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KinCare Revolutionizing the Australian Homecare Market with ClickSoftware

KinCare

The Company

KinCare is one of Australia's leading providers of in-home care and support services and has become one of the fastest growing community care services in Australia. It provides a wide range of home and health care services including Nursing Care, Personal Care, Domestic Assistance, Social Support, Respite Care, Transport and Case Management.

As well as providing services privately, KinCare is also contracted by government, church, charitable and community organizations to provide services to clients on their behalf.

With 4,500 dependent and often vulnerable clients, it is vital that the service runs as smoothly as possible.

The Challenge

The $2.5 billion in-home care market in Australia is very competitive. Privately run KinCare operates alongside, and competes with, many larger not-for-profit organizations. Jason Howie, Chief Executive Officer of KinCare explains what this means to the organization, *"Whilst the market is very competitive, we have recognized for some time now that a consistent service to our three main stakeholders: our employees, our customers and the end clients who we look after, is pivotal to future success."*.

Because of the inherent complexity of the services required, the industry's delivery of home-care to the end client has never been very consistent; this problem is notorious as the bug-bear of the industry worldwide. The challenge of building reliability into the service is beset by the very wide variety and volume of the work. KinCare, for example, visits many hundreds of homes every day and each visit involves different people with different requirements.

KinCare's clients are often in a vulnerable state of mind and the company knew that by establishing routine and certainty of the timing of visits, they could improve these clients' quality of life. It wanted to establish a consistency of service for its clients whether they were being dealt with by one of the 80 office based staff or any one of the 600 field staff. Jason Howie again, *"We recognized that we needed to employ some radical thinking and embrace new ideas that would provide additional peace of mind to our clients and improve our business. We needed a state of the art scheduling solution at the heart of our business to deliver that consistency, our existing largely manual system was not right for the task in hand."*

Benefits

- **$400,000** saving per annum in travel
- **Clear visibility** of business operations
- **Improved** staff retention
- Significant **competitive advantage** over competitors
- **Improved** staff productivity
- **Improved** customer services

The Solution

Existing scheduling solutions in the home-care sector did not come close to meeting KinCare's ambitious requirements. Jason Howie described the next steps, *"We looked toward more commercialized industries with similar structures such as transport and logistics and selected three possible solution providers."*.

At the end of a rigorous 18 month selection process there was one conclusion to make says Howie, *"ClickSoftware were the only company left standing. Whilst the other two companies promised to deliver to our industry specific standards, they consistently fell down. By the time of demonstrations they were clearly unsuitable. ClickSoftware however had shown how it could meet 98 percent of our requirements, which was outstanding"*.

Sponsored at the highest level within the company, KinCare chose ClickSchedule and ClickAnalyze as the basis for its intended revolution in the Australian Home Care market.

The Implementation

One of the conclusions of the selection process was that the project would have far-reaching implications for the vast majority of employees. Committees from IT and all affected areas of the business were put in place to make sure strategy aligned toward creating a service that would help KinCare achieve and sustain competitive advantage.

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The implementation took priority over all other projects in the business, Jason Howie emphasized, *"This product marries with the core business of KinCare, it touches 60-70 percent of our operations, it was a great opportunity to re-evaluate processes and working practises."*.

KinCare decided to phase the implementation to best manage the considerable change. Phase 1 provided KinCare with the ability to measure their staff's travel using a Geographic Information system (GIS). Phase 2 delivered ClickSchedule and ClickAnalyze respectively to plan and monitor their operations. During Phase 3 KinCare plan to optimize ClickSchedule for Registered Nurses, Enrolled Nurses and Community Care Assistants.

"The implementation was very well controlled from the outset, everyone involved was aware of what had to be done, when it was to be done and how, ClickSoftware were knowledgeable and very professional throughout.", continued Howie.

The Results

ClickSchedule and ClickAnalyze are facilitating the delivery of consistent services to KinCare's staff, client base and customers. By realising this strategic objective KinCare now have a business model that is far in advance of its competitors and has already forged a clear competitive advantage.

"The project was signed off on hard tangible numbers. What has surprized us is that we have achieved Return on Investment (RoI) inside of 1.5 years and an array of soft benefits.", commented Howie

Despite the varied nature of the work, the visibility of the workforce across its entire operations, has allowed KinCare to easily identify areas where operations can be improved. Schedulers can now for example identify and act upon anomalies such as overlapping shifts or the need to build in greater travel time.

There are also cost savings associated with building strict processes around scheduling. The company pays its staff $1.10 per kilometre travel allowance and by instructing ClickSchedule to route staff via the shortest distance from job to job, it has lowered company mileage and is realizing a significant $400,000 saving per annum.

Better routing also means improved staff productivity; they spend more time caring and less time travelling. In an industry where staff retention is an issue, KinCare are also addressing this by using ClickSchedule to improve working conditions by better matching its schedule with individuals' skills and ambitions.

There is now a robustness and certainty in the schedule that KinCare's competitors simply cannot rival. Jason Howie again, *"Routine is incredibly important to our clients. For someone with dementia for instance, to have the certainty that we will arrive when we say we are going to arrive, with the right equipment and the right skills, will give peace of mind and improve quality of life. ClickSoftware is allowing us to do this, something that is simply not possible with manual based scheduling systems."*.

KinCare can also now use the ClickSoftware solution to demonstrate consistency of services to the government, church, charitable and community organizations they are contracted to. Jason Howie again, *"We are in a great position to retain customers because we can demonstrate in black and white our success against Key Performance Indicators (KPI's) using Click Analyze."*.

The capability to audit performance has also had an impact on sales says Howie *"We are marketing our capabilities in this area heavily, because we know our competitors cannot provide accurate performance figures and we know our prospects value the transparency it provides. This is already bringing us new sales opportunities"*. Howie also outlined how it can help in a new business situation, *"When we pitch for business we can demonstrate to the prospect real life performance for similar services (using ClickAnalyze) and illustrate achievable KPIs because we know what is possible with ClickSchedule."*.

> *"Ultimately the organizations that attain long term success in the industry, will be the ones that have the processes and technologies in place to better manage their staff and ClickSoftware has gone a long way in helping us achieve that goal."*
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> **Jason Howie, KinCare**

- For more information on KinCare visit **www.kincare.org**
- For more information on ClickSoftware visit **www.clicksoftware.com** or **sales@clicksoftware.com**

North America

ClickSoftware Inc
35 Corporate Drive, Suite 140,
Burlington, MA 01803, USA
Tel (888) 438 3308, (781) 272 5903
Fax (781) 272 6409

Asia/Pacific

ClickSoftware Australia PTY Ltd
Level 1, 256 Queen Street
Melbourne Victoria 3000
Australia
Tel +61(0)3 9946 6400
Fax +61 (0)3 9946 6401

Europe

ClickSoftware Europe Ltd
The Priory, Stomp Road
Burnham, Bucks, SL1 7LW, UK
Tel +44 (0) 1628 607000
Fax +44 (0) 1628 607001

ClickSoftware Central Europe GmbH
Hanauer Landstr. 293 B, 60314
Frankfurt am Main, Germany
Tel + 49 (0) 69 489813 0
Fax + 49 (0) 69 489813 99