


Endeavour Foundation Connect

**Maximising consumer connectivity
and engagement**

Overview

- Video
 - Customer insights – What families want
 - 2 way Communication is key!
 - Human centred design approach
 - Initial vendor engagement
 - The collaborative vendor design approach
 - Connect – CheckedIn Care Philosophy
 - Endeavour Foundation Connect 1.0
 - Customer re-engagement
 - Endeavour Foundation Connect evolution
 - Where to from here?
 - Key Learnings
- 

Video



<https://youtu.be/8sYte2pKOxY>



Customer Insights – What Families Want

Taking a human centred design approach was key to meeting Customer needs.

Initial Customer
engagement April 2017

- Carer customer research in April 2017
- Approximately 20 existing / potential carers, customers and staff were interviewed
- Carers strongly referenced *being connected* and *meaningfully engagement*
- *Transparency* seen as a key attribute of communication
- Carer, customer and staff feedback captured / workshopped
- Key themes developed around '*meaningful* and transparent 2 way communication'

2 Way Communication was a high priority

Delivering a fit for purpose two-way communication platform was deemed to be a high priority.

We needed a platform that was;

- mobile and easily accessible
- highly intuitive to understand / use
- able to provide visibility of individual family member activities and 'development progression of their goals.'
- able to be accessed from anywhere in the world
- a safe, locked down environment for sharing sensitive information
- locally administered (35 sites)
- able to grow alongside the needs of our carers / business

The Initial Concept / Human Centred Design prototype

Concept 4 – “Two way”

Program / Activities & Personal Goals



Share group and personal experiences

Daily site driven log of activity
accessible via a number of mediums

Daily log April 24th

Daily log April 25th

Daily Log April 26th

Today we all worked in our community garden. **Tom** weeded the plants carrots and can now identify what the plants and which are weeds.

Tom helped in the kitchen to prepare lunch with produce from the garden.



Re-engaging customers / carers & staff

June 2017



Initial search / engagement of vendors



Where to start?

- Worldwide solution search largely unfruitful
- Childcare apps feature rich but not customisable
- Looked to aged care sector solution
- Identified CheckedIn Care as a leader and a superior platform owner in this space
- Shared values / partnership rather than just commercial

Taking a collaborative Design Approach



From an Endeavour Foundation Perspective

- Eager to partner and explore opportunities in the sector
- No preconceptions and actively wanting to listen
- Leveraged learnings from the aged care sector
- Ability to leverage components an existing platform and rapidly prototype

From a CheckedIn Care Perspective



- Co design approach, and eager to evolve from Client feedback
- Focus on outcomes, and not features

Social outcomes

- Focus on outcomes, not features
- Do not re invent the wheel - Partner where possible
- It is the design that limits the user's ability, not the ability that limits the use
- Social isolation is one of society's biggest issues

Commercial Outcomes

- Activate existing resources
 - Existing devices
 - Existing relationships and communities of Support
 - Automate, simplify, ease of use

