

PURPLE CO PTY LIMITED  
ACN: 137 685 342 • ABN: 301 376 853 42



PO BOX 391, GLENBROOK NSW  
EMAIL: ADMIN@PURPLECO.COM.AU

# Purple Co

## Service Delivery Descriptions - 2018 -



purple  
co.

If you want to  
**get back to work,**  
there's always a way

**PURPLECO.COM.AU**

## Table of Contents

	<i>page</i>
About Purple Co	3
Service Delivery Descriptions	5
Initial Needs Analysis	5
Status Assessment	5
Recovery, Rehabilitation & RTW service – Job Attached	6
Recovery, Rehabilitation & RTW service – Non-Job Attached	7
Services for Self Employed Claimants	8
Services for Professionals, Managers, Executive and Senior Executives	9
Workplace Assessment/Task Analysis / Job Task Analysis	12
Career and Vocational Counselling	12
Absence Management and Presenteeism	13
Disability Management	14
Psychological Injury Management Assessment Services	15
Psychological injury management for teams	16
Get that Job! Interview preparation	16
Get That Job! LinkedIn Profile Creation, Resume Development and Optimisation	17
Get That Job! Job Seeking Skills Audit	17
Get that Job! Individualised job search coaching	18
Job Analysis and Job Match Resources	19
Medico-Legal Services for Life Insurance	20
Employability Assessment (TPD)	20
Labour Market Analysis (LMA)	20
Transferable Skills Analysis (TSA)	21
Purple Co’s Fatigue Management Program	22
Appropriate Candidates for This Program	22
Exclusion Criteria	23
Program Features:	23
Program Benefits:	23
Office Location	24
Schedule of Fees – September 2015	25
Fatigue Management Program Inclusions	25

# About Purple Co

**Purple Co** is a leader in the provision of recovery, rehabilitation and return to work services for the income protection insurance and salary continuance industry. Established in 2008, our primary focus is to drive effective claims outcomes for our customers and our clients and to ensure that the investment in recovery, rehabilitation and return to work services provides a strong return on investment.

**We Believe** that everyone has the right and responsibility to work. It is our expectation that our client's will return to work. We acknowledge that sometimes this is not possible and seek to help funding bodies make these types of decisions quickly. However, we start from the basic premise that everyone can work and can be empowered to do so regardless of injury, illness, trauma or disability.

In delivering on this passion we engage client's through:

- Right to be empowered in their own work life
- Providing innovative solutions
- Providing highly individual customizations for programs and services

No two clients are ever the same therefore no two rehab services are likely to be exactly the same.

**We Are Experts** in our field. We respect that experience does not count if results are not forthcoming. This is why Purple Co team members are committed to their own professional development, and we as a service provider committed to excellent ensure that we are continually improving.

We are experts in assisting people return to work; in problem solving; in engaging clients and empowering them to take back control of their work life; in re-engineering work so that reasonable adjustments can be applied; in resourcing ourselves, our client's and our customers.

We are experts in identifying function, applying function to diagnostic expectations, and applying function to task performance.

As Experts in our field we:

- Build strategic relationships
- Pre-leaders in the field
- Are agents of change

**We Are Committed to Excellence in Service Delivery.** This does not mean that we get everything right 100% of the time. But it does mean that we are committed to improving our services and delivering on the goals and objectives we have created. This means that we as a company of highly sought-after clinicians respect our professional integrity and ensure that our clients and customers can promote us as being experts in our field. We know that this creates confidence for both our client's and our customers and assist us in providing an exceptional member and claimant experience for our insurance customers.

Excellence in service delivery is achieved through a simple 3 step process:

- Strategy
- Structure
- Outcomes

**We Are Passionate** about empowering client's to return to paid employment, including self-employment. We are experienced in working with professionals, senior manager, executives and senior executives and understand the unique problems and demands that this particular client groups faces when return to work.

We are passionate about assisting all people to come off claim and stay off claim. We believe that good work is good for our health and therefore can work within the boundaries for short duration policies and also longer duration polices. The principles are the same – recovery, rehabilitation and return to work lead to sustainable off claim experiences for your customers.

### **Our Commitment to You**

The result of our underpinning philosophy and strong values enables us to commit the following results:

We offer a comprehensive analysis of the client and their situation in the content of the life and their claims experience

We treat all parties with respect and dignity and therefore we expect to be treated with respect and dignity

We are masters of implementation. We do not make recommendations that we cannot implement ourselves or cannot find services/ solutions for the implementation.

We only offer real world solutions. We are committed to people return to paid employment, therefore we need to be grounded in the job market and its expectations of potential employees.

We offer a return on investment. This may not always be a return to work and off claim outcome. It may be a comprehensive analysis of a client's situation that can enable more effective claims strategy and develop a positive customer experience for your customers.

**Purple Co's Founder & Principal Consultant** Jo Muirhead has a well-regarded reputation for handling complicated claimants with complexities arising from the nature of injury/illness; implications of self-employment; professional careers and high level executive occupations.

Jo has spent the past 6 years learning about emerging work and the changing nature of work and how this will impact upon claimants and the progression of recovery, rehabilitation and return to work.

Jo is a highly sought-after speaker and trainer, who is frequently being asked to contribute to other service providers; speak at conferences and run online training for various peak bodies.

