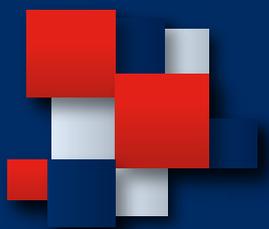


EDUCATION
PROFESSIONALISM
CAPABILITY
CREATING
LEADING
DEVELOPMENT
EXCELLENCE

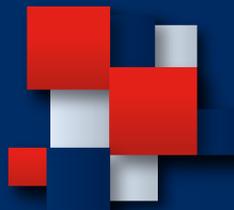
Annual Report 2011

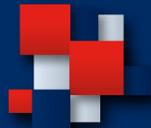


Personal Injury
Education Foundation

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About PIEF

The Personal Injury Education Foundation (PIEF) was established in 2006 by a consortium of Australian and New Zealand accident compensation regulators, insurers and claims management organisations who shared the vision of creating leading educational programs, initiatives and events, focused on the needs of those working in the personal injury management industry and designed to improve the professionalism and capability of the industry.

Our Vision

A world-renowned foundation recognised for fostering, developing and inspiring talent in the personal injury management profession.

Our Mission

To promote and enhance the attractiveness and reputation of the personal injury management profession through:

- providing quality education
- facilitating ongoing professional development opportunities
- recognising excellence.

Our Goals

PIEF aims to:

- increase and broaden participation in the postgraduate program
- design, develop and deliver educational and personal development programs, initiatives and events:
 - for the people working in the Australian and New Zealand personal injury industry
 - to improve the capability, professionalism and attractiveness of working in the personal injury industry
 - to recognise excellence in the industry
- expand the membership of PIEF to ensure that appropriate representation from the broader industry is captured
- ensure that personal injury management is regarded as an attractive, rewarding and respected profession.

Chairman's Report

On my appointment as Chairman of PIEF in May 2011, I was initially struck by the achievements that have been made by PIEF over the last few years. I recalled an occasion when PIEF was first established and I presented at one of their initial postgraduate residential programs. At that time I became acutely aware of the massive journey that PIEF had just embarked upon – to increase the professionalism and attractiveness of the Australian and New Zealand personal injury industry.

In 2011 PIEF celebrated its 5th anniversary and also launched its 2011 – 2015 Strategic Plan: two great milestones. Our new strategic plan saw for the first time PIEF develop its vision, mission and goals, which is included in this report. We also developed key strategies and set ambitious targets to enable us to achieve our goals.

This year also saw the retirement from the PIEF Board of its inaugural Chairman, Professor Bob Officer. Bob did an incredible job in helping to establish PIEF and to steer it towards its current success. On behalf of my fellow Board members, I would like to thank Bob for his hard work, dedication and commitment in helping to get us where we are today.

A key part of our strategic plan was to undertake a thorough review of our very successful and (still) world first postgraduate program in personal injury. Over the last year, the PIEF team undertook a thorough analysis of the postgraduate program, including interviews with past and current students, their managers and senior managers and other stakeholders from across the industry. The feedback, although generally very positive, highlighted some gaps in the program and identified some areas for improvement. As a result, the PIEF team (in consultation with Deakin University) submitted a new structure to the PIEF Board for their endorsement. I am pleased to advise that the new structure will significantly increase the flexibility and attractiveness of the program and will develop specialist postgraduate training



in areas of personal injury management that haven't been developed before, such as dispute management, return to work and managing catastrophic & serious injury claims.

I am grateful to my fellow Board members (all 17 of them!) for their support over the last year. When I first started as Chairman, I was doubtful that such a large Board could operate effectively, efficiently and co-operatively. However, I need not have worried. In fact, in order to continue the great work of the last few years, it has been agreed to increase the size of the PIEF Board. This will ensure that the many voices from across the Australian and New Zealand personal injury industry can continue to be heard and that our journey along the pathway to a more professional qualified and committed workforce can be a shared one.

My thanks to PIEF's Executive Manager, Nathan Clarke who continues to show exceptional leadership and who provides an outstanding level of service to the PIEF Board and its four sub-committees. I would also like to thank the rest of the PIEF team for all their effort, commitment and passion that they all bring to their roles.

I hope you enjoy reading our inaugural annual report.

Mr Chris Latham
Chairman





Executive Manager's Report

This year saw PIEF take huge leaps in our efforts to promote and enhance the attractiveness and reputation of the personal injury management profession. These leaps were to great effect, as we saw more people trained, certified, informed and recognised than ever before.

