

4 Opportunities and Challenges for Care Providers Today

A guide to how technology can help aged and disability care providers deliver the highest level of care.

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Case study

A large not-for-profit
disability care provider

**Accelerate your
digital journey**

How technology and care can move forward

The main focus for anyone working in aged and disability care is the provision of the highest-quality care to their customers. But for many providers, that goal is bumping up against the realities of the world we're living in today.

A challenging landscape

The economic and regulatory environment care providers are working in means that finding time to innovate and improve can be difficult.

The [Royal Commission into Aged Care Quality and Safety](#), in its final report, included conclusions that can be summarised into two categories: People, and Technology.

The report states that:

- **Australia's aged care system is understaffed and the workforce underpaid and undertrained.**
- **The industry is lagging in its application of technology, with no clear information and communications technology strategy.**

The opportunities of technology

While technology still remains a challenge for much of the sector, it also represents an opportunity.

Solutions focused on automation, efficiency, and improving customer experience can be deployed by providers to free up resources, make employees' lives easier, and collate customer data in a single source of truth.

Ultimately, these tools should all contribute to the end goal of improving the lives of care recipients. In this guide, we've summarised how technology provides the opportunity to overcoming some of the barriers to high-quality care.

People

Aged and disability care, wherever that care is delivered, relies on human connections. Carers and those receiving care are at the heart of our industry.

In addition to those engaged in front-line delivery, there is a significant, equally dedicated team of administrators, coordinators and managers who spend their working day supporting the work of front-line carers.

How can technology assist everyone involved to ensure the efficient delivery of the highest possible standard of care?



Personalisation

Does Toby like sugar in his tea? How many pillows does Mohammad prefer? What's Angela's daughter's name?

It is details like these that can make the difference between good and great care. Frontline carers want to be able to provide the best care for the patients they look after, but remembering the preferences of everyone they meet can be difficult – it is even more difficult to effectively share that knowledge with other carers, especially at scale.

Personalisation can also be the motivator for a customer to change provider. The relationship recipients of care have with their providers has moved beyond simply being a 'patient' – they are now consumers, and they and their families will consider every facet of the delivery of care when making the difficult decision about which provider to choose.

“

Consumer-centred care is as much about the way we think about care and relationships as the actual services available.”

**AGED CARE QUALITY AND
SAFETY COMMISSION**



How can technology help?

Effective personalisation at scale relies on readily accessible and reliable data. A Customer Relationship Management (CRM) system allows providers to collect, store and manage all the data relating to their customers in one single source of truth.

A CRM system makes this information available to the entire organisation – from front-line carers through to administrators, sales teams, and customer service agents. The data stored can be tailored to the precise needs of each organisation, and the best CRM systems will also integrate with other technology to create a total business management platform.

71% 

of workers saw significant or indispensable value in having a single source of truth for customer data.*

*Source: The State Of CRM In Asia Pacific, Forrester, 2021



Workforce

Australia's population is ageing, presenting a two-fold problem for the aged and disability care industry:

- **An ageing population will result in a greater demand on the aged and disability care workforce**
- **The share of the population that will be of working age will shrink, resulting in even greater difficulties in recruiting care workers**

The National Skills Commission has highlighted that over the next five years, the care industry will need to find more than 54,000 new aged and disability carers to keep up with demand. There is likely to be a shortfall, so other solutions will need to be put in place.



There are currently 4 people of working age for every person over 65 in Australia.

By 2060, it is expected that this number will be 2.7.

However, there is good news. The Aged Care Quality and Safety Commission found that future increases in productivity and access to technology are expected to allow care workers to deliver a higher quality of care than they do today.



Digital maturity and workforce effectiveness

Research from Salesforce has shown a direct link between digital maturity and effective performance, in a global survey of not-for-profit organisations.*

Digital maturity defines how advanced organisations are when it comes to using technology and data, personalising customer communications, and how accurately they can forecast income.

The research shows that digital maturity is also reflected in organisational culture. In fact, digitally mature nonprofits are **3.5x** more likely to have highly motivated employees, and **1.3x** times more likely to have lower levels of staff burnout.



93%

of digitally mature nonprofits agree that technology has helped them be more efficient or improve their mission impact.*

*Source: Nonprofit Trends Report, Salesforce, 2022



Case study

Baptcare

Baptcare is a not-for-profit organisation providing care for vulnerable people, with more than 3,000 employees across Australia.

The challenge

In 2021, the Federal Government mandated a significant change to Home Care Package funding, called 'Improved Payment Arrangements' or IPA, that would impact providers' cash flow.

Baptcare faced a range of new requirements, including drawing down on different buckets of funding and tracking unspent funds. Accurate billing suddenly became a lot more difficult.

The complex process also needed to handle retrospective calculations, and would significantly impact back-office processes as well as customers.

The solution

Phase 1, the core release, was live in only 12 weeks. It allowed Baptcare to:

- ▶ Calculate and confirm correct opening balances per customer and for various buckets of funding
- ▶ Report to government departments as required
- ▶ Automate decisions and draw down from various buckets of funding
- ▶ Automate reconciliation of each customer's sub-ledger at month-end

Phase 2 allowed the team to make improvements based on observing users in the first month of phase 1. It also provided an opportunity to make quick adjustments based on late changes to the government's requirements.