**Jo has Developed** a team of likeminded Consultants who are as equally passionate about facilitating empowered change for clients and providing expert opinion in relation to recovery, rehabilitation and return to work.

Every consultant has a minimum of five (5) years' experience with most extending beyond the 10 year mark. We all choose to do this work because we enjoy it and know we can bring about massive transformational change to people who need it.

**We Are a Highly Sought-after Team**, and subsequently we can be booked up to 2-4 weeks in advance.

## **Service Delivery Descriptions**

## Initial Needs Analysis

**Purple Co understands** the importance of relevant, timely and comprehensive information from claimants to assist in both rehabilitation planning and also claims risk assessment.

As experienced Consultants **Purple Co is adept** at using the initial interview process to identify the barriers, fears, secondary gain issues that may present in the beginning of a claims process.

Our ability to identify these issues **quickly facilitates the timely** implementation of a plan to address these issues quickly.

Our expertise also affords us the ability to use a wide range of **community** based treatment providers and networks to facilitate recovery where medical management is a primary barrier to returning to paid employment.

### **This service is required:**

- When you require comprehensive analysis of the mechanism of disability; the progress of treatment; barriers to potential employment participation; or medical and allied health treatment provider prognosis.
- Where an in-depth assessment is required without the need for ongoing service provision expected.
- Where conflicting information requires clarification during the claims assessment process.

## Status Assessment

Very similar in its implementation to an Initial Needs analysis, this type of assessment can be used at varying intervals throughout the life of a claim.

A paper based assessment can be completed to comprehensively review all documentation, and make recommendations on the types of medical assessment, rehabilitation assessment or other intervention that could be implemented to facilitate return to paid employment.

### **This service is required:**

- Where there has been a plateau by the client and progress appears to have been halted. Where psycho social barriers appear to be more significant barriers than previously experienced.
- Where the need for more comprehensive, updated treatment and prognostic information is required.
- Where an in-depth assessment is required without the need for ongoing service provision expected.

## Recovery, Rehabilitation & RTW service – Job Attached

Claimants may require assistance with the development of a plan to assist them return to their pre-disability job. Quite often claimants are confused, fearful or lacking in the knowledge and skill to be able to negotiate their own return to work.

Employers too can be concerned and fearful when an employee who has experienced a health crisis is asking to return to work. Purple Co has experienced many employers who are reticent to have an employee return to work until they are 100% fit. We consider this to be an unreasonable expectation and one that does not support the value of work being good for our health.

Purple Co will work with the claimant and the employer to foster a collaborative approach to returning to paid employment.

This can include:

- Upgrading schedules
- Workplace assessment
- Case conferencing
- Workplace review and meetings
- Referral to appropriate community based or private pay treatment
- Reports on findings of treatment
- Functional education both at home and at work
- Integration of treatment and rehabilitation into the workplace
- Monitoring of work performance
- Evaluation of rehabilitation intervention

Purple Co are experts in facilitating a return to paid employment, we are not experts in a particular business or enterprise. Therefore, we rely on our business acumen to be able to present a return to work in a positive manner that creates a foundation of trust where and employer, employee and the insurer can all be assured of a return on the investment of time, resources and money.

All Recovery, rehabilitation and return to work services are expected to be time limited; outcomes focused and to ensure the engagement of the client, employer, insurer and Purple Co consultant in the process of restoration to work.

### **This service is required:**

- To assist with the investigative process at the beginning of a claim or re initiation of a claim.
- Where an upgrading or return to work strategy is required
- When medical advice recommends a graduated return to employment
- Where previous return to work intervention has failed.
- Where a diagnosed condition is known to include periods of symptoms exacerbation or deterioration.
- Where psycho social barriers appear to be more significant barriers than previously experienced.
- Where the need for more comprehensive, updated treatment and prognostic information is required.
- Where an expert external party is required to drive a return to work process ensuing the collaboration and continued engagement of all key parties.

## Recovery, Rehabilitation & RTW service – Non Job Attached

Claimants may require assistance with the development of a plan to assist them return to new employment with a new employer. Quite often claimants are confused, fearful or lacking in the knowledge and skill to be able to navigate job seeking in today's job market.

Claimants may be medically assessed as having some capacity for work but there is a lack of knowledge about how the client will cope with employment, or how to manage flare ups, exacerbation. Claims may also have been out of the paid workforce for a long period of time and be lacking in skills competitive for employment with a new employer.

Often job detached claimants have unrealistic expectation of the job market, of employers and of themselves. This requires careful coaching to ensure that the claimant remains engaged in service provision, however develops a realistic and reasonable expectation of themselves, a prospective employer and the job market.

Purple Co will work with the claimant and the insurer to foster a collaborative approach to returning to paid employment.

This can include:

- Work trials with a host employer to demonstrate knowledge and skills, to provide on the job learning and to provide recent work history.
- Vocational counselling and identification of skills transferable to alternative employment.
- Career coaching to develop a 'first step' approach to rebuilding a career following illness or injury.
- Case conferencing.
- Referral to appropriate community based or private pay treatment.
- Reports on findings of treatment.
- Functional education.
- Integration of treatment and rehabilitation into the workplace.
- Job search skills development.
- Implementation of a job search plan.
- Review of upskilling or retraining needs where reasonable and appropriate.
- Evaluation of rehabilitation intervention.