A highlight of the year was the launch of our *2011 – 2015 Strategic Plan*. This important piece of work was presented to our industry stakeholders in Sydney in February 2011. Our new strategic plan significantly expands PIEF's roles and responsibilities, including initiatives such as the development and delivery of national versions of the personal injury vocational qualifications (see page 12 for further details). In 2011, we made a strong start to implementing our new strategic plan as we:

- Introduced the *Certificate IV in Personal Injury Management (Return to Work)* qualification
- Introduced a new online learning management system called *Learning @ PIEF*
- Introduced a new online training program called *Understanding Accident Compensation in Australia and New Zealand*
- Started the development of a national version of the *Certificate IV in Personal Injury Management (Claims Management)*, which will be delivered from July 2012
- Completed a thorough review of our postgraduate program and developed a new structure that will be progressively implemented from 2012
- Completed a comprehensive analysis of the benefits and risks of PIEF becoming a Registered Training Organisation.

In addition, PIEF held its bi-annual seminar series, with events in Alice Springs, Melbourne, Sydney and Brisbane. These seminars featured presentations from international keynote speakers Dr. Richard Pimentel (USA), Dr. Kathryn Mueller (USA) and Valerie Royle (Canada) and focused on improving outcomes for compensable injury claims. The seminars were a great success, with over 320 people attending the four events and a 95% attendee satisfaction rating. PIEF was also very proud to work with WorkCoverSA to bring Dr. Kathryn Mueller to Adelaide for a breakfast seminar for

general practitioners and Dr. Richard Pimentel for a seminar for Return to Work Coordinators. Both events were very successful and well attended.

Other successful events organised in 2011 were the *Return to Work Seminar* held in Auckland (developed in conjunction with the ACC of New Zealand) and the Networking Dinner in Brisbane, hosted by PIEF as part of the *Leadership and Vision in Injury Management Conference*. Co-organised by WorkCover Queensland, Q-Comp and the Association of Self Insured Employers of Queensland, this event was a fantastic opportunity for industry professionals to meet, learn and share.

Furthermore, PIEF held the first Australian-based version of the International Disability Management Standards Council (IDMSC) examinations in Melbourne and Sydney in June 2011. Many people and organisations have assisted PIEF in the development of an Australian version of the examinations and we would like to thank the ACC of New Zealand for sharing their learnings and expertise. I would also like to thank the members of the Australian Certification Examination Committee, including Mary Hawkins (WorkCover NSW), Mark Phillips (WorkSafe Victoria), Rob Brumfield (WorkCover SA) and Sue Yates (a Certified Disability Management Professional and injury management expert) for their time and effort in reviewing exam questions.

We welcomed three new corporate members to PIEF in 2011, the Insurance Commission of Western Australia, the Association of Self Insured Employers of Queensland and the Institute for Safety, Compensation and Recovery Research, which brings the total number of member organisations to 21.

2012 promises to be another great year and I hope to see you at our conference and awards in Brisbane in August!

Mr Nathan Clarke
Executive Manager



PIEF Team from left to right:
Brent Letson, Lisa La Porte,
Amanda Johnston, Lina Guarnera,
Joan Holschier and Nathan Clarke

PIEF Team

The PIEF team is small, professional and committed, with significant experience, qualifications and skills in developing, implementing, marketing and evaluating personal injury management training programs. The team consists of:

Name	Position	Commenced with PIEF
Nathan Clarke	Executive Manager	January 2006
Amanda Johnston	Systems Administrator	June 2007
Joan Holschier	Program Manager	August 2008
Brent Letson	Program Development Consultant	June 2010
Lina Guarnera	Program Administrator	January 2011
Lisa La Porte	Program Officer	September 2011

Board of Directors

The qualifications, experience and special responsibilities of PIEF's directors at 31 December 2011 are as follows:

Name	Qualifications and experience	Date joined	Special responsibilities
Chris Latham (Chair)	Chris is a qualified actuary who specialises in advice to accident compensation schemes and is a member of the Board of the Institute for Safety, Compensation and Recovery Research (ISCRR). Chris holds a Bachelor of Science degree together with his actuarial qualifications.	May 2011	<ul style="list-style-type: none"> Chairman Member of Executive Sub-committee
Greg Tweedly	Greg is the Chief Executive at WorkSafe Victoria and is a member of the Board of the Institute for Safety, Compensation and Recovery Research (ISCRR). He holds a Bachelor of Commerce degree.	Jan 2006	<ul style="list-style-type: none"> Member of Executive Sub-committee
David Krawitz	David is the Chief General Manager, Workers Compensation at Allianz Australia. He holds a Master of Business Administration and a Bachelor of Arts (Psychology) degree.	Jun 2006	<ul style="list-style-type: none"> Member of Strategy Execution Sub-committee Member of Education and Certification Sub-committee
Jon Winsbury	Jon is the Managing Director at Gallagher Bassett Services. He holds a Bachelor of Business.	Aug 2006	<ul style="list-style-type: none"> Member of Strategy Execution Sub-committee
Wayne Potter	Wayne is the General Manager, Regulation and Education at WorkCover Corporation of South Australia. He holds a Bachelor of Arts degree in psychology and social work and a Graduate Diploma in OHS.	Mar 2007	<ul style="list-style-type: none"> Member of Strategy Execution Sub-committee Member of Executive Sub-committee
Jason Hammond	Jason is the General Manager, Workers Compensation at QBE Australia. He holds a Bachelor of Business (Accounting) degree, MBA and is an Australian CPA.	Jul 2007	<ul style="list-style-type: none"> Member of Strategy Execution Sub-committee
Denise Cosgrove	Denise is the General Manager, Claims Management at Accident Compensation Corporation of NZ. She holds a Bachelor of Arts (French) degree and a postgraduate Diploma in Human Resource Management.	Aug 2008	<ul style="list-style-type: none"> Member of Strategy Execution Sub-committee
Sharon Stratford	Sharon is the General Manager, Customer Services at WorkCover Queensland. She holds a Bachelor of Physiotherapy degree, a Graduate Diploma in Business Systems and a Graduate Certificate in Management.	Aug 2008	<ul style="list-style-type: none"> Member of Strategy Execution Sub-committee Member of Events Sub-committee
Dr. Andrew Fronsco	Andrew is the Head, Business Risk and Intelligence at the Transport Accident Commission. He holds a Master of Business Administration and a Doctorate degree in insurance.	June 2009	<ul style="list-style-type: none"> Member of Strategy Execution Sub-committee Member of Executive Sub-committee Member of Education and Certification Sub-committee