December 2017 – Staff version 1.0

Initial Customer
engagement
April 2017

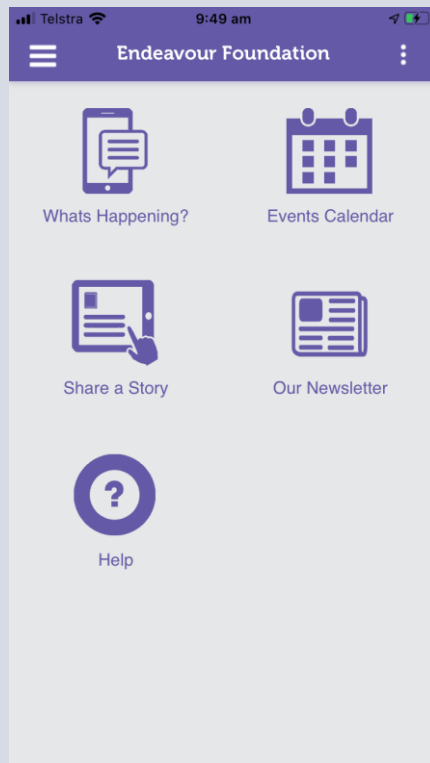
Customer
Reengagement
June 2017

Vendor Search /
Engagement
July / August 2017

First working
prototype
November 2017

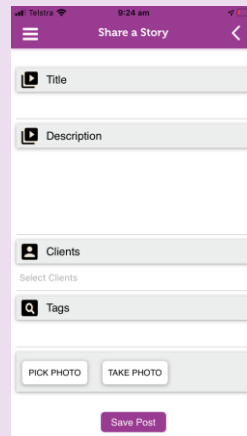
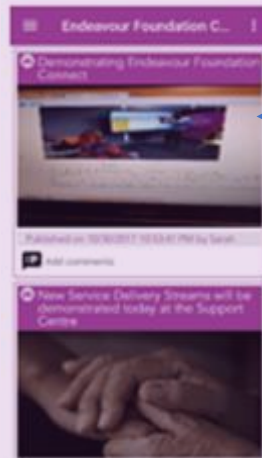
Soft Launch
January 2018

Families



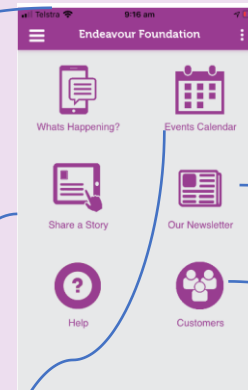
Family Home Screen
Icon driven

View stories / personal
experiences



Inbound user stories / posts

Staff

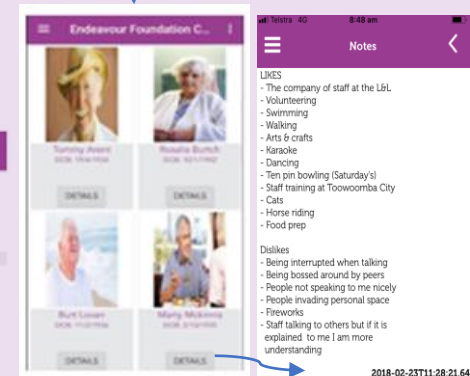


Staff Home Screen



Daily activities at individual services

Monthly site newsletter



Individual customer
profiling photo, DOB,
likes / dislikes

2018-02-23T11:28:21.64

Ongoing Look and Feel - enhancements..



A local monthly newsletter.



An up-to-date calendar of activities and events.

Connect

Ipswich L&L - June 2018

Cherie's Report

Welcome all to your first Ipswich Connect newsletter. We will officially launch the newsletter on Thursday 21 June at our brand new Learning and Lifestyle site in the heart of Ipswich. We are incredibly excited about this day, where we will showcase support opportunities for our customers. Everyone is welcome to come along and check out the new space. There will be lots to see and do, including experiencing our latest technology offerings such as virtual reality learning. My team and I are excited to share information about our customers, their goals and their achievements as making our customers dreams a reality is our focus.

What's on

✓ 14 June
We start the big move from our new Learning and Lifestyle site

✓ 21 June 8 PM
We launch the Ipswich Endeavour Foundation Connect

A day at Sea World

During a recent service meeting, Helena took the lead and expressed a desire to visit Sea World. With the help of support workers, Helena organised the trip for herself and five other customers. It was the best way to spend a Thursday looking at, and hearing about, all the amazing animals and everything that Sea World has to offer. The day was topped off by a ride on the monorail and lunch at the cafe. Check out Helena laughing a laugh!



Left: Kevin Gane, Heritage Bank's Regional Sales and Service Manager - Darling Downs and Chris Bennett, Endeavour Foundation's Service Design Manager

ipswich

June 2018 | Connect

A new brand is around the corner

Over the coming months, you might notice that Endeavour Foundation will be looking a little different.

This is because we have decided to rebrand. The new brand is all about making sure our customers are at the heart of everything we do. Make sure you keep an eye out and let us know what you think!

