



## **It Pays to Care**

An imperative for change  
and call to action



 **It Pays to  
Care**

# Messaging Matters

Clear is Kind.

The IECCC Framework



# **It Pays to Care**

An imperative for change  
and call to action



 **It Pays to  
Care**

# Rhea Mercado

## Creative Production Lead Healthcare Humanist

# The BHAG



- What problem are we trying to solve?
- The Solution had to be:
  - ▶ Evidence-based
  - ▶ Flexible and adaptable
  - ▶ Easily implemented
  - ▶ Relevant to all schemes



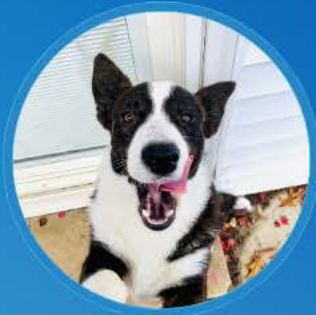
It Pays to  
Care

# The Common Challenge



- Communication
- Difficult discussions





Phone manners non existent, won't let me finish a sentence.



Total disdain in his voice as he speaks to you. Incredibly disrespectful.



I was treated like an imbecile for not knowing what to do after a broken finger





# Informational and Interpersonal justice

## Informational Justice

- Focus on equitable access to data and information
- Perception of fairness and equity in the process of claiming and managing their injury.

## Interpersonal Justice

- Perception of respect and courtesy in interactions
- Whether they feel heard, understood, and treated with dignity



# Informational & Interpersonal Justice

People who perceive they have been treated fairly by the scheme and during interactions stakeholders are:

- ▶ more likely to return to work
- ▶ have better health outcomes
- ▶ have reduced mental health issues
- ▶ have increase trust and engagement



# Psychological Injury Claims

A lack of interpersonal justice may contribute to:

- ▶ negative perceptions of the scheme
- ▶ discouraging workers from seeking help
- ▶ discouraging worker from returning to work







I'm not likely to improve health wise in the near future however the knowledge of having help is great for mental health



She is the most amazing case manager, and human being. I've been through a lot since my injury and she is the only reason I believe I'm still here.



... has always gone the extra yard to follow up immediately on things as well as display exceptional communication skills.



# Your role in shaping experiences

- You help shape the human experience of the system
- A trusted source of information
- Strong communication builds connection and momentum



# Effective Communications



- Clear, compassionate communication supports better outcomes
- Focused on improving conversations in critical moments



# A Culture of Collaboration



- Developed by the industry for the industry
- GIO, Allianz, ASORC, ARPA Members, PIEF and individual collaborators





What conversations are you  
having **regularly** that are  
difficult and challenging?



# The Scenarios – some examples

1. Discussing suitable employment options and retraining with case managers
2. How do you align different agendas of workers, employers, and treating providers?
3. Discussing and arranging Independent Medical Examinations
4. Explaining the role of workplace rehabilitation providers (WRP) to workers and other stakeholders
5. Negotiating funding requests and approval for services with insurers



# Now...what do we do?

We needed a tool or resource which could:

- ☒ Help navigate these conversations
- ☒ Be used by most professionals
- ☒ Be flexible and adaptable
- ☒ Easily implemented







# It Pays to Care Messaging Matters

Communications approaches have a measurable impact on recovery and RTW. The [IECCC Framework](#) provides a flexible, adaptable approach for clear, compassionate interactions between personal injury professionals and injured workers.



## I ntroduce

Deliver key information in a clear and concise manner. Ensure the other person understands the situation or the main point you are trying to convey. Be direct and approachable.

## E ducate

Explain the why, how, or background behind the initial information. Provide context to help others fully understand the reasoning or the process behind what you've informed them about.

## C larify

Check for understanding and address any concerns or uncertainty. This is a chance to ensure that all parties are aligned.

## C ollaborate

Work together to find solutions, next steps, or a shared path forward, promoting cooperation and ensuring others feel involved in the decision-making or resolution process.

## C oordinate

Organise the details, set timelines, and ensure everyone is aligned on the actions, and has a shared understanding of what to expect and when.

**Introduce**  
**Educate**  
**Clarify**  
**Collaborate**  
**Coordinate**

Key components:

- ▶ Provide the main fact or update
- ▶ what's happening, what decision was made

Example phrases:

- ▶ I'm calling because / to discuss...
- ▶ We have an update regarding...





Introduce  
**Educate**  
Clarify  
Collaborate  
Coordinate

Key components:

- ▶ Dive deeper into explaining the why and how
- ▶ background behind it and to provide context

Example phrases:

- ▶ The reason behind this decision is...
- ▶ This is happening because...