Name	Qualifications and experience	Date joined	Special responsibilities
Anthony Fleetwood	Anthony is the General Manager, Corporate Services at Employers Mutual Limited. He holds a Bachelor of Commerce (Accounting) degree and is a member of the Institute of Chartered Accountants in Australia.	Mar 2010	<ul style="list-style-type: none"> Member of Education and Certification Sub-committee Member of Executive Sub-committee
Gary Jeffery	Gary is the Senior Manager, Motor Accidents and Workers Compensation Claims Operations at Territory Insurance Office.	May 2010	<ul style="list-style-type: none"> Member of Events Sub-committee Member of Strategy Execution Sub-committee Member of Education and Certification Sub-committee
Chris McHugh	Chris is the Executive General Manager, Workers Compensation Statutory Claims at Suncorp Metway. He holds a Bachelor of Commerce (Management) degree.	June 2010	<ul style="list-style-type: none"> Member of Education and Certification Sub-committee
Michelle Reynolds	Michelle is the Chief Executive Officer of WorkCover WA. She holds a Bachelor of Arts and a Masters of Business Administration.	Oct 2010	
Lesley Morrison	Lesley is the General Manager, Recovery and Support, Comcare. Lesley has an MBA and a degree in Social Studies.	Nov 2011	<ul style="list-style-type: none"> Member of Education and Certification Sub-committee
Andrew Nicholls	Andrew is the Acting General Manager of the NSW Motor Accidents Authority. He holds an Executive Master of Public Administration program, an Honours degree in political science and a Master's degree in public management.	Jan 2011	<ul style="list-style-type: none"> Member of Strategy Execution Sub-committee
Diego Ascani	Diego is the Head of Insurance at Xchanging Australia. Diego holds a Bachelor of Commerce, Bachelor of Law and an MBA. He is also an Associate of the Insurance Institute of South Africa and admitted Solicitor.	June 2011	<ul style="list-style-type: none"> Member of Education and Certification Sub-committee
Grant Speight	Grant is the Manager, Human Resources at the Insurance Commission of Western Australia. He holds a Masters of Human Resource Management, is a Fellow of the Australian Human Resources Institute and an Associate Fellow of the Australian Institute of Management.	June 2011	<ul style="list-style-type: none"> Member of Education and Certification Sub-committee
Ben Bessell	Ben is the General Manager, Workers Compensation at Insurance Australia Group. He is an ANZIF member and is an Alumni of the London Business School.	Nov 2011	

Resigning Directors

Directors that resigned from the PIEF Board during 2011 were:

Name	Organisation	Resignation from the Board
Mary Hawkins	WorkCover NSW representative	November 2011
Craig Olsen	Insurance Australia Group representative	August 2011
Steve Marshall	Victorian Managed Insurance Authority representative	July 2011
Mark Thompson	Xchanging Australia representative	May 2011
Professor Robert Officer	PIEF Chairman	May 2011

Board Sub-committees

Board Sub-committee	Purpose
Executive Sub-committee	To make decisions on critical business opportunities that cannot wait for decision until a full Board meeting and is outside the terms of reference for the other sub-committees.
Strategy Execution Sub-committee	To recommend changes to the strategy of PIEF to the Board and to ensure the targets of the current strategic plan are met.
Events Sub-committee	To make decisions (or recommendations to the Board) on the development and implementation of PIEF events.
Education and Certification Sub-committee	To make decisions (or recommendations to the Board) on the: <ul style="list-style-type: none"> CDMP™, CRTWC™ and CPIP certification designations components of PIEF's educational programs or on the development of new programs.

