BlueCross to conduct research into, and develop innovations for, best practice services for people living with Dementia.

The impact of Dementia in its various forms is a growing concern for our society; we have an ageing population and an increasing prevalence of illnesses that affect the brain. Currently there is no cure for Dementia, so learning how to best manage and care for people affected is of utmost importance.

The aim of the Dementia research project with NARI is to develop a model for best practice in providing care and improving the quality of life for people living with dementia.

Through conducting interviews, surveys, research and observation of our services, both residential and Care at Home, the research project is reviewing current practice and evaluating the effectiveness of various methods of care and wellbeing programs.

The outcomes and findings of the research and evaluation phase, will guide our next steps in improving Dementia care services across BlueCross. We will be looking to implement new initiatives and innovations, cement the current practices that achieve positive outcomes and enhance the person-centred care model.

To become a leader in services for people living with Dementia, is our goal and a reflection of our commitment to enriching lives and providing high quality holistic care. More updates to follow.

Innovation matters!



Putting the focus on innovation in aged care

Innovation is at the forefront at BlueCross– not only in terms of research projects, such as the NARI partnership, and fun initiatives, such as the Extravaganza – but as a dedicated focus within our service delivery. We recognised that our staff and residents are at the centre of our services and consequently offer a wealth of ideas in how we can continue to improve our services and deliver truly excellent care.

In order to help drive and support the creativity that staff bring to their daily work, BlueCross has appointed an Innovations Manager, Christine While. Chris will be looking for ways to share learnings and develop strategies to identify what we do well and how we can do more of it. 'I see my role as a partnership between residences and myself. I bring the tools, strategies, techniques and evaluation but they bring the ideas.

To be a true leader, innovation does need to be everyone's business. It takes a commitment to successfully develop and deliver new initiatives and, by appointing an Innovations Manager, we can bring ideas to life in a considered, sustainable and positive way.





BlueCross Highgrove Opens

Our new 49 bed low care residence in Kew

Kew's newest boutique aged care residence, BlueCross Highgrove, opened its doors to the public for the very first time on 14 September.

The event drew large crowds eager to see what the next generation of aged care is going to look like.

BlueCross Highgrove offers residents a choice of apartment style, superior and standard suites that combine independent living with a touch of elegance and the comforts of home.

David Mann, from 3AW, broadcast live from the event and said it was 'a warm, friendly, welcoming residence that anyone would be proud to call home.'

'What makes BlueCross Highgrove special is not the magnificent building, or its first class facilities but the staff who are so caring, professional and totally committed to the residents.'

David Eccles, BlueCross Managing Director, said, 'this is the future direction in the aged care industry. With the Living Longer, Living Better (LLL) reforms being introduced, BlueCross provides residents with greater choices within their aged care services.'

For BlueCross Highgrove enquires, please contact BlueCross Client Services on 1300 133 414 or visit bluecross.com.au.

BlueCross Highgrove Open Afternoons:

Every Thursday from 1 – 3 pm during October and November. No appointment is necessary.



BlueCross Wins Better Practice Award

Congratulations to BlueCross Glengowrie on receiving a Better Practice Award in the Health and Personal Care category for the development of their Men's Gym and Pain Management Clinic.

The Better Practice Awards promote and recognise initiatives that act as an exemplar for other aged care homes and contribute to the quality of life for residents. The awards also provide the industry and consumers with information on best practice in residential aged care.

The Men's Gym and Pain Management Clinic were conceived after it was identified that the male residents at BlueCross Glengowrie were not engaging in existing exercise program at the residence. It was also found that a number of men had deteriorating muscle strength and would definitely benefit from an exercise program.

The Men's Gym, a specialised gym area, was established in 2011, along

with an exercise program that focussed on more masculine exercises using weights, step boards, stretch bands and physical exercise.

The physiotherapist designed and guided the program, and coached the lifestyle team so they could conduct sessions moving forward.

The Men's Gym won an honourable mention through BlueCross's Innovation Program. The prize money was invested to develop a Pain Management Clinic to complement the exercise groups.

Residents now access a variety of treatments that take a holistic approach to treat and manage pain and mobility, such as electrotherapy (TENS), heat therapy, therapeutic massage and exercise therapy (individual/group).

The Pain Management Clinic is managed by the physiotherapist and is referred to by allied health services and general practitioners.



The implementation of the Men's Gym and the Pain Management Clinic has been linked to:

- a significant reduction in falls of the men who participated
- a decrease in transfers to hospital
- increased cohesion amongst the participants
- an increase in socialising and caring for each other.

Overall, the program has enhanced the general wellbeing of the residents.

For all BlueCross enquiries call **1300 133 414**

www.bluecross.com.au



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SUNSHINE
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