Free NDIS resources



The NDIS can be very tricky to navigate, but you aren't alone. If you're confused about the NDIS and what it means for you, remember:

- you can always talk to your local Endeavour Foundation team; OR
- have a go on Google and search "Endeavour Foundation NDIS". There, you'll find a heap of resources to help you on your NDIS journey.

For more information:

07 4234 8478 | help@endeavour.com.au | endeavour.com.au

ipswich

And the winners are...



Congratulations to both Jessica DenOtter and Samantha Troy who won the 2nd prize at the Ipswich Show with their ceramic vases. Each fortnight the ladies attend a ceramics program where they select and paint a different pottery piece.

Both Samantha and Jessica were delighted to win. Samantha says "winning means a lot to me, very happy!"

What's going on with NDIS funding?

While both sides of government have scrapped plans to raise the Medicare Levy to fund the NDIS, that's not necessarily bad news. Since then, both sides of politics have once again committed to fully funding the NDIS. We are excited to see how they plan to do this in more detail, and will keep you in the loop.



June 2018 | Connect

Program: Monday, April 16, 2018 To Friday, June 22, 2018				
Monday	Tuesday	Wednesday	Thursday	Friday
Basic First Aid	Working & Helping: Caring, Living & Finding	Library	Know Your iPad	Lawn Mowing
Life Skills	Photography	Public Transport	Meal Preparation Lunch 10:00	Numeracy
Meal Preparation Lunch 10:00	Fun Club 10:30	Public Transport	Meal Preparation Lunch 10:00	Open Hub
Fun Club 10:30	Open Hub	Public Transport	Meal Preparation Lunch 10:00	Open Hub
Open Hub	Open Hub	Public Transport	Meal Preparation Lunch 10:00	Open Hub
Public Transport	Know Your iPad	Numeracy	Basic First Aid	Protection Safety
Communication Skills	Healthy Life Choices	Working & Helping: Caring, Living & Finding	Communication Skills	Library
Open Hub at Orange 10:30	Open Hub	Open Hub	Open Hub	Open Hub
Open Hub	Open Hub	Open Hub	Open Hub	Open Hub

Customer Re-engagement
January – March+ 2018

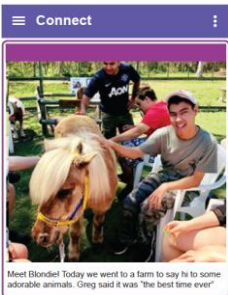
Our staff identified additional features designed to support our customers



Only the *staff version of the app* has visibility of individual customer profile information such as profile pics, DOB capture, customer likes and dislikes



Photos and stories capturing achievements and activities that your loved one has participated in.



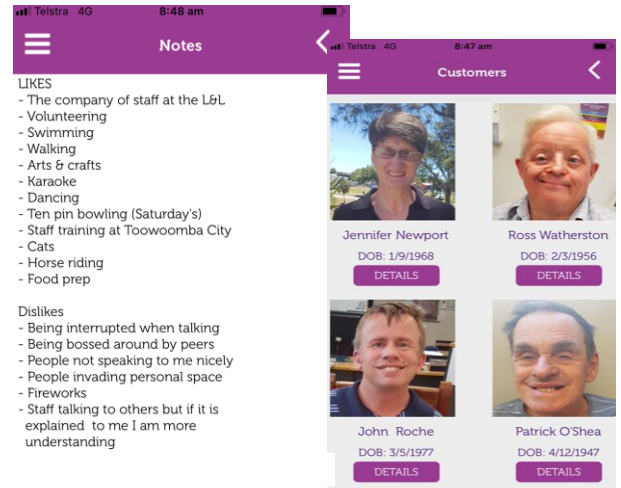
Meet Blunder! Today we went to a farm to say hi to some adorable animals. Greg said it was "the best time ever!"



Max's daily living skills is improving every day. Today he really enjoyed the meal Preparation session and learned how to make his lunch!