2011 Member Organisations

As at 31 December 2011, the following organisations were members of PIEF:

 Accident Compensation Corporation of New Zealand	 Allianz Australia
 Association of Self Insured Employers of Queensland (ASIEQ)	 Comcare
 Employers Mutual	 Gallagher Bassett Services
 Insurance Australia Group	 Insurance Commission of Western Australia
 Institute for Safety, Compensation and Recovery Research	 Motor Accidents Authority of NSW
 QBE Australia	 Suncorp
 Territory Insurance Office	 Transport Accident Commission
 Victorian Managed Insurance Authority	 WorkSafe Victoria
 WorkCover Authority of NSW	 WorkCover Corporation of South Australia
 WorkCover Queensland	 WorkCover Western Australia
 Xchanging Australia	

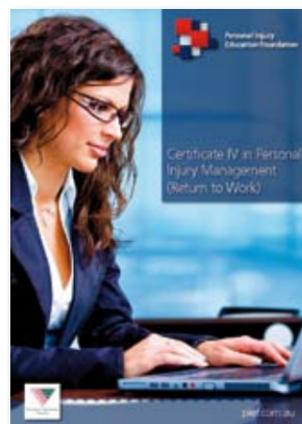
Suite of Courses and Certification Programs Offered in 2011

To work towards increasing opportunity and capability within the personal injury management industry, in 2011 PIEF offered the following educational programs:

- Postgraduate Programs in Personal Injury
 - Graduate Certificate of Management (Personal Injury)
 - Graduate Diploma of Management (Personal Injury)
 - Master of Management (Personal Injury)
 - Master of Business (Personal Injury).
- Certificate IV in Personal Injury Management (Return to Work) previously known as the Return to Work Management Training Program.
- Understanding Accident Compensation in Australia and New Zealand.

To work towards recognising and encouraging professionalism in the personal injury management industry, in 2011 PIEF offered the following professional certification designations:

- Certified Personal Injury Professional (CPIP)
- Certified Disability Management Professional (CDMP™)
- Certified Return to Work Coordinator (CRTWC™).



Outcomes

Launch of new five year Strategic Plan 2011-2015

On 7 February 2011, PIEF launched its new five year strategy in Sydney. The key strategies pursued over the next five years will see PIEF:

- undertake a comprehensive review of our postgraduate program, including structure, design and delivery
- review the feasibility of providing scholarships to undertake our postgraduate program
- continue to build a strong relationship with Deakin University and other appropriate universities across Australia, New Zealand and internationally
- develop and deliver a national version of the vocational qualifications in personal injury management
- review the feasibility and desirability of becoming a Registered Training Organisation (RTO)
- expand our Return to Work Management Training Program (now the Certificate IV in Personal Injury Management (Return to Work)), to ensure that it continues to be reflective of the training needs of return to work professionals
- continue to develop, expand and promote our certification programs (Certified Personal Injury Professional, Certified Disability Management Professional & Certified Return to Work Coordinator)
- continue to develop, expand and promote our:
 - Excellence in Personal Injury Management Awards
 - conferences and seminars
- continue to develop and expand our online systems to allow staff from across the personal injury industry to be able to participate in the majority of our programs, initiatives and events and to engage with other professionals in the industry
- increase the promotion of the benefits of:
 - membership and our programs to other types of personal injury industry organisations
 - working in the personal injury management profession
- become the Australian and New Zealand license holder for the International Disability Management Certification programs and to take co-ownership of the organisation of the International Forum on Disability Management to be held in Auckland in 2014
- continue to work with international centres of excellence to provide further opportunities for collaboration and learning.

The new strategic plan was unanimously supported by all who attended and our new vision, mission and goals can be found on page 2 of this report.

Learning @ PIEF

Learning @ PIEF was launched in July with the *Understanding Accident Compensation in Australia and New Zealand* program being the first training module to be delivered using our new learning management system (LMS). *Learning @ PIEF* is a flexible and powerful LMS that supports learners in their completion of training in a time efficient manner and allows for the interaction with others in PIEF programs across Australia and New Zealand via an integrated social networking area.

A central component of all our training programs in *Learning @ PIEF* is the online discussions, hosted and assessed by PIEF facilitators. These discussions typically involve the presentation of video scenarios to the group, about which the facilitator poses questions. The student group then work together through discussions to provide solutions to the scenario.

Both learners and facilitators remarked at the speed and ease of use that *Learning @ PIEF* provided them and the eLearning model developed by PIEF is consistent with educational best practice.

Certificate IV in Personal Injury Management (Return to Work)

The *Certificate IV in Personal Injury Management (Return to Work)* is designed to provide the skills and knowledge to enable the student to return injured workers back to the workplace, following an injury or illness, and administer and manage workplace-based injury management programs. The program has adapted resources and materials from the Canadian-based National Institute of Disability Management and Research (NIDMAR). The program is structured into eight modules and delivered via our learning management system *Learning @ PIEF*.

