



Connecting with care™

Newsletter

November 2021

Annual Report Edition



Community Options
Australia

Connecting with care

A portrait of Sara Haslinger, a woman with dark hair, wearing a light-colored cardigan over a white top, smiling slightly. The background is a solid blue color.

Sara Haslinger

Chair of the Board

Community Options Australia

[Board Report]

The last 12 months have been hard on all of us with the impact of COVID-19 affecting everyone.

If you recall in 2020, I said that I had three main aims. Firstly, knowing our strengths and core focus: integrated person-centred care operationalised with our partners and maturing our standards frameworks to ensure that people receiving services are at the heart of what we do for the community.

Second, building sustainability through our core values and thirdly, looking ahead to a future where we bounce back and thrive: new staff, partners and board members collaboratively and interdependently seizing opportunities for growth.

The impact of COVID has touched us all and has impacted greatly on our normal operations. However even with all of that happening, our staff and partners have stayed committed to delivering good services to meet the needs of more and more people.

Our key achievements have included: expanding into more PHNs, selection onto more government panels, new provider agreements, and securing more LHDs to work within.

Operationally we have appointed a new and very passionate CEO, we have a fresh and exciting marketing and digital marketing plan, we are driving for a stronger voice in integrated care.

Our three-year vision is to lead the development of coordinated, integrated health and community services for people in need. We are well on the way to delivering this vision. We held our first of many great events – this one Pathways for Aged and Community Care with Les Hems and Nick Hartland.

As I said before COVID has had a huge impact on us all personally and as a community. My heart goes out to those who have suffered from this. However, we are now taking the first steps to some form of normality. This is crucial to those people we serve – the people who need and receive our care.

So where do we go now. We continue with the implementation of three year strategic plan. We are preparing and will engage a Reconciliation Action Plan. We have a new CRM platform (COA Connect) operational. We will have growth in our revenue streams and e are looking more closely at where social impact drivers are key to delivery of our strategy.

So, in summary we are delivering the changes required to see our vision become a reality. There will be continued challenges for us all - but we are in a solid position to continue to work together to deliver our services and grow.

Sara Haslinger

Chair of the Board



A portrait of Andrew Harvey, a middle-aged man with short brown hair, smiling. He is wearing a light blue button-down shirt. The background is a solid blue color.

Andrew Harvey

Chief Executive Officer

Community Options Australia

[CEO Report]

Welcome to Connecting with Care, our new way to connect with you about our work and opportunities to work together.

Since starting as CEO in December 2020 we have seen our organisation respond to two Covid-19 lockdowns. We reacted well in supporting our staff to move quickly to working from home while continuing our high level of customer service and delivery.

A highlight of the year was being selected to be part of the NSW Ministry of Health's Out of Hospital Care (OHC) panel of providers and the privilege of being invited to present to 15 Local Health Districts (LHD) on the way we work, examples of our innovations and how our model would improve client outcomes in each region.

To support the OHC in each region, COA developed several new service partnerships including, relationships with Aboriginal Community Controlled Health Organisations. We appreciate the support and professionalism of all service providers and how they tailor care in the region we work within.

Our organisation developed new relationships with three Primary Health Networks (PHNs) during the year including being selected by Western Sydney and Country SA PHNs to deliver the Wellbeing in Aged Care program in their region focused on delivering mental health services for people living in Residential Aged Care Facilities. We were also selected by Murrumbidgee PHN to develop Acute Care Decisions Guidelines for Residential Aged Care Facilities and their staff in that region.

These three new programs and our work in delivering the Regional Assessment Service highlight our organisation's commitment to supporting independence for Older Australians.

We have been pleased to continue the delivery of the Continuity of Support (CoS) program during 2020/21 by providing individual support packages to older Australians with a disability in every State and Territory.

During the year, the organisation decided to review its Customer Relationship Management system to ensure it was 'fit for purpose' meeting the needs of our growing organisation.