Purple Co are experts in facilitating a return to new employment. We expect client's to take responsibility for the achievement of their rehabilitation and job search goals. Therefore, we do not arrange job interviews for clients. We expect that clients can learn the knowledge and skills to be independent in their own job search and the Purple Co Consultant acts as a sounding board, teacher; coach and accountability resource to ensure that the client takes this responsibility seriously.

There are some exceptions to this type of service provision, such as working with people who have experience significant brain injury, some sensory impairment such as visual and hearing loss and some significant mental health disorders. In these cases, a place and train model of job placement is executed.

All new employer services are expected to be time limited; outcomes focused and to ensure the engagement of the client, insurer and Purple Co consultant in the process of returning to paid employment.

### **This service is required:**

- When a client is no longer job attached and has some medical capacity for work.
- When a client is no longer job attached and medical capacity for work is anticipated.
- When a client has been out of the paid workforce for > 2 years.
- When a client has expressed a desire to be “retrained” and this is not a reasonable investment for an insurer.
- Where a Work Trial is beneficial to aiding a return to paid employment.
- Where psycho social barriers appear to be more significant barriers than previously experienced.
- Where the need for more comprehensive, updated treatment and prognostic information is required.
- Where an expert external party is required to drive a return to work process ensuring the collaboration and continued engagement of all key parties.

### **Services for Self Employed Claimants**

Purple Co understands that many claimants who may want to access rehabilitation are self-employed or have the ability to become commercially successful in a self-employment capacity.

The needs of a self-employed client are somewhat different to employed clients or client’s seeking employment with an employer. It is these needs that Purple Co are not only familiar with but are adept to assessing and negotiating the needs specific to this client group.

In working with this client group, Purple Co will address with the client:

- The financial viability of the business prior to a claim being made.
- The financial viability of the business while the client is unable to work in the business.
- The expectations of financial viability once recovery and return to work has been achieved including the client no longer requiring their benefit.
- Understanding of the tasks performed in the business prior to the claim being made.
- Opportunities for a graduated return to work, performing suitable or alternate duties with recover, rehabilitation and RTW is being executed.
- Opportunities for different resourcing to the business while the client is engaged in recovery rehabilitation and return to work services.

Often self-employed client’s experience difficulty in being able to navigate the impact of a health crisis on their life and in their business. Effective coaching, education and planning is required to ensure that the client remains proactive, solution focused and is supported to make reasonable gains throughout their recovery process.

Business partners, boards and committees can sometimes be an added key player in service provision to this client group. Therefore, using effective mediation, negotiation and conflict resolution skills are often required by Purple Co consultants.

Many self-employed people are not a good fit for employment within another business, therefore all attempts to keep the business viable and functioning are made. New employment with a new employer will be considered when there is no other alternative, or medical advice indicates this is the best option for this client.

## Services for Professionals, Managers, Executive and Senior Executives

Purple Co Consultants are experienced with working with Professionals, Managers, Executives and Senior Executives

Traditionally Executive Coaching (EC) involves an “executive”, his or her “coach” and the organizational context that the executive finds themselves in. More traditionally we see this within organisations where Executive Coaching is implemented as a learning and development tool. However, in the context of Recovery, Rehabilitation and Return To Work the same paradigm exists – that being the executive, the coach and the insurer/ payer and at times the employer. The context for the executive is a marriage of both their employer (if they are job attached) their context as a job seeker (if they are not job attached) and the insurer who is in effect sponsoring the services of the coach.

Executive Coaching in Rehabilitation, recovery and RTW then has the additional factor of the insurer as sponsor.

Where we as Rehabilitation Professionals who employ Executive Coaching work with Executives in the Rehabilitation, Recovery and RTW process to facilitate the leadership of self, so that the client can navigate their Recovery, rehabilitation and RTW process to the fulfilment of common goals.

We as executive coaches, then work with the executive their employer and insurer to develop short term goals, to provide the positive effect of employment and work, that creates momentum for further recovery, rehabilitation and RTW.

These short term goals being a part of the longer term goal of sustainable paid employment (or self-employment). Where sufficient work has been done on relapse and flare up management to mitigate the risk of the Executive coming back onto claim.

Work with the Executive occurs on a 1:1 situation as the sensitive nature of the issues identified in coaching are rarely appropriate for a group setting.

Coaching remains driven by data – this being:

- Medical advice
- Functional capacity for work
- Philosophical underpinning, knowledge and expectation that good work is good for our health
- Expertise of the coach to re-engineer work tasks; duties and expectations through a graduated RTW where appropriate or offer other appropriate modification.
- Transferrable skills
- Industry knowledge
- Job search capability
- Comprehensive analysis of all data and the delivery of a customized, comprehensive and workable plan.

Having a process that is based on mutual trust and respect is possibly the most difficult part of Executive coaching for beneficiaries who would be best served by this approach.

Some claims management approaches necessary for effective claims management can also interrupt the execution of effective services. In some cases, I have been unable to re-establish the rapport with an executive who perceive that I as a service provider employed by the insurer have worked “against” their goals or interests.

Executives generally have gone from a position in their life where they were working flat out – in control, stimulated, certain and safe. They experience a health crisis, and their safety, certainty and security is removed. This may be so many Executives appear to decompensate so quickly. It is up to us as coaches and insurers to acknowledge their level of difficulty and afford them the respect to regain a sense of control.