The *Certificate IV in Personal Injury Management (Return to Work)* is the first vocational qualification that PIEF has developed and delivered. In January 2011 the then named *Return to Work Management Training Program* underwent the accreditation process to become the nationally accredited *Certificate IV in Personal Injury Management (Return to Work)*. Through a selection process the Australian and New Zealand Institute of Insurance and Finance (ANZIIF) were appointed as the issuing body of the qualification in partnership with PIEF.

The key statistics for 2011 are:

Students who studied in 2011	65
Completed in 2011	28
Discontinued in 2011	6
Students still studying	31
Student retention rate	92%
Student satisfaction with the program	88%

Postgraduate program review and development of new units

One of the key strategies to come out of our new strategic plan was to undertake a comprehensive review of our postgraduate program, including reviewing program structure, design and delivery. This also tied in with Deakin University's five year academic review cycle.

One of the outcomes of the review is a new structure for the postgraduate program that incorporates four new streams at the Graduate Certificate level. These streams have been structured to encourage greater participation from across the wider personal injury industry and to increase flexibility. Furthermore, the inclusion of three new personal injury units to address identified skill and knowledge gaps in the industry will be progressively implemented over the next few years.

NEW Graduate Certificate streams:

Claims Management
Business Management
Dispute Management (from 2013)
Return to Work Management (from 2014)

NEW personal injury units:

Dispute Management
Managing Compensable Injury Claims
Strategic Return to Work

The three programs available form a pathway, allowing exit at three points with the option of continuing study at a later stage (after completing the Graduate Certificate or Graduate Diploma). The three levels of postgraduate study available from 2012 are:

- Graduate Certificate of Management (Personal Injury)
4 units—1 year part time
- Graduate Diploma of Management (Personal Injury)
8 units—2 years part time
- Master of Management (Personal Injury)
12 units—3 years part time.

Understanding Accident Compensation in Australia and New Zealand

In 2011 PIEF launched a new online training program called *Understanding Accident Compensation in Australia and New Zealand*. The program has been designed to provide a comprehensive overview of workers' compensation schemes and compulsory third party insurance and aims to give participants a better understanding of how accident compensation schemes work across Australia and New Zealand. The module includes information on the way that each scheme deals with key aspects such as the size and nature of the schemes, coverage, benefits, self-insurance, common law and dispute resolution.

The key statistics for 2011 are:

Number of times the program was delivered	2
Students who have completed the program	35
Student satisfaction with the program	90%

Certified Personal Injury Professional (CPIP)

In October 2010, PIEF launched the Certified Personal Injury Professional (CPIP) designation. The CPIP designation is designed to set the benchmark for the personal injury industry across Australia and New Zealand. CPIPs are personal injury professionals who demonstrate the highest standards of professional practice and integrity. They are distinguished by holding a relevant industry-based qualification or recognised equivalent, maintaining up-to-date technical skills and knowledge through a program of professional development and abiding by PIEF's Code of Professional Conduct.

At the end of 2011 there were 65 CPIP's from across Australia. The PIEF Board has set the following ambitious target for CPIP membership:

'by 2015, 25% or above of claims, injury management or return to work staff from PIEF member organisations have applied for either a CPIP, CDMP™ or CRTWC™ designation.'

International certification

PIEF holds the exclusive Australian licence to the International Disability Management Standards Council's (IDMSC) certification programs for injury management and return to work professionals. The two certification programs PIEF holds the exclusive license to are the:

- Certified Disability Management Professional (CDMP™) designation, which is aimed at occupational therapists, physiotherapists, occupational health and human resource professionals, as well as other practitioners dealing with the rehabilitation of injured workers.
- Certified Return to Work Coordinator (CRTWC™) designation, which is aimed at those who have responsibilities in expediting, coordinating and facilitating the return to work of persons with injuries, illnesses and disabilities.

In June 2011, 13 industry professionals undertook the first Australian-based version of the CDMP exam in both Melbourne and Sydney, with a 100 per cent pass rate.

Industry satisfaction survey

As part of the development of the *2011 – 2015 Strategic Plan*, the Board agreed that a key target to be achieved by PIEF was to have a significant percentage of the personal injury management profession satisfied with the industry they work within and for them to believe that it is attractive and rewarding.

In June 2011, PIEF invited staff from our member organisations to undertake a short online survey to gauge their current level of satisfaction with working in the personal injury industry. Overall 1,853 staff from across the Australian and New Zealand personal injury industry completed the survey. The results are currently being evaluated by PIEF and a communiqué on the outcomes of the survey will be announced within the next few months.



