

# AGED CARE

## IT STRATEGIC PLANNING

ISSUE 1



“ I know I need better systems but I don't know where to start ”

**There are two important reasons for you to make sure you have effective business systems in place.**

### 1. CDC IS COMING

It will be vital for you to have systems in place to ensure you capture each enquiry for care or services and maximise every opportunity in this new competitive market environment.

### 2. MAXIMISING YOUR QUALITY OF CARE, SERVICES AND FINANCIAL VIABILITY

There is a direct link between superior business systems and improved customer service and profitability. This means that the time you save on administration can be used to provide better care and services.

If you are not sure that your staff have the tools they need to be effective for your business, you may consider improving your IT systems. This is where CRM Partners can assist.

We have a nurse on our team that understands your challenges and pain points firsthand. This allows her to speak to you in



terms you will understand rather than usual technical jargon. As our Health Practice Manager her job is to support you along your IT transformation journey.

#### Q: Where to start?

A: There are 3 important areas that need to be clarified to ensure a successful IT project. They are:

1. What is your current situation?
2. What are the processes you want to improve?
3. What does the future state look like?

#### Q: How can CRM Partners help?

A: First, we make it our business to fully understand your business. Only then can we be successful in ensuring your new systems are fit for purpose and the improvements you seek are realised.



### WHAT IS A CRM AND WHY DO I NEED ONE?

There are various systems available that help you manage your clinical documentation and systems. A CRM adds value by helping you manage client recruitment, pre-admission processes, marketing activities, strategy and stakeholder communications. This is something you can't get with forms and spreadsheets as it gives you real time visibility of all business activities from all sites and locations. These are presented as interactive lists and graphs so you can drill down for more details whenever you need.

### WHAT DOES 'ON THE CLOUD' REALLY MEAN?

Think of it as a host server. It is like the one you probably have in your 'computer cupboard' but it is not in your building and you get all the perks with none of the worries. For example:

- You don't pay for the power to run it, or pay to maintain it or insure it
- You don't have to store and secure it, or run a backup or software updates
- You will never run out of space, and you will never have to repair, upgrade or replace it
- Your data is available at any time, on any device from anywhere with an internet connection
- You can access it off line if required



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For a simple monthly fee, you get problem free, uninterrupted access to your data. It is a set and forget solution, stored in Melbourne or Sydney, that lets you focus on the care of your residents.

### CAN WE REALLY BE PAPERLESS?

Imagine that you never have to buy an archive box again. You never have to find space to store the archive boxes. You never have to look at a wall full of ring folders again or bank of 4 drawer filing cabinets. You never have to listen to your staff whinge about who hasn't done their archiving again or who can't find that important document you need. Imagine never having to update a memo folder or Policy/Procedure folder again. Imagine automatic version control and security access levels that control who sees what. We can introduce you to Microsoft Office 365, Exchange and SharePoint and transform your communication and document management to a paperless system.

## IS IT TIME TO GET HELP?

Contact **Sue Bowditch**, our Health Practice Manager to arrange an obligation free meeting by calling **0477 005 950** or emailing to [sue.bowditch@crmpartners.com.au](mailto:sue.bowditch@crmpartners.com.au).