



SalesFix



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New solutions, improved outcomes

The benefits of client-centred case management

Advocacy is people-centric, and effective advocacy involves helping people speak for themselves while offering advice and support.

Case managers face many challenges. Chief among them are keeping tabs on the many services and programs that are available, establishing funding streams to deliver those services, and keeping up to date with relevant legislation and policies that impact their work.

To do this effectively, advocates require a case management solution that puts the people benefiting from that service squarely in its focus.



What is client-centred case management?

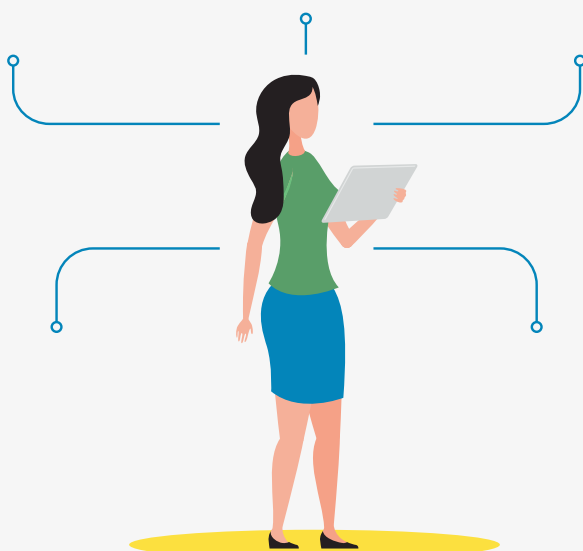
What is client-centred case management?

Client-centred case management puts the individual first. The holistic approach looks at all facets of the client's care – their strengths, skills, personal values, family, community, healthcare providers and support workers.

This differs from the traditional service-centred case management approach, where the focus remains on the person's disability, illness or issue – not the individual. There are several crucial differences between client-centred and service-centred case management, including:

Client-centred	Service-centred
Talking with the person	Talking about the person
Planning with the person	Planning for the person
Focused on strengths, abilities and skills	Focused on labels, diagnoses and deficits
Things are done in a way that suits the person	Things are done in a way that suits the service or organisation
Family and community are seen as partners	Family and community are seen as peripheral

Adapted from [National Disability Practitioners](#).



Why is a CRM so important?

Delivering client-centric services across multiple programs can be challenging if your technology isn't in the right place. A customer relationship management (CRM) tool can be an enabler for organisations by providing advocates with a 360-degree view of a client's journey – also allowing them to track funding data more easily.

Funding plays a major role in advocacy, and is often derived from multiple sources. Without the relevant funding, organisations won't be able to provide their services. CRM reporting, therefore, is a key tool to facilitate care and ensure funding matches the services provided.

Improving client outcomes?

Placing the person at the heart of the services being provided ensures they are in control, resulting in improved outcomes. But to be truly client-centred, an organisation must see the bigger picture. If an organisation provides a range of services aimed at addressing issues such as drug and alcohol dependency, homelessness, employment, education and mental health, for example, then those services must operate together to ensure the best outcome for the individual.

Next steps...

Implement Salesforce at your organisation for a client-centred approach that delivers better outcomes for your clients.

For a case management solution that helps your clients and staff alike, contact SalesFix today.

[Learn more](#)



Client-centred case management improves client outcomes

Effective advocacy requires case management that puts the client first – and helps advocates keep tabs on client and funding data.

What is client-centred care?

There are five main dimensions to client-centred case management*

1. Getting to know the client as a person.
2. Sharing power and responsibility for decisions.
3. Ensuring flexible access to services.
4. Considering the whole experience from the client's perspective.
5. Working in an environment conducive to client-centred care.

Client-centred vs service-centred case management†

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Why is a CRM so important?

An effective customer relationship management (CRM) tool can enable organisations to:

- Provide** advocates with a 360-degree view of a client's journey.
- Allow** advocates to track funding data more easily.
- Reduce** hours spent managing client and funding data.

Funding plays a major role in advocacy. CRM reporting is a key tool to facilitate care and ensure funding matches the services provided.

Is client-centred case management for you?

Focusing on the person at the heart of services ensures the person remains in control – and results in **more positive outcomes overall**.

But to be truly client-centred, an organisation must see the bigger picture. If an organisation provides a range of services – addressing employment, education, mental health and homelessness, for example – those services **must operate together for the best outcome**.

Refresh the way your organisation works

Bring effective case management into your organisation.

Empower your organisation to deliver a client-centred approach to case management **with the help of Salesforce.**

[Learn more](#)