

Winter 2013

# Out of the Blue

2013 Dare to Dream



## Message from the CEO



Carol Allen

## Working together to make their day

**Our STARFish principles are part of every day at BlueCross. This is why the theme for this year's staff conference was *Make Their Day*.**

On 25 May, we welcomed Ambassador for Ageing, Noeline Brown, to open the conference and share her insight into ageing well.

'Community is everything,' she told the 400 staff members in attendance. 'If you lose that relationship with community, you become introverted and afraid.'

'Centenarians are the fastest growing demographic in Australia and it's really important that we're fit, healthy and able to maintain a sense of independence. As we age, we must maintain hobbies, interests and friendships,' she said.

Noeline's words ring true to our STARFish principles and person-centred care. It's about engaging with our residents on their own terms and is what we recognise and encourage through our Employee of the Year Award.

## Employee of the year

Congratulations to our 2013 Employee of the Year: Bobbie Baker, a personal carer from Baradine, who received a \$5000 travel voucher in recognition of her great contribution.



David Eccles, Carol Allen and Noeline Brown with our STARFish Award finalists and winner.

### Finalists:

- Trudi Jordan, Clevedon Terrace.
- Clive Thompson, The Boulevard.
- Lisa McColl, Willowmeade.
- Michelle Agar, Care at Home
- Ankoor Desai, Central Services

### Semifinalists

- Maureen Shannon, Ashby
- Kami Naicker, Autumdale
- Keirston Whelan, Broughtonlea
- Marlene Guillaume, Cresthaven
- Jasber Singh, Darnlee
- Karen Snell, Gardenia
- Gonul Caglar, Glengowrie
- Chris Chirstodoulou, Hansworth
- Deborah Rooney, Monterey
- Medhavi Rashali, Riverlea
- Ros Trofa, Scotchmans Creek
- Amanda Childs, Silverwood
- Dino LePore, Springfield
- Renata Kodric, Tarralla
- Mary Rigg, Waterdale
- Michelle Roscoe, Western Gardens
- Noble Thomas, Yarralee
- Margaret White, Care at Home
- Jie Cao, Care at Home
- Michelle Agar, Care at Home
- David Hickey, Central Services
- Tammy Ridgway, Central Services

The Board, David and I thank, and congratulate, all award nominees.

## BlueCross wins award for fun

The 2012 BlueCross Extravaganza has won the Asia Pacific Eldercare Innovations Awards Special Recognition Award for 'Fun' Initiative or Program at the inaugural event in Singapore.



Gael Traa and Janet Lang accept our award

The awards were part of the fourth Ageing Asia Investment Forum, attended by 400 delegates from around the world, who gathered to discuss challenges and celebrate innovation and best practice developed across the Asia Pacific.

The awards received more than 80 entries from Australia, Singapore, Hong Kong, Japan, Indonesia, Malaysia, China and India, across several awards categories. We are thrilled to have been recognised at an international event.

Carol Allen



## Our 97+ residents in pictures

*'It is not everyday that I have the opportunity to say happy birthday to 27 people who are 97 years young. What an achievement.'*

David Eccles,  
Managing Director

Each year we gather our residents and Care at Home clients who are aged 97 years and over for a special birthday party. This year, as a gift to those residents who attended, we have put together a special keepsake book to commemorate the occasion. The book features photographs and quotes from each of the residents who were present at the party.

BlueCross CEO Carol Allen says she looks forward to the 97+ Birthday Party every year. 'During the celebrations I hear many wonderful stories of lives well lived, of families and tradition, and experiences that make me smile,' she said.

Alice Youens, 103, from Springfield shared the story of her cheekiest memory. 'When I was ten years old, I used to dig holes in the ground and cover them up with paper, then put soil on top. It was a great delight to see my brothers walk into the holes,' she said.



## Team profile - Introducing the Client Relationships team

Led by the General Manager Client Relationships, Julie Maya, the team manages marketing and sales for BlueCross.

### Client Services Managers (CSMs)

Our nine CSMs provide the sales and admissions function for the organisation. They emphasise customer engagement and satisfaction, as per our Customer Service Charter.



In partnership with the Residential Managers, they facilitate the seamless admission of clients into our residential services and promote Care at home when appropriate.

Our CSMs identify and build referral networks, coordinate and conduct tours with prospective clients and their relatives, and provide information and support related to aged care. The CSMs are supported by the Client Services Officer, who receives all telephone and email enquiries, provides support well as customer service management.

### CARE Program Manager

The Bupa CARE Program is for Bupa Australia Health Insurance members in

need of convalescent care following an acute hospital stay.

Our CARE Program Manager acts as a conduit between Bupa clients and aged care services, with BlueCross the priority provider for convalescent residential care and care at home.

### Marketing & Communications Team

The marketing team is responsible for the development, implementation and administration of our Marketing Strategy. This team works to positively engage people with BlueCross, promote our services and provide marketing and communications support to all departments. The team is also responsible for public relations, events support and media management.

## Spotlight on *consumer directed care*

As part of the incoming Federal Government's Living Longer Living Better aged care reforms, new funded packages for aged care services are coming. The Australian Government is introducing Consumer Directed Care from July 2013, this will provide people with more choice and flexibility.

Currently the Government subsidises three different kinds of Home Care Packages. From 1 July 2013, there will be four packages available for people requiring aged care at home. This new structure will provide a more seamless continuum of funding as people's care needs increase, and each level will incorporate a dementia supplement for those who need it.