A crucial part of managing our customer relationship is our Contact Centre platform, where 120,000 plus calls are received annually. A review undertaken in 2019/20 resulted in the organisation moving to the Amazon Connect platform. This change has ensured improvements in the customer experience, supported our employees to continue delivering outstanding service and allowed us to grow our business further.

Our organisation also made a decision to move to a Salesforce platform (to be known as COA Connect) which better positions us to service our growing number of clients and partners, growing our business and building a stronger, more robust digital presence.

The CosMos and RAS Trackers platforms have supported the delivery of services for the past six years, and I would like to thank Tony Wright and Optimise for their support over that period.

Another key part of our customer relationship is through our Contact Centre platform to manage the 120,000 plus calls we receive annually. A review undertaken in 2019/20 resulted in the organisation moving to the Amazon Connect platform.

I was fortunate, earlier this year, to co-present, with Associate Professor Jennifer Smith-Merry from the University of Sydney, the report, Integrated person-centred systems of care for complex needs at an International Foundation for Integrated Care virtual conference. This report and its recommendations are important in shaping Integrated Care for the future, and I would like to thank the University for its work.

As part of the commitment to excellence in service delivery, our Board adopted a Clinical Governance Framework during the year, which now forms the standard for service delivery for consumers and their carers.

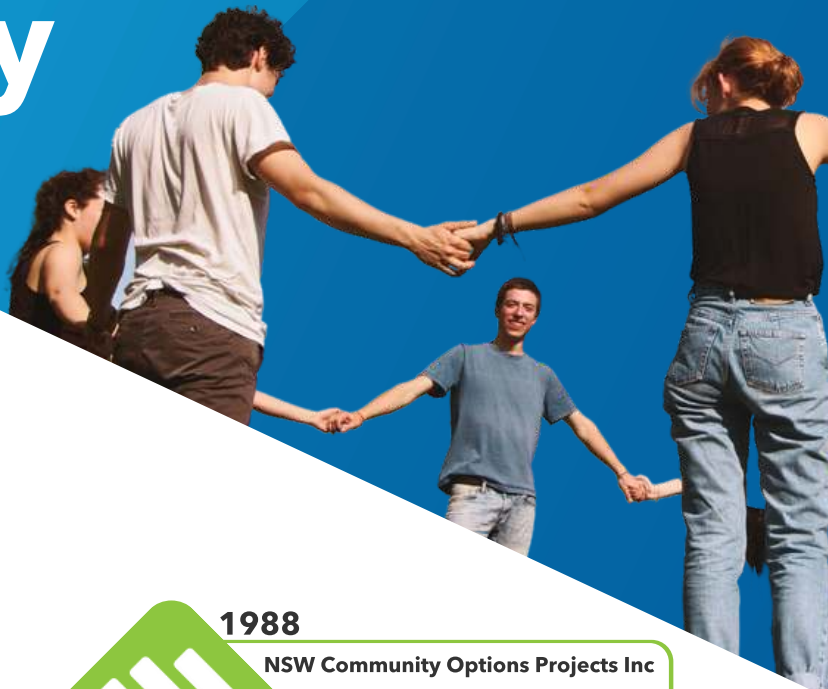
An important project for us was a refresh of the COA brand and our website, and the preparation of a Marketing Strategy and a Digital Strategy to better communicate who we are and what we do.

I would like to thank our Board for the direction setting they provide for our work, our staff for their passion and professionalism in the work we do in delivering services for clients and communities, our funders for their ongoing support and for our service provider network in working with us to achieve great results together.

I look forward to working with you as we go forward.

Andrew Harvey
CEO

Our History



With a history of developing and collaborating across an extensive provider network, COA has positioned itself to enhance capacity to deliver on its evolving customer-centric model of individualised budgets and choice with technology a key enabler.

This extensive experience and unique approach to community-based integrated care enables a continuation in COA's journey to serve better its communities, Local Health Districts, Primary Health Networks (PHNs) and other funders to provide holistic, individualised care.