Ennis, Otto, Goodman and Lewis in their work *The Executive Coaching Handbook – Principles and Guidelines for a Successful Coaching Partnership* (Jan 2012) provide a useful summary of 3 Levels of learning that are involved in Executive Coaching:

1. Tactical problem solving
2. Developing leadership capabilities and new ways of thinking and acting that generalize to other situations and roles.
3. “Learning how to learn”: develop skills and habits of self-reflection that ensure that learning will continue after coaching ends.

From this model of learning we can see how the Rehabilitation Professional can step into the role of executive coach.

### **1. Tactical problem solving**

This occurs along the continuum of the Recovery, Rehabilitation and RTW process. We often start with Tactical problem solving around management of symptoms; managing Fatigue; managing family expectations; expectations of treatment; money management; taking personal responsibility for health, wellness and recovery; negotiating RTW opportunities. This is not an exhaustive list by any means, but one that demonstrates the range of tactical problem solving that is occurring along the continuum of recovery, rehabilitation and RTW. It is interesting to note that the tactics often don't change (these being problem solving learning, skills development, goal setting and planning) but the nature of the problems requiring solving tend to change along the continuum.

### **2. Developing leadership capabilities and new ways of thinking and acting that generalize to other situations and roles.**

Here we need the partnership between the coach and the Executive taking on a different form. Our responsibility here is to educate and facilitate learning for the Executive to them generalize across their whole life. This is where the opportunities for the tactical problem solving that have occurred outside of work can be applied to work situations or job seeking.

This is where there is where sustainability and durability in employment commences. Quite often BEFORE the Executive is back in the paid workforce. In teaching our client's about flare ups, aggravations, symptoms exacerbations and how these can be expected to be experienced and then to develop a plan for when this does occur is most useful.

There is quite often a LOT of fear for an Executive that once they return to work that they won't be able to perform. They are often quiet accomplished risk managers in their own field of expertise and they will often exclaim things like:

Wouldn't not employ me if I knew what baggage I was coming in with

- I can't be relied upon to be 100% all the time.

- I'm not the way I used to be before the health incident occurred.
- I can't RTW until I'm 100% the way I used to be.
- I can't put my company at risk but going back less than 100%.

This is a fear based strategy that is dressed up in looking responsible. It's our responsibility as coaches to help the Executive understand their fear and become educated on how to address this fear and develop and integrate their own learning to mitigate the risk that they see as a result of their injury, illness, trauma and disability.

### **3. "Learning how to learn": developing skills and habits of self-reflection that ensure that learning will continue after coaching ends.**

It is in everyone's interests to avoid claims recidivism. No one really wants to see their Executive client need to go back onto claim. At times this can be unavoidable, therefore time and effort is put into facilitating the learning of the client to become more independent in managing their own health and wellness once they have returned to paid employment is required.

Our aim should not be just to "get back to work", but to stay at work and learn how to manage any ill health event so that your earning capacity is not adversely effected.

Professionals, Managers, Executives and Senior Executives are generally receiving high claims benefits and often for long claims periods. Therefore, the careful execution of services to ensure that the opportunities afforded by rehabilitation are not put into danger are required. Often with this client group one there has been a poor experience of rehabilitation they are unwilling to reengage.

#### **When to refer:**

- As soon as possible at the time of notification.
- When there is the likelihood of a protracted recovery time.
- When work capacity is questionable.
- When it is requested.
- When a client has been out of the paid workforce for > 2 years.
- When a client has expressed a desire to be "retrained" and this is not a reasonable investment for an insurer.
- Where psycho social barriers appear to be more significant barriers than previously experienced.
- Where the need for more comprehensive, updated treatment and prognostic information is required.
- Where an expert external party is required to drive a return to work process ensuring the collaboration and continued engagement of all key parties.

## Workplace Assessment / Task Analysis / Job Task Analysis

Assessment of pre-disability occupational demands can be integral to the development of **effective rehabilitation and claims management strategy**.

Assessment of pre-disability occupation can include an onsite observation and analysis of the physical task requirements of an occupation or can be used in conjunction with a *labour market style* of analysis where we can contact a variety of employers to determine the key tasks and physical demands of a specific role.

This assessment can achieve:

- Objective analysis of pre-disability job demands from physical, sensory and psycho social perspective is required.
- Objective information to provide treating medical and health practitioners.
- Objective basis is required for discussion with a claims assessors/CMO regarding the claimant's ability to perform a role or components of a role.
- More effective job matching is required.
- More effective application of physical diagnostic information to functional task performance is required.

**This service is required:**

- When the physical, sensory and psycho social demands of an occupation are unclear.
- To assist with the investigative process at the beginning of a claim or re initiation of a claim.
- When objective functional data in relation to job task performance is required to facilitate an informed medical opinion.
- Where an upgrading or return to work strategy requires further investigation
- Where previous return to work intervention has failed.
- Where a diagnosed condition is known to include periods of symptoms exacerbation or deterioration.
- Where the identification of job tasks and the need for occupational re-engineering is required for a person experiencing a deteriorating disability such as MS, CP, CFS or other types of degenerative conditions where deterioration in function can be medically anticipated.
- Where psycho social barriers appear to be more significant barriers than previously experienced.
- Where the need for more comprehensive, updated treatment and prognostic information is required.
- When an in-depth assessment is required without the need for ongoing service provision expected.