Events

February – PIEF celebrates its five year anniversary

On the 7 February 2011, current and past PIEF Board members, PIEF staff, industry stakeholders and sponsors gathered to celebrate PIEF's five year anniversary at L'Aqua, Cockle Bay Wharf, Sydney. The event was a great opportunity to review how far we have come in the last five years and to thank Professor Bob Officer, our inaugural and retiring Chairman for all his efforts in helping to guide and lead PIEF in its formative years. It was also a great opportunity to thank and remember those who had once served on the PIEF Board during those first five years:

- Stephen Grant, Paul O'Connor, Mikki Swindon, Vanessa Webster and Doug Kearsley who represented the Transport Accident Commission
- Diana Eilert, Andrew Mulvogue, Mark Coyne and Christianna Johnson who represented Suncorp Metway
- Paul Serong who represented Xchanging Australia (previously Cambridge Integrated Services Australia)
- Gerard McGreevy representing the ACC
- Joanne Zarb representing Employers Mutual
- Colin Fagen representing QBE
- Jacki Johnson representing Insurance Australia Group
- Rob Thomson representing WorkCover NSW.

March – Auckland Return to Work Seminar

On 28 March 2011, PIEF and the ACC co-hosted the first PIEF seminar in Auckland, New Zealand. The seminar was attended by 160 participants from a diverse range of professions including case managers, rehabilitation service providers, medical practitioners and employers.



There were three keynote speakers including Dame Carol Black who presented on Work, Health and Wellbeing in the United Kingdom, Susan Yates who presented on Effective Management of Workplace Psychological Injury and a Return to Work Case Study from Virgin Blue Airlines presented by Becky Lloyd. A panel of industry representatives from New Zealand discussed their perspectives on Managing Risk in Return to Work. This was followed by workshops on the topics of Mental Health in the Workplace, Building Resilience in Return to Work, Better@Work and Establishing and Evaluating Return to Work Programs.

March – Brisbane Networking Dinner

As part of the *Leadership and Vision in Injury Management* two day conference, PIEF held a networking dinner on the first evening of the conference, in Brisbane on 28 March 2011. The 140 guests in attendance were treated to presentations by David Butler, from the NOI Group and from Workplace Health and Safety Queensland's Safety Ambassador Mal Meninga.

April – Postgraduate Graduation Ceremony

Nine PIEF postgraduate students who were eligible to graduate participated in the Deakin University graduation ceremony at the Geelong Waterfront Campus on 6 April 2011. Seven students graduated with a Master of Management (Personal Injury) and two students graduated with a Master of Business (Personal Injury). The students were very pleased to have completed their studies and enjoyed the opportunity to celebrate their success with family and friends. PIEF wishes them well in their future careers in personal injury management.



May – Postgraduate Residential Program

The *Scheme Assessment & Economics* and *Claims Management Strategy* residential was held from 1-6 May 2011 at the Deakin Management Centre in Geelong Victoria, with 31 participants attending.

The *Scheme Assessment & Economics* sessions were facilitated by Lisa Simpson and Peter McCourt from PricewaterhouseCoopers (PwC) and the *Claims Management Strategy* sessions were facilitated by Petrina Casey. Some of the other presenters at the residential included Geoff Atkins (Finity Consulting), Miaden Kovac (WorkCover NSW), Sara Johnson (PwC), Mary Hawkins (WorkCover NSW), Darnel Murgatroyd (Sydney Medical School), Rob Thomson (WorkCover SA), Paul O'Connor (Comcare), Len Boehm (WorkSafe Victoria) and Sharon Stratford (WorkCover Queensland).

A site visit to the Transport Accident Commission (TAC) was organised as part of the residential program and participants were presented with an update on the implementation of the TAC 2015 Strategy and an overview of their recovery and independence models.

A highlight of the residential was for students to hear the experiences of five senior leaders from across the industry and an opportunity to ask them probing questions about their schemes and organisations. The feedback received from the residential was overwhelmingly positive as the average student rating was 4.3 (NOTE: the maximum score is 5 and the minimum is 1).



September – 2011 Seminar Series

In September 2011, PIEF hosted a series of seminars across Melbourne, Sydney and Brisbane on *Compensable Injury Health Outcomes*. The purpose of these seminars was to focus on how to achieve more positive health outcomes for patients with a compensable injury by asking the right questions, setting the correct goals for treatment, and recommending invasive procedures when they are most likely to be effective for accident compensation patients. The international keynote speakers included:

- Dr. Kathryn Mueller, USA
- Valerie Royle, Canada
- Dr. Richard Pimentel, USA.

As part of the Seminar Series, PIEF also organised its first regional event, the Alice Springs seminar titled *'Delivery of Care in Remote Communities'*. PIEF was very fortunate to secure Valerie Royle, President and CEO of the Yukon Workers' Compensation Health and Safety Board who provided the keynote address. The seminar also featured presentations from a range of other speakers on topical issues. A key outcome of the seminar was recognition of a range of key issues affecting remote and

indigenous communities that can help influence the design and operation of the proposed National Disability and Injury Insurance Schemes.

PIEF would like to thank all our 2011 Seminar Series sponsors, especially PricewaterhouseCoopers the main sponsor of the Melbourne, Sydney and Brisbane seminars and the TIO the main sponsor of the Alice Springs seminar.

