



# Delivering a consumer focused lens with personalised information

**Sean Tuckett**  
**Director – Health & Community Services**



# Taking advantage of new technology

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- IT systems technology rapidly maturing
- Quick to adopt new care and medical related tech
  - internal 'back of house' systems traditionally a lesser priority
- Integrated end-to-end solutions are now more widely available and stabilised from a core functionality perspective

# The speed of change



*Green screen*



*Client server*



*Web based*



*Cloud computing & smart mobile devices*

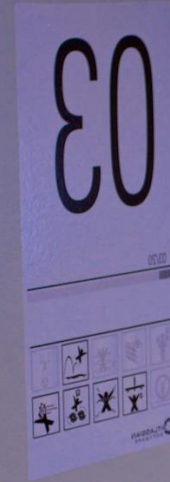
# Where next with technology?

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- How do we take advantage of integrated information and newer technology:
  - Cloud solutions
  - Artificial intelligence
  - Mobile devices
- How can we embrace technology to:
  - Provide a richer, more personalised service to clients
  - Free up time and focus for employees so they can value add to their clients and the organisation

# A consumer focused lens

- One potential area that can achieve this – customer facing portals



# What is a consumer portal

- Private, secure website enabling sharing account specific information with customers
- Requires a unique account and login
- Produces information and interaction specific the customer



# Managing consumer expectations

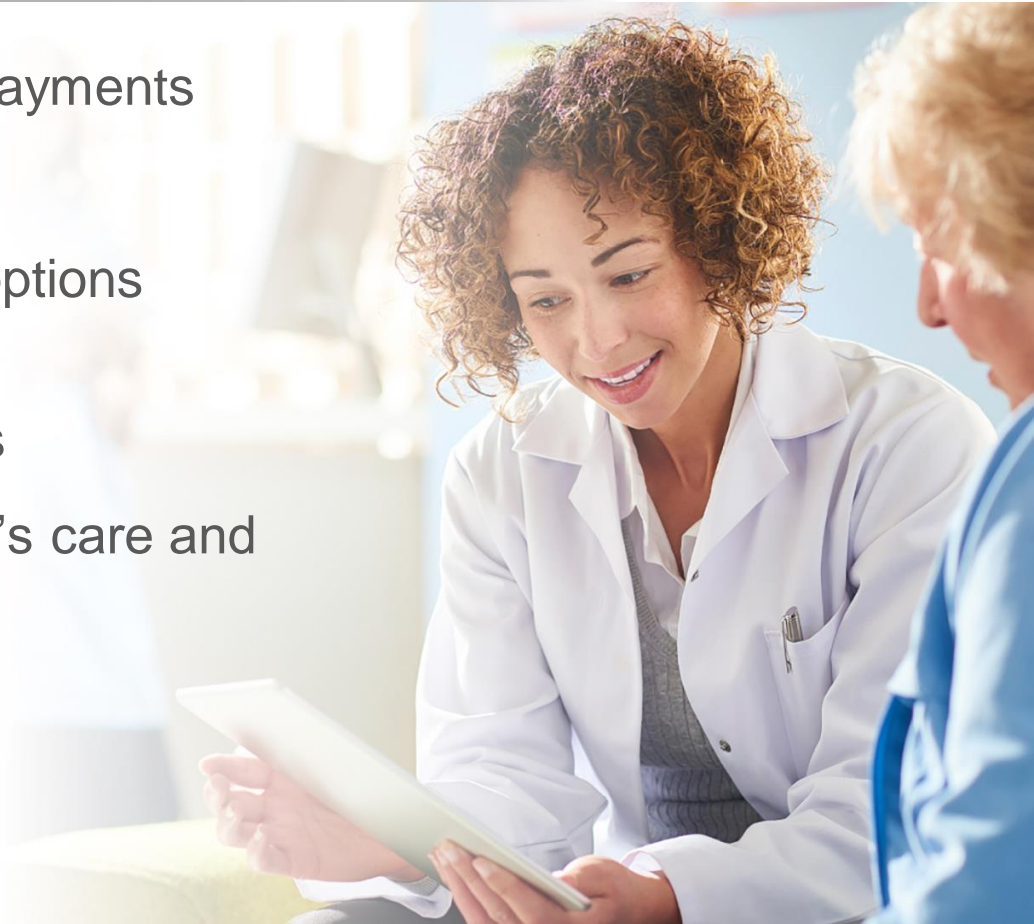
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- Expect to interact with providers using any device, anywhere, at any time
- Able to both consume and provide information without having to make a phone call or physically visit a facility
- 24x7 access to up to date information
- Expect technology experience to be easy and personalised



# Consumer use of portals

- Self service bill queries and payments
- Invoice payments
- Contact and banking details/options updates
- Refundable balance enquiries
- View a subset of their relative's care and medical information





# Value add portal uses

- Promote relevant news about the facility or the industry
- Alert customers to items requiring immediate attention
- Provide FAQs
- Ask customers to complete satisfaction surveys or other questionnaires



# Benefits to the consumer

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- 24x7 customer assistance on their terms
  - Obtain answers to common questions online instead of in person/phone call
- Improved understanding of the complex charges making up the invoice statement
- Relevant updates regarding the care or medication of their relative
- Keep up to date with information the provider needs to promote
- Access these functions using any device – laptop, tablet, phone

# Benefits to the provider

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- Reduce queries at the front counter and back office finance staff
- Allow employees to focus on delivering quality client outcomes
- Obtain more information from residents and their families
- Improve and reduce overhead around debt management



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