Rapid deployment of MVP

12 weeks

from concept to deployment

The core release of the solution was created by Baptcare and Simplus in less than three months, building a strong base for future iteration.



“

What the team has been able to achieve in 12 weeks has been amazing. Simplus really listened to us, understood our business and won our trust. If they said something needed to be done, we knew that it needed to be done.”

RAM VARADACHARI

TECHNOLOGY DELIVERY MANAGER, BAPTCARE



THE OUTCOME

As part of Baptcare’s resource augmentation model, Simplus team members have built deep expertise in both Baptcare and its processes, including receiving further training on Baptcare’s non-Salesforce platforms.

This project cemented Baptcare’s ‘extended team’ – the Simplus staff members dedicated to supporting Baptcare’s core team.

“The Simplus team working with Baptcare has grown considerably and enabled us to move quickly,” said Ram Varadachari, Technology Delivery Manager at Baptcare.

Technology

How technology can help the aged and disability care industry, and how it can be integrated with day-to-day operations, is an evolving question. Even knowing where to start can present a significant challenge.

But the good news is that providers can make small, iterative improvements to their business, starting today.

Technology can be applied gradually, in consultation with specialist service providers who provide guidance from the first steps to total digital transformation.

Efficiency

All businesses – regardless of the industry they are operating in – are being asked to do more with less. This is especially true for care providers.

One way to boost efficiency is to automate everyday administrative processes.

Automated billing and reporting – fast, accurate, and compliant

Tasks like billing, scheduling and contract management can be automated, releasing resources and saving time.

And by taking away repetitive, time-consuming tasks, providers can free up their teams to concentrate on more high-value work. This can aid with motivation, too – giving staff meaningful tasks is a proven way to improve morale.

In our regulatory environment, mistakes can have a significant impact. Automation reduces the chance of errors or missed steps, meaning less risk for the business.

67%



of healthcare organisations worldwide say they are accelerating automation initiatives for customer service.*

*Source: Trends in Workflow Automation, Salesforce, 2021



There is also a higher burden than ever on care organisations to maintain accurate records and provide reporting and tracking – automation takes the strain, producing regular reports without the need for human intervention.

Innovation

Depending on where a business is on its digital journey, the word ‘innovation’ can have different meanings. Finding time to innovate, however, is essential to business growth.



“

The aged and disability care industry needs to navigate a maze of regulations. We've seen clients completely change their approach to record keeping and reporting by using automation to take away resource-sapping manual work.”

DAMIAN MARTINA

**SENIOR ACCOUNT EXECUTIVE,
SIMPLUS ANZ**

What does innovation look like, in the context of aged and disability care?

For many providers, it could mean a simple start – moving away from spreadsheets and a paper-based system to a cloud-based solution that stores customer data in a single source of truth.

For others it could mean a complete transformation in the way they approach sales, marketing and service, including automated scheduling and billing. It might even include the integration of generative AI into business processes.



How to get started

The first step on an innovation journey is to establish your starting point.

Questions to consider:

- Would your teams benefit from a single source of truth for customer data?
- Are there processes you could improve, if you had more time?
- Does your team spend significant amounts of time on reporting?
- Do you have legacy technology systems that slow down your business?

If you answered ‘yes’ to any of those questions, you have the foundation for a transformation journey. Choose the improvement that will deliver the greatest impact, and start there.

Case study

Supporting people to live independent and fulfilling lives

One of Australia's largest not-for-profit disability care providers, this organisation provides a broad range of essential services.

The challenge

This organisation's complex business systems were getting in the way of its ability to live up to its vision of one day seeing a world where people with disabilities are equal citizens.

Across the business, many processes were still manual. It was also suffering from duplicated work across its network of service providers, leading to wasted effort and resources.

The Solution

A smart solution was needed to help simplify processes and support the organisation's business objectives.

Simplus' recommendation was to implement a CPQ (configure, price, quote), sales and service solution, alongside an upgrade to the latest Salesforce interface.

The solution also significantly reduced the number of manual steps involved in onboarding new clients. Simplus also redesigned the entire intake process, automating processes and migrating customer information to a single source of truth.

Goodbye to paper forms



80%

reduction in processing time.

Simplus ANZ digitised the intake system, designed a new data structure, and got rid of the paper forms. This saved more than four hours of admin time per customer.



The Outcome

After implementing the Simplus CPQ solution across their businesses, the project team found they had achieved some significant benefits:

- › Reduced chances for human error
- › A single source of truth for customer information
- › A significantly improved user experience
- › Simplified, automated processes
- › Greater efficiency by eliminating duplication
- › Reduced paper usage leading to savings in both costs and time

“

We knew we needed help. If we were to become a company that truly lives our values, we needed to get our systems in order. We were already too involved in our processes to be subjective, so we turned to Simplus for help.”

APPLICATION DELIVERY MANAGER



Get in touch with Simplus to accelerate your digital journey

Getting started with a Salesforce CRM solution is easier than you might imagine, and you can start today.

We can work with you to develop a bespoke solution, with a clear roadmap for implementation, to improve your operations and deliver the highest impact for your customers.

We understand your industry, and what it takes to deliver the highest-quality care. Talk to us today to see how we can help.



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