1988

NSW Community Options Projects Inc

Programs delivered under Home and Community Care funding

2014

Community Options Australia Inc

Programs Delivered:

ComPacks (NSW Ministry of Health)
Regional Assessment Services (Department of Social Services then Department of Health)
Continuity of Services (Community Grants Hub)
Safe and Secure at Home (NSW Ministry of Health)

2018

Community Options Australia Limited

Programs Delivered:

Regional Assessment Service (RAS)
Wellbeing in Aged Care
ComPacks
Out of Hospital Care (2021)

Our Future



Our 3-year vision will be defined by the alignment of the consumer and carer desired pathway through the 'service touchpoints' provided by COA and its provider networks.

Our Purpose

Provide insightful solutions
Connect people
Enable access to integrated care
Develop trusted partnerships

Our Values

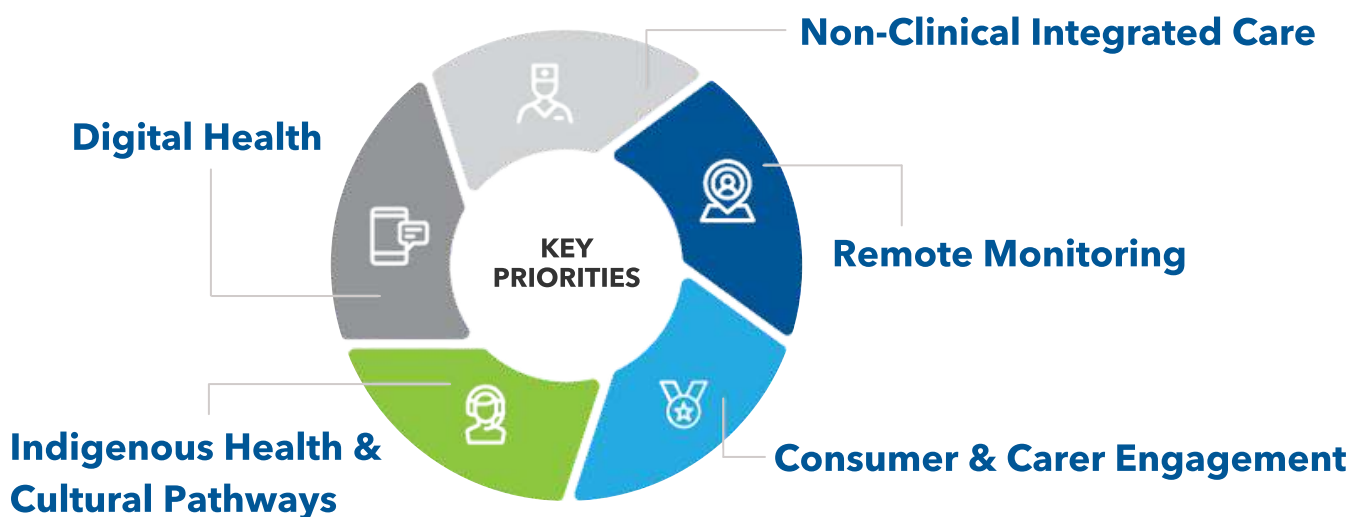
Integrity
Excellence
Respect
Flourish



Our Aspiration

Connect everyone to a thriving care community

These priorities now focus our work to ensure we can deliver on existing and new health and community care opportunities.





Aboriginal Health

Since its earliest inception delivering community-based programs, COA has sought the participation of Aboriginal service providers within its network. In those early years, it was the inclusion of Boroongen Djugun Aboriginal Corporation on the mid-north coast.

It continues now as our team places significant emphasis on working with partners who can support our goal for more inclusive, culturally safe services and increased access to Aboriginal health pathways. Providers with solid ties to the Aboriginal community allow us to close the gap in healthcare provision to Australia's First Nations peoples.

Our Board and the whole of organisation has a commitment to reconciliation through forming ties with local Aboriginal Community Controlled Health Organisations (ACCHOs), to advise and assist in the planning and delivery of services to Aboriginal people and communities.

Get Connected



Suite 1, Level 2/44 Hampden Rd
Artarmon NSW 2064
PO Box 190
Artarmon NSW 1570



info@communityoptions.net.au



<https://communityoptions.net.au/>



1300 136 606



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