

## Setting the standards in case management

Two months of the New Year have already come and gone. How time flies!!! 2009 was a difficult year for many families and 2010 has so far seen the gloomy mood continue! Not helped by a severe winter.

2010 represents a milestone for Proclaim CARE in that we will have been trading TEN years since our inception in September 2000. We will celebrate this achievement by ensuring that whatever we do is even better than before!

Our focus for this year is to be seen by practitioners in insurers and solicitors as being *THE* innovative company in our sector. We will specifically concentrate on delivering a new and unique approach to identifying suitable cases for rehabilitation; demonstrate the benefits of rehabilitation from the evidence of our now extensive database on outcomes and achievements; and introduce additional services. On the latter topic I would specifically refer you to the article in this Newsletter about our Treatment Only and Treatment Only Plus services.

Moreover we will continue to focus on delivering quality and improvement in delivery and do what we can to please users as much as we can. In that respect we will, in the spring, be installing a new phone system which, if nothing else, will allow us to do away with that nerve grating tune that you hear when you call us!!!!!!!

Our employees are our lifeblood and we will continue to ensure that we offer opportunities for all thereby satisfying personal ambitions and aspirations. To this end, I would encourage feedback from you on any aspect of our service where you believe that a staff member has excelled in what they have done or said. You can e-mail these comments direct to me or to [margaretclarkson@proclaim-care.co.uk](mailto:margaretclarkson@proclaim-care.co.uk)



**Ian Fulton**  
**Managing Director**

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### STAFF NEWS

We have to have the best news first! Laura Mackellar, Quality & HR Director, had a baby girl, Annie, on 23rd January 2010. Both mother and baby are well. Congratulations to both Laura and Jordan.

Stephen Gibb joined Proclaim CARE in December 2009 to provide IT support for all Proclaim staff.

Michelle Nicoll, Finance Manager, passed her exams of AAT Intermediate NVQ Level 3 Accounts – Costings & Reports on 21 October 2009 and AAT Intermediate NVQ Level 3 Accounts – Maintaining Financial Records on 15 January 2010. Michelle also completed a work placement at Milne Craig Chartered Accounts from 30 November 2009 to 02 December 2009.



## PROCLAIM CARE SUCCESSFUL DEBUT ON TELEVISION

On 3rd November 2009 Proclaim CARE was featured on a BBC documentary about insurance claims. The programme focused on a seriously injured client who had suffered a below knee amputation and was provided with rehabilitation by Proclaim CARE. The programme depicted how we achieved an extremely successful outcome which resulted in the client not only resuming full activity with the help of a customised prosthetic limb, but also how he was rehabilitated back into his home community and re-trained to start a now successful business.

Proclaim CARE was praised for its sterling work by the programme makers and by the client, his solicitor and the funding insurers. We will be able to provide restricted access to viewing some extracts from the programme soon.

## CHRISTMAS FUNCTION

Proclaim CARE's Christmas night out was at Hamilton Race Course on Saturday 5th December and was a very enjoyable evening. Pictured here are some of Proclaim employees enjoying the festivities of the season.



## MARKETING ACTIVITIES

We have been busy since the start of 2010 meeting with solicitors and insurers. Our Business Development Team has been joined by Daren Pemberton [darenpemberton@proclaim-care.co.uk](mailto:darenpemberton@proclaim-care.co.uk) Daren is specifically charged with helping to secure "provider of choice" status with claimant solicitors who are becoming more pro-active in the selection of rehabilitation case management and the provider to be chosen by them and by insurers.

We are concentrating on continuing to increase our profile with case handlers. We are finding that insurer customers, whilst corporately committed to rehabilitation, are finding it difficult to convert this to rehabilitation referrals, partly because of pressures of work and partly because there is a lack of structured assessment of potential cases for rehabilitation. Our Rehab Indicator® (see below) will help to address this. Please contact [ianfulton@proclaim-care.co.uk](mailto:ianfulton@proclaim-care.co.uk) or [margaretclarkson@proclaim-care.co.uk](mailto:margaretclarkson@proclaim-care.co.uk) to arrange a meeting.

## PROFILE - TREATMENT ONLY AND TREATMENT ONLY PLUS

I have worked for Proclaim Care for 3 ½ years and took up my new position as Treatment Only Coordinator in May 2009. I am responsible for the implementation and monitoring of a vast range of treatments some of which include Cognitive Behaviour Therapy (CBT), Eye Movement Desensitisation and Reprocessing (EMDR), Physiotherapy, MRI Scans and more recently through our Treatment Only Plus category more complex treatments which include minor surgical procedures, Pain Management programmes and treatments requiring appointments with Consultants, to name but a few.

Treatment Only and Treatment Only Plus provides our customers with access to our extensive UK wide network of treatment providers whilst also providing peace of mind that all cases are dealt with in a slick manner helping lower the cost of treatment whilst providing consistent levels of client care.

We are at present conducting a short Survey from Treatment Only cases which is being e-mailed to Solicitors in new cases. This is a very short Survey and only takes 2 minutes to complete but will be very helpful in confirming to us if you are happy with our service and if you require more information on any aspect of Proclaim CARE's services. We are grateful to those who have already completed the survey and help us achieve this.

**Amanda Douglas**  
*Treatment Only Coordinator*

## THE REHABILITATION INDICATOR ©

We will soon be demonstrating this new service with a view to a launch in the early summer of 2010. This promises to be a market changing product about which we are all very excited. If you would like to find out more about this service please call Ian Fulton on 01698 201576 or e-mail [ianfulton@proclaim-care.co.uk](mailto:ianfulton@proclaim-care.co.uk)