

Medicare Local



Customer

- Medicare Local

Sector

- Health Services

Challenges

- System to underpin accessible and effective primary health care services
- Configurable to specific local requirements
- Management of complex compliance and contractual obligations

Solution

- NEC Innovative Stakeholder Management – Medicare Local

Results

- Operational, contact and activity capture and workflows
- Streamlined event and Continual Professional Development (CPD) management
- Contracting and servicing of eg: ATAPS, ACAI, LIFE, Diabetes Education

Applications

- Microsoft Dynamics CRM

Customer

Medicare Locals are a key part of the Australian Government's national health reforms. There are 61 Medicare Locals across Australia, all of whom share a goal of driving improvements in the delivery of primary health care services for local communities.

Medicare Locals work with a range of health services including primary health care providers such as local GPs, nurses and allied professionals; hospitals and aged care; and Aboriginal and Torres Strait Islander health organizations

Medicare Locals are primarily funded by the Department of Health though each Medicare Local determines its own resourcing and infrastructure development.

Challenges

Medicare Locals are expected to proactively identify and fill gaps in service provision across the primary health care sector. That includes services for people with chronic illnesses, older people and for people with mental health issues.

Medicare Locals are required to ensure that all Australians, regardless of where they live, are provided with accessible and effective after hours primary care. They also support health practitioners to adopt and meet quality standards and assist in providing training and practice support.

Inner East Melbourne Medicare Local (IEMML), began life as the Melbourne East GP Division providing services for general practices in the local government areas of Boroondara, Manningham and Whitehorse. In becoming IEMML, the organisation took on an expanded region that included the City of Monash and a massively expanded stakeholder group that included all primary health professionals in the region. In a very short period, the organization went from having hundreds of stakeholders, to a full service operation with thousands of stakeholders.

Adam McLeod, Director of Strategy and eHealth, Inner East Melbourne Medicare Local, said: "It was important for us to be able to capture information about everything from professional development for general practitioners to the IT system being used in an independent pharmacy."

"With exponentially increasing numbers of stakeholders, a new CRM had to have a flexible set up for differing clinician and service provider membership structures so we could slice and dice anyway we needed."

NEC and Medicare Local delivering primary health care services to 1000s of stakeholders

“Being able to track and measure everything from incidental contact to education events means we know exactly who we are engaging with and when. That ability has been key to managing the transition to a massively expanded stakeholder group”

Adam McLeod,

Director of Strategy and Integrated Care, Inner East Melbourne Medicare Local

Inner East Melbourne Medicare Local is leveraging the in-built functionality of Dynamics CRM to easily configure workflows and dashboards to its specific requirements making the solution a cost effective way of meeting its needs.

The Results

Mr McLeod said: “We’re now much more of an electronic organization, better able to support patients and practitioners. Streamlining the way we manage our work with stakeholders is leading to real improvements for the community.

One of the key benefits of the new system for IEMML has been to implement standardised processes across the organization that automate workflows such as the capture of phone call, visit and email data. IEMML is using this functionality and training its staff to record interaction information to better understand and track its work.

With all data accessible from one place, the organisation is able to extract contact information, streamline project managements, use the data to assist with its report to the Commonwealth and submit compliance evaluations.

Mr McLeod said: “In terms of accountability, we can now prove, justify and showcase the work we’re doing. It’s a great positive for staff to so clearly see progress and their achievements.”

Through tracking functionality and measurement dashboards, IEMML staff are able to report that they have, for example, made 200 visits to physiotherapists to talk about eHealth and run five fully attended professional development courses for pharmacists this month.

Inner East Melbourne Medicare Local is also experiencing new levels of internal capability resulting from the CRM implementation: “From an HR perspective, as you grow from 30 to 100 staff, you can’t see or know what everyone is doing without sophisticated automation providing accurate tracking and management of all activities in real time,” Mr McLeod said.

“By committing to a continuing exploration of the CRM’s functionality and creating new dashboards as our services evolve, we’ll be able to deliver on our responsibilities over time - there’s still so much potential within the system.”

The Solution

Six Medicare Local agencies in Melbourne and Perth, including Inner East Melbourne agency, are early adopters of NEC’s Innovative Stakeholder Management solution. This specially designed package streamlines health service’s management of patient and stakeholder relationships so that they can better deliver primary health care services to local areas.

The Innovative Stakeholder Management solution is based on the Microsoft Dynamics CRM and integrates with the broader Microsoft Office platform. Being a Microsoft-based solution, no specialist skills are required to add fields or create new workflows and reporting dashboards. The familiarity of the Microsoft interface reduces staff issues with work practice changes and encourages use of our automated processes. The system can be accessed through any web browser or mobile device delivering further productivity gains and flexibility.

Integrating a new system is always challenging but with NEC’s solution, Inner East Melbourne Medicare Local was able to set up a customized local CRM solution and move from a mix of paper and older automated systems in only 3-4 months.

Mr McLeod said: “NEC made a real commitment to understanding the operating conditions of our Medicare Local and the particular technical requirements we had.”

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