## Career and Vocational Counselling

Vocational Counselling is the process by which a client is facilitated to make reasonable vocational choices, through an understanding of:

- How their skills are transferable to alternative employment
- Exploration of vocational interest, aptitude for specific occupations and aptitude for new learning.
- The range of occupations available to them post injury/illness
- Opportunities for upskilling, or retraining if reasonable and appropriate

- The limitations and opportunities afforded to them within the policy and claims context they find themselves in.
- Being empowered to take ownership of their occupational, employment and earning future

Vocational counselling will often be recommended following a vocational assessment to assist a client to develop a realistic and reasonable vocational goal.

Vocational counselling is time limited and solution focused, with an emphasis on self-management, commitment to action plans, and provision of coaching and support to facilitate ownership of the redeployment process.

To assist with the vocational counselling process, Purple Co Consultants may choose to use tools such as:

- The Harrison Career Planning Assessment
- The Harrison Career Comparison Assessment
- Self-Directed Search (Online Edition)
- E-DISC personal analysis

## Absence Management and Presenteeism

An employee's attendance at work is vital to the organisation health and financial health of the organisation to which they are employed. Therefore frequent, repetitive and continuing absence from work contributes to a negative cost, lack of productivity and poor outcomes for both the employee and the organisation for which they are employed.

Simply put, Absenteeism is ... the failure of employees to report for work when they are scheduled to work" (Attendance Management: Working Together: Introduction to Attendance Management [www.benefits.org/interface/cost/absent](http://www.benefits.org/interface/cost/absent))

Similarly, people who attend for work who are present but unable to fully engage or function (presenteeism) at 100% due to the effects of a health condition, effects of medication usage, or the effects of a degenerating or deteriorating medical condition. These people often "solider on" possibly causing more damage to themselves, and thus to their ability to remain at work and remain productive.

Purple Co provides a range of recovery, rehabilitation and return to work intervention to facilitate improved attendance for employees who have experience injury, illness, trauma or disability, and as a consequence of this health experience are experiencing difficulty staying at work.

Many illnesses can interrupt a personal ability to stay at work; common conditions that are known to increased absenteeism include:

- Depression, Anxiety, Bi-Polar Disorder; Schizophrenia; Affective disorders
- Cardio vascular disease
- CFS
- Post cancer fatigue and illness
- MS
- Post Stroke
- Musculoskeletal disability

### This service is required:

- When there is an excessive use of all personal leave entitlements.
- Where there is a pattern of return to work but an inability to remain at work.
- Where there is decreasing work performance reportedly related to a health or disability concern.
- When there are repeated attempts to renegotiate working hours to try and address decreasing productivity or function.
- Increased labour costs to “carry” the employees who are absent.
- A known disability, health issue or injury requires assessment and a plan developed to facilitate the sustained return to work.
- A known disability to health issues requires expertise to reengineer an occupation to facilitate increased attendance at work
- Where medical advice is required to determine if a person is Fit for Duty

## Disability Management

People with disabilities are represented in Australian workplace. Purple Co is often sought out to assist people with disabilities remain at work as the nature of their condition or function changes. We will provide workplace assessment and recommend solutions for the reengineering of tasks; reorganisation of work flow; changes to performance targets and management to ensure that productivity is maintained and that an employee is able to remain at work.

Disability Management services are short term, solution focused and aim to empower both the employee and employer to be better equipped to manage the changed needs of an employee in the workplace.

Purple Co has extensive experience in working with people with sensory impairments including how to recommend, and instruction in the use of some adaptive technologies.

Disability management also ensures that an individualised approach to work health and safety is able to be demonstrated and maintained. We have assisted organisations who have employed people with a variety of disabilities including:

- MS
- Muscular Dystrophy
- Depression
- Schizophrenia
- Bi Polar disorder
- Hip replacement
- Paraplegia
- Quadriplegia
- Chronic Fatigue Syndrome
- Contact Dermatitis
- Hearing Loss
- Tinnitus
- Vision Impairment and vision loss
- Meniere's disease

### **This service is required:**

- When there are questions about a person's ability to fulfil the inherent requirements of their job
- Where an individualised assessment of WH&S needs are required.
- Where there is decreasing work performance reportedly related to a health or disability concern.
- Where an employee or employer knows that some change is required but do not know what that change should be.
- A known disability, health issue or injury requires assessment and a plan developed to facilitate the sustained return to work.
- A known disability to health issues requires expertise to reengineer an occupation to facilitate increased attendance at work.
- Where medical advice is required to determine if a person is Fit for Duty.

## **Psychological Injury Management Assessment Services**

**Purple Co** offers **specialist services in psychological injury management**. This includes the following services:

- Case management of psychological cases in their recovery from injury and return to the workforce.
- Objective assessment of a person's psychological status and key factors affecting return to work, utilising the **Psychological Functional Analysis**.
- Educating the workplace on how to best manage the client's return to work.
- Barrier identification and delivery of appropriate service to address barriers.
- Developing resilience building strategies to facilitate a successful return to the workplace.
- Promoting that work is good for health including mental health.

**Purple Co** has developed a Psychological **Functional Demands Analysis**. The following **outcomes** have been delivered in the use of the methodology:

- Objective analysis of pre-injury job demands from psychological and psycho social perspective.
- Objective information provided to treating medical and health practitioners.
- Objective basis to discuss with claims officers/medical assessors an injured employee's ability to perform a role or components of a role.
- More effective job matching.
- More effective upgrading of psychological diagnostic information to functional task when the psychological and psycho social demands of an occupation are unclear.