Introduce  
Educate  
**Clarify**  
Collaborate  
Coordinate

Key components:

- ▶ Offer additional details or examples to solidify understanding
- ▶ Encourage them to ask questions or voice concerns

Example phrases:

- ▶ Does this make sense?
- ▶ Is there anything that's unclear?



Introduce  
Educate  
Clarify  
**Collaborate**  
Coordinate

Key components:

- ▶ Invite the other person to provide input and suggestions
- ▶ Work together to outline next steps or agree on a plan

Example phrases:

- ▶ What do you think would be the best way forward?
- ▶ Let's figure out how we can work together on this?



**Introduce**  
**Educate**  
**Clarify**  
**Collaborate**  
**Coordinate**

Key components:

- ▶ Set specific expectations for roles, responsibilities and timing
- ▶ Align on timelines and key dates

Example phrases:

- ▶ Let's schedule a follow-up meeting to check on progress
- ▶ Here's who will be responsible for each part





# Scenarios and Conversation Roadmaps

- From 70 scenarios, 48 roadmaps were developed
- These not scripts. They are prompts and ideas
- Roadmaps are fully adaptable and flexible
- We encourage people to use their own words and to bring their personality and communication style





# Discussing capacity with the medical team

- I'm calling to discuss your treatment plan for [worker]
- I'm calling to make sure that you know about your responsibilities and what's expected of you in the system.
- I'm contacting you to chat about [worker's] progress under your care



# Discussing capacity with the medical team

- We rely on your medical knowledge and expertise to provide insight about the diagnosis, treatment regime and medical capacity.
- We can then apply our knowledge to see what services we could offer to support [worker]
- I've been in touch with [employer] and they have offered to support [W] rehabilitation program by offering suitable duties / modified duties.





## Discussing capacity with the medical team

- What information do you need to make a decision about increasing capacity, and supporting their return-to-work?
- It seems that [worker's] capacity has not improved during the past [timeframe], could you help me understand why?
- Would you like me to run through the suitable duties and modifications?





## Discussing capacity with the medical team

- The current treatment regime doesn't seem to be working, what could we look at changing / adjusting / tweaking?
- Shall we focus on the next stage / initial stage, and work on how to get there.
- I hear your concerns; would it be helpful if we [strategies]





## Discussing capacity with the medical team

- How can we support you with providing treatments which lead to tangible progress and increase in capacity?
- Do you have any questions about the workers compensation system?
- The next step are [details]



# Conversation Roadmap

We rely on your medical knowledge and expertise to provide insight about Sophie's capacity

Shall we focus on the next stage / initial stage, and work on how to get there.

I'm calling to discuss your treatment plan for Sophie

It seems Sophie's capacity has not improved in the past 3 months. Could you help me understand why?

The next step is for you to provide an update about capacity two weeks and I will arrange a medical case conference



---

**What conversations are  
you having regularly  
that are difficult and  
challenging?**

---





 <https://www.itpaystocare.org/resources-1/messaging-matters>

**Scan to download The  
IECCC Framework  
Worksheet**



---

# Develop your own conversation roadmaps

---





## The IPTC Messaging Matters IECCC Framework (Worksheet)

### **What is your difficult discussion?**

Needing to call a worker and ask them to complete a psychosocial screening tool, early post-injury.

### **What is the scenario? Who is involved in the conversation?**

Case Manager within Insurer who has commenced using a short triage screening tool as BAU all accepted claims with any time off work, to identify if they are at risk of delayed recovery and RTW due to personal psychosocial factors.



# Create Your Conversation Roadmap

## Introduce

Hello ...., I am a Case Manager with .... insurer and I am calling to talk about how we can help you recover from your injury. Are you OK to talk to me now?

## Educate

We know that everyone's life is different and injury impacts everyone differently. We have a brief questionnaire that helps us plan steps to ensure your best recovery.

## Clarify

There are only 5 questions but they do help us begin to understand how the injury is impacting you. The questions simply ask you to select a number between 0 and 5 based on how it is for you now. Would you be happy to complete that if I email a link to you?

## Collaborate

Or would you prefer I send the link via text I can do that too?  
After we receive your responses, I will call again, so that we can discuss our recommendations.

## Coordinate

Thanks for agreeing ...., I will email it within the next few minutes. It would be great if you can complete it now as I will be able to call back today, and we do want to work out the best recovery pathway for you as soon as we can.





# Your Contribution Matters

---



**Email us your roadmaps**



**How are you using The Framework?**



**How have you implemented into your organisation?**





# It Pays to Care

An imperative for change  
and call to action



[itpaystocare.org](http://itpaystocare.org)



[IPTC on LinkedIn](#)