September – Scheme Policy and Design Postgraduate Residential Program

The *Scheme Policy and Design* residential was held in mid-September at the Deakin Management Centre in Geelong. The residential was facilitated by Andrew Fronsko (Transport Accident Commission), Robert Aurbach (DeakinPrime) and Petrina Casey (Deakin University). The residential featured two of the international keynote speakers from the 2011 Seminar Series, Dr Kathryn Mueller, USA and Valerie Royle, Canada. Other industry presenters included David White (WorkCover WA), David Moody (Victorian Department of Premier and Cabinet), Bill Nevin (Xstrata) and Len Boehm (WorkSafe Victoria).

The residential was very successful as the average student rating was 4.3 (NOTE: the maximum score is 5 and the minimum is 1).

October / November – Postgraduate program road show

In collaboration with Deakin University, PIEF were proud to launch the revised postgraduate program through a road show of information sessions across Australia, including sessions in Brisbane, Sydney, Perth, Melbourne and Adelaide. Over 120 interested individuals attended across the five cities. The key changes, features and benefits of the revised program were presented to a range of employers and potential students.



November – Awards Launch

On 22 November 2011, PIEF launched the 2012 *Personal Injury Management Conference and Excellence in Personal Injury Management Awards* in Brisbane to approximately 60 industry stakeholders, where they were treated to a sneak preview of the 2012 conference and awards program.

The launch was opened by Sharon Stratford, General Manager Customer Services, WorkCover Queensland and a PIEF Board director, after which Nathan Clarke, PIEF Executive Manager provided guests with information about new award categories, key program features and the exciting conference keynote speakers engaged by PIEF.

Liz Cairns, the 2010 winner of the '*Outstanding Contribution by an Individual*' award also gave an overview of her experience of attending the international study tour – one of the major prizes awarded (see page 17 for an overview of the outcomes of Liz's study tour).



2010 Outstanding Contribution by an Individual Award Winner's Report

A tour of best practice spinal and brain injury rehabilitation facilities in Scandinavia and the US shows New Zealand and Australian providers are lagging behind, and clients and funders are paying the price. Best practice looks surprisingly similar across facilities. Adopting international best practice is the quickest route to closing the gap.

New Zealand Accident Compensation Corporation National Serious Injury Service Manager Liz Cairns completed a tour of Swedish, Norwegian, and American in-patient rehabilitation in March & April 2011. The study trip was her prize for winning the 2010 '*Outstanding Contribution by an Individual*' PIEF Award. The tour included CARF-accredited¹ facilities funded solely by taxes (Scandinavia) and facilities funded privately or through insurance (US). Irrespective of the differences in funding models, the characteristics of best practice are remarkably similar between the facilities:

Best practice characteristics

- Strong sense of rehabilitation 'urgency'
- Early identification and retrieval to the specialist rehabilitation facility
- Discharge planning that starts before admission
- Specialised interdisciplinary teams, noted to be a feature of organisational culture rather than professional culture
- Provision of intensive therapies (a minimum 3.5hrs a day) and full daily programmes
- Patient-centred planning
- The patient is an active participant in planning and reviewing their rehabilitation
- Family involvement is high
- Use of technology (electronic patient records, tele-rehabilitation, client self-care resources)
- Strong research links and programmes
- Evidence-based practice and practice-informed research
- Outcomes published widely within each organisation and publicly
- Accreditation valued as a key quality improvement tool throughout the organisation
- Benchmarking of outcomes against others (WebRehab, UDS, Model Systems)
- Sharing of expertise to build capability elsewhere
- National and international collaboration.

Ms Cairns says "the PIEF-funded study trip has provided the evidence that there is a large gap between international best practice and NZ and Australian rehabilitation providers' performance. The cost of current practice is poorer client



Liz Cairns (left) with host Maria, outside Orup Rehabilitation Hospital in Lund, Sweden.

¹ Commission of Accredited Rehabilitation Facilities

outcomes and higher costs and liabilities for the funder. ACC is moving quickly to 'close the gap'. We now understand the characteristics of best practice provider performance and are incorporating this knowledge into service contracts. It is also informing development of the Spinal Cord Injury and Traumatic Brain Injury strategies that we have underway".

The international connections that were made during the tour are helping build capability with a recent visit to NZ by Dr Deb McMorrow, a US-based specialist in the management of challenging behaviours following brain injury. Dr McMorrow was in NZ in a private capacity but made herself available to host a workshop on the management of challenging behaviours. The workshop was attended by ACC staff and contracted brain injury providers and was extremely informative. "I visited Deb and her facility in Illinois and was very impressed with what they are achieving. Having her in NZ was too good an opportunity to miss and I was pleased we were able to have her share her expertise with our providers here", says Ms Cairns.

"My deepest thanks to the Personal Injury Education Foundation for funding the study tour, and to ACC for giving me the time away from the office", says Ms Cairns. "There is real value in looking beyond our shores. Our issues are not unique: we are all seeking national consistency, delivery of quality services in to remote and distant locations, and getting clinical and financial value."