## Psychological injury management for teams

**Purple Co understands** the impact that one person in a team can have on the whole team.

While a team member may have a mental health problem, they are often receiving services that allow for the effective restoration to their workplace.

**Purple Co will assist the team**, including supervisors, manager, MDs and CEOs to re-establish trust, build unity, redirect the team to its common purpose and goals, and ensure that other team members are facilitated to welcome back the member.

**Workplaces have found this service effective.** It has also been utilised successfully where there were issues relating to perceived bullying and harassment, and when critical incidents have occurred.

### **This service is required:**

- Where a team is experiencing lack of performance following the reporting of bullying, harassment or psychological injury
- Following trauma or critical incident where a team is experiencing difficulty returning to the goals and priorities of its functions.
- Where a culture of “blaming” or “accusing” exists and this needs to be addressed to facilitate improved performance.

## Get that Job! Interview preparation

Preparing for a job interview is daunting for most people.

Self-doubt, fear of rejection, anxiety, pressure of performance, sweaty hands, fear of forgetting what to say, anger about being forced to look for a job when faced with the prospect of a job interview, quite often the worst in us comes out.

Purple Co have developed a “Job Interview”; the opportunity to practice in a simulated environment with an interviewer not known to the candidate.

The Job Interview includes “applying” for an advertised position, writing an application; submitting a resume and participating in an interview.

The interview can be video recorded, with a copy provided to the candidate, with a brief summary of the points that were covered well, and where practise, education and/or coaching could be provided.

### **This service is required when:**

- A client is expressing fear or a lack of confidence in the interviewing process.
- When a client has attended interviews without an offer of employment following.
- When there are questions about interview performance or secondary gain.

## Get That Job! LinkedIn Profile Creation, Resume Development and Optimisation

Purple Co recognises the importance of a well written and optimised LinkedIn Profile and resume for today's job seeker.

We encourage Profiles and resume's to be achievement based and keyword rich. We know how to present a resume to get it passed "automated resume software" programs. All LinkedIn profiles are strategic keyword rich making them highly searchable to recruiters who used LinkedIn to canvass for potential recruits.

Jo Muirhead has also authored a workbook for clients in how to successfully use LinkedIn in their job search. Just having an optimised profile isn't enough and through this workbook clients are shown the range of tools within LinkedIn that can make them a highly sought after candidate for positions.

## Get That Job! Job Seeking Skills Audit

A really useful tool when expert assistance is required to support a job seeker through their job search, or for the Rehabilitation Advisor with not enough time. This tool can also be used to assess how a job seeker, has "learned" the skills taught by others, providing an objective assessment to an insurer when job seeking services may have been exhausted.

### Purple Co has developed a "Job seeking tools analysis."

A chance to explore what skills and tools a job seeker has ready at their disposal, and how to maximise the key strengths of the job seeker to provide motivation for their search.

This is a two-session service, including an analysis with the candidate, and a follow up session with the candidate and Consultant.

At the end of this analysis, the Consultant and candidate will have a clear understanding of the relevant online and offline job search methods that are fundamental to any job search, and a plan to use the tools that will maximise the job placement success of the candidate.

### This service is required:

- Where an analysis of job search knowledge and skills is required.
- Where a client has not been required to job seek for > 2 years.
- Where a client is moving into to new industry where they have had little exposure to the job search/ recruitment processes of that industry.

## Get that Job! Individualised job search coaching

A 6-session program usually carried out over 6 weeks, to teach and implement job search skills with a specific focus on the development of a self-marketing strategy.

Candidates are provided with **1 face to face (Skype or other VoIP service)** session per week of up to **1.5 hours duration**, and **additional ½ hour of online or telephone support each week for a total of six weeks.**

Job seeking education is goal directed and aims to empower clients to take responsibility for their own job seeking success.

### Job seeking intervention addresses:

- Understanding of transferable skills.
- Development and implementation of a Job Search Plan including completion of job search logs/diaries etc.
- Self-marketing, networking.
- Injury/illness/disability disclosure.
- Application and interview preparation.
- Staying focused, dealing with rejection.

### Additional modules can be provided including:

- Time management and self-management
- Planning for success – staying at work.
- Planning for positive responses to exacerbation, aggravation and injury episodes
- Accessing the local job market.
- Using the available community resources.

Clients will be required to complete various homework tasks each week and are encouraged to make at least 5 job contacts each week.

At the conclusion of this service, clients will be able to demonstrate independence in their job search activities.

- Assumed levels of computer literacy and understanding of injury limitation is expected prior to the commencement of this service.
- Purple Co does not provide job seeking services to manage compliance requirements.

## Job Analysis and Job Match Resources:

Purple Co have developed a range of resource of Insurer's to use in their own claims decision making. The most popular of these resources has been an Occupational analysis.

This is where Purple Co identified the transferrable skills that could reasonably be obtained for performing a specific occupation, and then identifying what reasonable and appropriate job matches exist for a person with that skills set.

For example, a Commercial cleaner has a range of transferable skills. Analysis of these transferable skills indicate that a Commercial cleaner would be reasonably job matched to the occupations of:

- Assembly worker
- Corporate concierge
- Cash wash attendant

The purpose of these projects is to provide an Occupation Analysis resource that is clinically robust and references the availability and accessibility of alternate occupations that a member could transfer into, should they be unable to remain within their pre-disability occupation.