**Level 1** – will support people with basic care needs

**Level 2** – will support people with low level care needs, similar to the existing CACPs

**Level 3** – will support people with intermediate care needs

**Level 4** – will support people with high level care needs, similar to the existing EACH package.

These new packages will be delivered on a consumer directed care (CDC) basis. The CDC model will give recipients of care greater input and control over the design and delivery of their care services.

Existing packages will not be affected by the CDC model until 2015.

Service providers, such as BlueCross, will work with clients to develop and manage care packages, including managing the care budget and discussing options for meeting the client's care needs.

To find out how BlueCross Care at Home can help you, contact us on **1300 786 857** today.



## Your home, your choice, our care

We know that many people want to maintain living independently at home, so BlueCross Care at Home provides support to individuals and families to help them achieve this.

### Your *home*

A BlueCross carer comes to your home to provide the specialised care required.

### Your *choice*

We work with our clients and their families to match people with a suitably qualified carer to tailor an individual program that is responsive to specific physical, medical, cultural and social needs.

### Our *care*

Whether care is needed for one hour a week or 24 hours a day, BlueCross Care at Home will be there, at your place, or one of ours, right across Melbourne.

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

## Innovations in Dementia Care

Over the last 18 months, our residents living with dementia at BlueCross Tarralla have undergone a tremendous transformation, all thanks to a specialist program initiated to meet the challenges stemming from 'sundowning' behaviours.

Sundowning behaviours include confusion, restlessness, wandering, as well as being upset, more demanding or suspicious. Residents experiencing 'sundowning' are more likely to try to abscond, to see and hear things that aren't real, and become more impulsive. All of which places them at higher risk.

To address these behavioural challenges and ensure the safety of our residents living with dementia, BlueCross Tarralla introduced a specialist program. Funding was approved for a four hour program, seven days a week, that would take place in the late afternoon when sundowning is more prevalent. The program focuses on enhancing the quality of life for residents living with dementia through meaningful activities.

Two staff members were recruited to manage this program and between them they deliver activities modelled on the Montessori Principles and the Sonas Program (which involves cognitive, sensory and social stimulation to improve communication and function).

The program revolves around a routine beginning with a welcome song, followed by physical, sensory and cognitive activities, afternoon tea and a farewell song. The development of this routine has been vital in the program's success.

So far the outcomes have been remarkable. Residents who previously exhibited extreme sundowning behaviours are now focussed and content. Where previously they were disengaged, they are now participating, smiling, singing, connecting with staff and each other. They have formed their own social group, several have developed a genuine love of music, and they are all reengaged with life.

The response from families has been overwhelmingly positive, with some now visiting their relatives during these sessions so they too can be involved.

The program has also improved other BlueCross Tarralla residents' attitudes towards dementia by helping them to understand its effects and seeing the benefits of the program.



Photos from the Alzheimer's Victoria Photo Exhibition



**Creating a consistent and simplified way to manage our business.**

## BlueCross' Business Integration Program

**Following an organisation wide review of operations and business solutions, BlueCross have embarked on a Business Integration Program.**

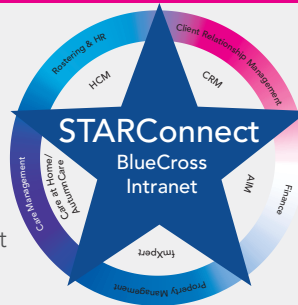
The objectives of this program are to create a consistent business delivery model and strengthen functions while simplifying operations, quality management and associated systems.

To achieve this, new processes and technologies are being introduced via a series of projects. An update of how we're progressing with each of these projects is outlined on the right.

The centerpiece of the integration program is a web based intranet for the organisation.

Launched in June, this intranet (named STARConnect) holds all of BlueCross' policies, forms and procedures. It is also a place for staff to network and collaborate, and to hear about news and events within BlueCross and the industry.

The intranet will also become the central portal through which all other new software programs introduced as part of the Business Integration Program will be accessed.



## Project Update

- The Customer Relationship Management (CRM) Project is being rolled out across our residences. This database will create efficiencies throughout our admissions process and enable detailed reporting.
- The Rostering Project will see new software implemented to replace all manual timesheet processing. This automated system will be simple and quick to use. The project is being planned and timeframes for implementation will be announced soon.
- The Property fmXpert Project has successfully been piloted at Yarralee and will commence full deployment once the schedule for this process is finalised.
- The HR System project is in the early stages with formal submissions coming soon from interested vendors. This system will introduce new processes for information management for People and Culture.
- The IT hardware to support all the Business Integration projects has been installed and is already being used by the CRM and ECM projects.

## Extravaganza Update

**Our Extravaganza committee and Leisure & Lifestyle staff have been hard at work with preparations for the 2013 Extravaganza.**

A lot of behind-the-scenes work has been taking place to make this year's Extravaganza even better than the last.

The date has been set and venue locked in – and we're pleased to announce that this year's Extravaganza 'Happy Birthday BlueCross' will be taking place on 4 October 2013 at the Melbourne Park Function Centre.

Our Leisure and Lifestyle staff have started activities and projects with our residents to prepare for the singing, dancing and decorating competitions. We're guaranteed to have some fantastic entries with everyone getting more creative each year.

We caught up with Autumdale's Leisure and Lifestyle Coordinator, Sam, to find out how they're preparing for the big day.

## Happy 20th Birthday BlueCross!

'We have finalised a song for the 20th Birthday theme and we will start practicing for the competition next month,' Sam said.

'We haven't dressed up before,' Sam explained to us this week, 'but this year we're providing each resident with their own masquerade mask. Everyone's getting very excited.

'I'm really looking forward to a fun day for our residents.'



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

[www.bluecross.com.au](http://www.bluecross.com.au)

  
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