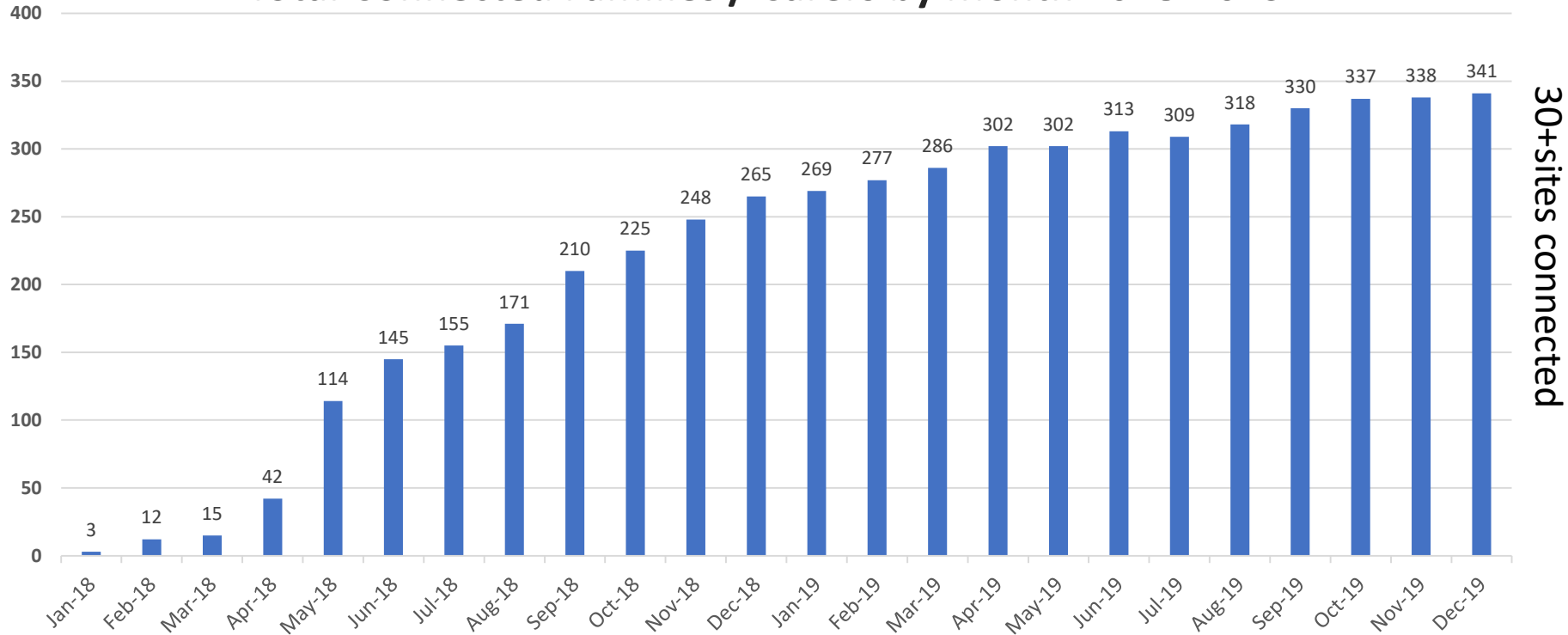


Julie loved swimming this morning. She loved splashing around and said the water was not too cold.



Connected Family / Carers

Total Connected Families / Carers by Month 2018-2019



Note:

Graph does not include where more than one family member is connected for each family

Where to from here? – July 2019 >



New functionality / customer enhancements 2019 / 2020

- ✓ Customer access now available via fixed web interface - 2019
- ✓ Increased business reporting and analytics – tracking carer usage and engagement - 2019
- ✓ Customer notifiers – for posts, new newsletter and calendars - 2019
- ✓ New marketing + broadcast capabilities - 2019
- ✓ Inclusion of customer goals progressing 2019/2020
- Inclusion of medical support information , progress notes and customer feedback – *currently under investigation*

Learnings

- Taking a human centered design approach ensures optimal product design features and core customer experience elements are captured
- Partnering with vendors who share your vision and values is highly beneficial
- Customer experience can always be improved so re-engaging with your customers on a regular basis is key!