Upon the identification of the occupations requiring analysis they are cross-referenced with the Australia and New Zealand Standard Classifications of Occupations (ANZSCO), the Dictionary of Occupational Titles (DOT), O\*NET and the New Zealand Accident Compensation Corporation (ACC), to provide additional information relating to commonly accepted key tasks performed in each occupation and to provide some level of standardised measure to the physical and mental demands of each occupation.

Throughout the Analysis a 'Strength Rating' is applied for each occupation. This is obtained from [www.occupationalinfo.org](http://www.occupationalinfo.org) and is used for consistency purposes and to provide a common understanding of the physical demands of the occupations chosen in this document imperial measurements provided.

These resources have been utilised by a range of insurers for assessment of TPD, to be used with vocational decision making, and to assist medial practioners make informed work capacity decisions for claimants.

## Medico-Legal Services for Life Insurance

### Employability Assessment (TPD)

Employability Assessment allows for the analysis of work capacity. It provides evidence of current employability in the open, real world labour market.

Our assessments will also source rates of pay from a variety of sources including award structures and market sources where required.

The determination Employability is derived from:

- Review of functional capabilities, whether they are physical, psychological, and sensory or illness related.
- Analysis of the skills the claimant possesses that are transferable to new employment.
- Education and training history.
- Application of education, training and employment history to real labour market opportunities.
- Analysis of Job seeking knowledge and skills – where relevant and required.
- Demographic indicators for labour force participation.
- Job market trends.
- Analysis of actual labour market opportunities matched to transferrable skills.
- Discussion with real market sources (employers) to identify the functional requirements; prerequisite skills and experience required to be considered a suitable candidate for a specific role.

Purple Co offers both **Occupational Therapists** skills at analysing pre-disability occupational tasks and matching to a claimants reported function.

As well as **Rehabilitation Counsellors** skills in assessing post injury labour market potential for claimants.

#### **This service is required when:**

- Determination of TPD is required
- Assessment of earning capacity is required.

### Labour Market Analysis (LMA)

The LMA is the specific and discrete analysis of labour market, job market and demographic impact upon a potential vocational option. The LMA provides an indication of the likelihood of an individual being able to access a given occupation in a local labour market.

The LMA also provides scope to analyse potential earnings for a specific occupation.

**Purple Co LMAs do not rely on data-base data.** We spend time talking to industry and analysing trends to ensure that occupations are not only physically and psychologically appropriate, but also a direct match for transferable skills.

Through our proven LMA techniques, we are able to tap into labour force knowledge where there is sector growth, and we have become **experts in being able to identify skills** sets and how such a skills set can transfer into the marketplace.

Application of LMA data can be used to support applications for retraining, review previously identified vocational goals and to provide updated post injury earning information.

Our LMA methodology has been **successfully used in a range of employability assessments** and as a project specific assessment to the Wholesale TPD market.

Our LMAX methodology has been applied to a “paper based” assessment as well as where interviewing the claimant has been required.

#### **This service is best utilised:**

- When a “paper based” analysis of occupational data is required.
- When a review of previously identified vocational options is required in relation to labour market relevance and opportunities.
- When conflicting information exists between other LMA sources and the “real world”.
- Where a tighter more clinically robust assessment of claimant’s ability to access employment is required.
- Where “evidence” is required to support employability for a claimant.

#### **Transferable Skills Analysis (TSA)**

The TSA is an integral component to the vocational decision making process. Individuals, who present with a well-developed occupational skill-set and a solid understanding of their limitations and opportunities, may benefit from a TSA to identify the range of occupational opportunities that exist for them in the job market.

The TSA is an analysis of skills transferable to alternative employment, and as such does not include any occupational, basic skills or aptitude testing.

#### **This service is required:**

- When identification of skills relevant to the current labour market is required.
- When a labour market analysis is required and there is no pre-existing vocational information
- In the provision of vocational counselling to facilitate vocational decision making with a client.
- For the accurate and relevant development of a Linked In Profile, resume and online job search documentation.

## Purple Co's Fatigue Management Program

The Purple Co Fatigue Management Program has been designed to assist people who are experiencing debilitating fatigue. The program was originally designed for a person with MS however we have noted positive results for people with CFS and consider that this program is a missing link for people experiencing fatigue as a major barrier to participation in life roles including work. We have found a number of clients who do not have functional ability to travel to and from the New South Wales Lifestyle Clinic once a week for 12 weeks, and we also anticipate that not all clients will require a 12-week program of such intensity. However, it may be an outcome of the Purple Co Fatigue Management Program that a client develops sufficient skills and functional ability to participate in the Lifestyle Clinic program such as is offered at University of NSW. <http://www.lifestyleclinic.net.au/>

Substantial evidence has shown that participating in a fatigue management program can assist individuals with chronic conditions reduce the impact fatigue has on their lives and increase their perception of day-to-day functioning. Studies have only more recently started to appear that considers the impact of this intervention type on fatigue particularly in CFS. To date, there is good evidence that aspects of fatigue management combined with therapeutic exercise can be effective management for conditions such as CFS.

By following specific guidelines clients may be able to accomplish more out of their daily activities by making the most of the energy they have. Given the rate of return to pre-illness levels outlined in the research base to date it is imperative that individuals with conditions such as CFS learn to apply fatigue management strategies. This is important because clients want to be sure they have enough energy for doing the things they need to do (like work) but also the things they want to do (having fun and spending time with family and friends). They also want to minimize any chances of relapse I future years.

