



LASA Conference 2017 – Ahead of the game

International rules played the Australian way

# What do these people have in common?



Israel Folau



Keith Miller



Dean Brogan



Nova Peris



Dick Thornett



Ellyse Perry



Hayden Smith





# Customer proposition

Price - **Tiger airlines**



Quality - **The fresh food people**



Reliability / Convenience – **Dell**



Innovation – **Apple**



# Outstanding Care is

- ✓ **'really caring' about the person and 'doing everything they can' for them.**
- ✓ **A large choice of activities to keep residents stimulated**
- ✓ **Carers who understand and respond to the needs of individual residents**
- ✓ **A high level of communication between the facility and the family**
- ✓ **A high level of personal care / hygiene without prompting by the family**



# What is important to potential residents

- ✓ Are the staff friendly?
- ✓ Can family drop in 24 / 7?
- ✓ Does the home meet all the personal and medical needs of residents?

For most people the deciding factor in choosing a nursing home was

**‘how it looked’ when they visited**  
**The ‘atmosphere’ / ‘feel’ of the home**



# Some Overseas comparisons - UK

**2013/14 - 850,000 people receiving state-funded care (2009 - 1.1M)**

**Only 1,000 addn'l Care home places between 2010 and 2016**

**61% of people cared for at home (Aus 35%)**

**Growth in home care agencies since 2010 > 2,900**

**900K of 2.8M (32%) of older people with care needs don't receive formal support**

**14.8% of people aged 85 live in care homes (Aus 22%)**



# Rule changes

**ACFA has identified a correlation between increasing HC places & reducing proportion of people using Resi care**

**Sodexo** a world leader in Quality of Life services operating in France, UK, USA - 700 offices worldwide –

**Comfort Keepers (US) – Franchised non clinical home care**

**Prestige Nursing + Care (UK) – Unfunded Home care**

**They're in Australia**





# Creating your game plan

Stay grow or go

Customer proposition

Strategy

a. Owners - the ST & LT returns

b. Customers - the benefits

c. Staff - the motivators

d. Competition - how to out manoeuvre



# Take away story

**Learning a second language or musical instruments is new**



**Being good at Resi care doesn't mean you can do ILU or Home Care  
Not everyone is multi lingual or plays multiple instruments**



**They were / are multi sport champions**

**And they are exceptions to the rule**