Facilities visited	
Sweden	Danderyds Hospital, Stockholm Orup Rehabilitation Hospital, Lund Sahlgrenska Hospital, Gotenburg
Norway	Sunnaas Hospital, Oslo
United States	Shepherd Rehabilitation Centre, Atlanta, Georgia NeuroRestorative, Carbondale, Illinois Kaiser Permanente Rehabilitation Hospital, Vallejo, Northern California California Pacific Medical Centre, San Francisco Paradigm Intensive Case Management, Pensacola, Florida (Paradigm provides a service but is not a facility)

2012 Award

Interested in undertaking a fascinating international study tour like Liz? On 5 March 2012, nominations for the *2012 Outstanding Contribution by an Individual Award* open. For further information on this award, please visit our website www.pief.com.au

On the Horizon for 2012

Further collaboration between Australia and New Zealand

PIEF and the ACC of New Zealand hold the exclusive Australian and New Zealand licenses (respectively) to the International Disability Management Standard Councils (IDMSC) certification programs in disability management and return to work. Over the last few years, both organisations have worked closely together to align the certification programs and it has been agreed that from 2012, PIEF will manage a joint license for both Australia and New Zealand. For further detail on the IDMSC, you may wish to visit www.IDMSC.org

By PIEF taking over the exclusive license for both countries, it is believed that significant economies of scale will be achieved and that it will increase opportunities for networking and learning between certified professionals across Australia and New Zealand.

Vocational Education Partnership with WorkCover NSW

WorkCover NSW have partnered with PIEF to develop and deliver a vocational course for the new *Certificate IV in Personal Injury Management (Claims Management)*. Under the partnership PIEF will commence delivery of the new course in July 2012.

Certificate IV in Personal Injury Management (Claims Management) – commencing July 2012

PIEF is currently developing a national version of the *Certificate IV in Personal Injury Management (Claims Management)* which will be delivered entirely online for participants from across the Australian personal injury industry.

Five modules have been selected for inclusion in the program. Each module has a cluster of relevant competency standards. This structure has been adopted with the aim of providing a comprehensive and engaging learning program specifically tailored for staff that manage personal injury claims.

The five modules are as follows:

- Overview of the Accident Compensation Industry
- Building Service Relationships
- Case Manager Practitioner
- Return to Work / Return to Community
- Preventing and Resolving Disputes.

2012 Personal Injury Management Conference

PIEF's third conference will be held at the Brisbane Convention and Exhibition Centre in Brisbane, Queensland from 29 to 31 August 2012. The international keynote speakers PIEF are bringing to Australia for this event includes:

- Professor Mansel Aylward, United Kingdom
- Jon Schubert, President, Insurance Commission of British Columbia, Canada
- Terry Bogyo, Director, WorkSafe British Columbia, Canada.

With such high quality keynote speakers and building on the success of our previous two conferences (held in Sydney in 2008 and Melbourne in 2010), PIEF expects that our third conference will be highly successful. It promises to be the personal injury event of the year!

2012 Excellence in Personal Injury Management Awards

The *2012 Excellence in Personal Injury Management Awards* will be held as part of the *2012 Personal Injury Management Conference*. The awards will celebrate and showcase the achievements being made within the Australian and New Zealand personal injury.

In 2012, there will be seven award categories, with the introduction of the award for *Excellence in Case and Injury Management (Serious Injury)*. This new award will acknowledge the outstanding contributions made by those who manage and/or assist in the support of those who have suffered a serious personal injury claim.



Partnerships and Collaborations

In 2011, PIEF had formal relationships with the following organisations

Organisation	Comment
Australian and New Zealand Institute for Insurance & Finance (ANZIIF)	PIEF have engaged ANZIIF to provide RTO auspicings services for the <i>Certificate IV in Personal Injury Management (Return to Work)</i> qualification.
Australian Council for Educational Research (ACER)	PIEF have engaged ACER to provide independent testing services for the Certified Disability Management Professional and Certified Return to Work Co-ordinator examinations.
Deakin University / DeakinPrime	PIEF have engaged Deakin University / DeakinPrime to deliver the postgraduate courses in personal injury.
International Disability Management Standards Council (IDMSC)	PIEF has been granted the exclusive Australian license to the IDMSC's Certified Disability Management Professional and Certified Return to Work Co-ordinator designations.
National Institute for Disability Management & Research (Canada)	PIEF have purchased from NIDMAR a non-exclusive license to their return to work curriculum.
Presdata Services	Presdata Services provides website hosting services to PIEF.
Salesforce Australia (trading as Salmat)	Salmat provides eLearning services and software to PIEF for our online training programs.
Webalite (New Zealand)	Webalite provides website development services to PIEF for our certification programs.
WorkSafe Victoria	WorkSafe Victoria provides general business services to PIEF.

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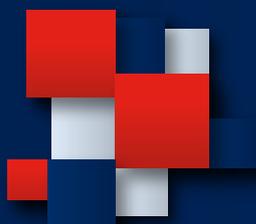
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