The best results are always obtained by those individuals who are ready to implement some change into their life and are committed to consistent self-management of their symptoms.

### Appropriate Candidates for This Program

- People of working age
- People who have a primary diagnosis of:
  - MS
  - CFS
  - Fibromyalgia
- Post removal of brain tumour
- Post cancer
- People who have expressed fatigue as the main functional reasons why they cannot participate in vocational rehabilitation or return to work planning (RTW).
- People who have expressed an interest in learning how to manage their fatigue.
- Medical reports that consistently state that “when the fatigue decreases” or something similar without any sound rationale for how this will be achieved for a client.
- Sydney based clients.
- Preferred ability to travel to Carrington Street, Sydney for sessions.

## Exclusion Criteria

- A primary diagnosis of Traumatic Brain Injury (TBI) or major mental health disorder (Bi-Polar Disorder, Schizophrenia) would not be suitable participant for this particular program.
- Drug and alcohol dependence.
- Any illness or disorder that effects a person's ability to learn (i.e. brain injury, intellectual disability.)
- Any recent change in medication (within last 6 weeks).
- Not recently discharged from a rehabilitation unit or centre.

## Program Features:

The program is customised to meet the needs of the clients referred to the program. The approach will remain the same with 4-6 sessions of intervention with a qualified OT. The same OT will be providing services to all initial referrals to reduce any issues with reliability based on the person delivering the program.

## Program Benefits:

- Individualised and customised to meet the needs of the client.
- Does not require a commitment of 12 weeks and travel to and from Kensington.
- Focus on Return to Work (RTW) is included in the beginning stages of the program. The restoration of function is a key driver for returning to work.
- We anticipate program completion will enable next stage of RTW planning. This may include referral for a more structured exercise program, referral to a dietician, vocational counselling or job search.
- Dedicated OT providing the coaching/ education services.
- Purple Co's desire to partner with an insurer to deliver quality outcomes that can be replicated, ensuring positive client and member experiences of program participation.

# Office Location

Level 13, 50 Carrington Street, Sydney 2000

## Servicing the following regions:

Western Sydney, Sydney Metropolitan Region, Lithgow and Bathurst, Wollongong and Nowra, Newcastle.

**Home based assessment can be conducted if appropriate and required.**

## Travel to the following areas is available upon consultation and negotiation:

- Far North NSW, Brisbane and Melbourne and Tasmania:
- Far west NSW (west of Bathurst)
- Home based assessment can be conducted, if required.

\* Travel costs to be negotiated at the time of referral inquiry.

Thank you for the opportunity to provide this information to you. We look forward to being able to service you and your team excellently. If you have any questions regarding this information contained within this document, please do not hesitate to contact Jo Muirhead via [admin@purpleco.com.au](mailto:admin@purpleco.com.au)



**Jo Muirhead**

**Founder & Principal Consultant**

BHltSc (Rehabilitation Counselling) MASRC

Professional Member CDAA, ALUCA

Cert IV Workplace Assessment & Training

Accredited E-DISC Consultant and Trainer

## Schedule of Fees – March 2018

Service Description	Service Fee	Location
<b>All provider Travel</b> to deliver injury management, vocational rehabilitation, executive and other coaching services associated services	\$220 per hour +GST	As required
<b>All case management</b> or ongoing service provision (not executive or business coaching)	\$220 per hour +GST	Purple Co rooms, Sydney Community based facilitates appropriate to the client
<b>Case conferencing</b> and attendance at medical or other treatment appointments	\$220 per hour +GST	As required
<b>Employability Assessment</b> and assessments for use in a medico legal context, including but not limited to assessments for commutation; TPD assessments for income protection, superannuation and life insurance	\$220 +GST	Purple Co room, Sydney Community based facilitates appropriate to the client
<b>LinkedIn Profile</b> , resume and workbook	\$500 + GST	Provided directly to the client
<b>Mock job interview:</b> Client attendance at interview. Video recording of interview. 1 hour debrief of interview performance.	\$500 + GST	Purple Co rooms, Sydney;
<b>Executive Coaching:</b> Coaching proposal will be developed after initial consultation.	\$500 + GST per hour	As required
<b>Business Coaching:</b> Coaching proposal will be developed after initial consultation.	\$500 + GST per hour	As required

### Fatigue Management Program Inclusions

Key Deliverable	4 session program	6 session program
Pre reading by Consultant e.g. recent MAS; last 6 months of medical reports; the Purple Co Questionnaire (developed specifically for this program)	Approx. 0.5 hours	Approx. 0.5 hours
Initial meeting	Approx. 1 hour	Approx. 1 hour
Brief report	Approx. 1 hour	Approx. 1 hour
Customised workbook	Approx. 1.5 hours	Approx. 1.5 hours
4-6 sessions	8 hours	12 hours
Summary report	Approx. 1 hour	Approx. 1 hour
6-week post program review and brief report	Approx. 2 hours	Approx. 2 hours
Proposed cost	\$ 3,300.00	\$ 4,180.00
GST	\$ 330.00	\$ 418.00
<b>Total Proposed Cost</b>	<b>\$ 3,630.00</b>	<b>\$ 4,598.00</b>