

Welcome

Welcome to PIEF's September 2011 newsletter. In September we are holding our 2011 Seminar Series across Australia featuring three fantastic international keynote speakers:

- Dr. Richard Pimentel, USA
- Dr. Kathryn Mueller, USA
- Valerie Royle, Canada.

Further information about our keynote speakers can be found on page 3 and further information about the seminars can be found on page 2. As you can see below, registrations to attend close soon so don't miss out!

In this edition of the newsletter we advise about:

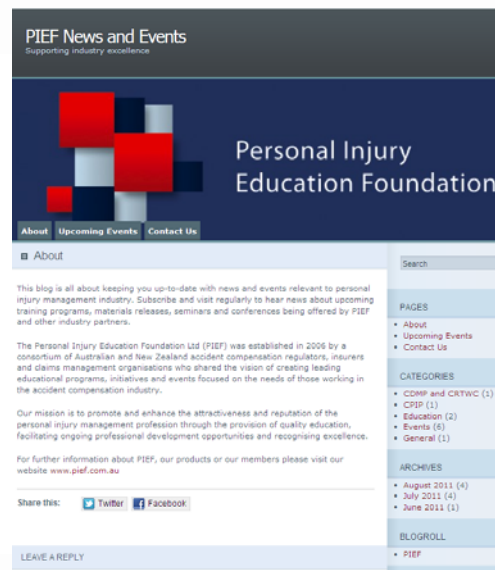
- PIEF's new blog facility (see article on the right)
- announce some major and exciting changes to PIEF's personal injury postgraduate programs from 2012 (see page 4)
- give an overview of the delivery of our new training program and learning management system implemented in July (see page 5)
- provide an update on our certification programs (see page 6)
- provide notice of some upcoming industry events (see page 7)
- announce some changes to the PIEF team (see page 8)
- and we conduct an interview with retiring PIEF board member, Craig Olsen from CGU.

We hope you enjoy our newsletter and hope to see you at one of our upcoming seminars.



New PIEF blog

PIEF recently launched a new blog which has been designed to keep you up-to-date with news and events relevant to the personal injury management industry.



Subscribe and visit regularly to hear news about upcoming training programs, materials releases, seminars and conferences being offered by PIEF and other industry partners. To check out our new blog visit <http://piefnewsandevents.wordpress.com/>

Register NOW! [\(click here\)](#)
 The 2011 PIEF seminars will be held on the following dates & times:

MELBOURNE: Friday 9 September
9am to 1pm

SYDNEY: Friday 16 September
9am to 5pm

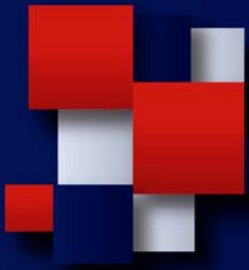
BRISBANE: Thursday 22 September
10.30am to 1pm

Seminar registrations closing soon!

Registrations for the 2011 PIEF Seminars Series are closing soon. Further information about all our seminars can be found on the following pages.

PIEF would like to thank PricewaterhouseCoopers for being the major sponsor of our Melbourne, Sydney and Brisbane seminars.





2011 Seminar Series – registrations closing soon!

It's an exciting time of year as the 2011 Seminar Series is fast approaching and personal injury professionals get ready to come together for what we expect to be another rewarding and exhilarating experience.

Throughout September there will be a number of industry based seminars and interactive workshops taking place across the country.

PIEF prides itself on developing interesting, challenging and rewarding conferences and seminars, developed specifically for the Australian and New Zealand personal injury industry. Our inaugural 2009 Seminar Series saw great results, with 100% of participants saying they were satisfied with the seminars (*2009 post-evaluative seminar survey results*) and we look forward to another successful year of seminars.

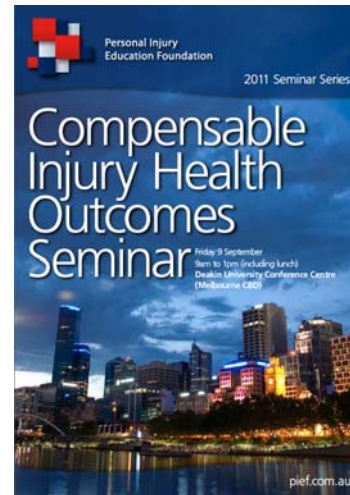
PIEF's 2011 Seminar Series promises to be a fantastic opportunity to enrich and enhance your skills. It will focus on how to achieve more positive health outcomes for patients with a compensable injury and will feature keynote presentations from leading international and Australian experts.

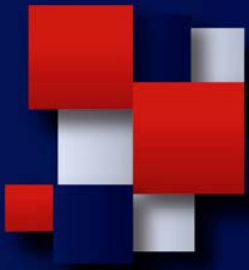
Don't miss out on this exciting opportunity as registrations close shortly. Visit the PIEF website today www.pief.com.au/events to register to attend.

For further details about the seminar keynote speakers see page 3. As always, we have received great support from across the industry and the following organisations are sponsoring the seminars:

- PricewaterhouseCoopers (main sponsor of the Melbourne, Sydney and Brisbane seminars)
- DeakinPrime who are co-sponsoring the Melbourne seminar
- Curam Software, Hicksons Lawyers, Slater & Gordon Lawyers and WorkCover NSW, and who are co-sponsoring the Sydney seminar and RTW workshop
- Sparke Helmore Lawyers who are co-sponsoring the Adelaide GP breakfast.

Thank you to all our sponsors for their fantastic and ongoing support of PIEF.





2011 Seminar Series—international keynote speakers



Ms. Valerie Royle, Canada

Valerie Royle is the President and CEO of the Yukon Workers' Compensation Health and Safety Board. Prior to her Yukon appointment, Valerie was the Executive Director of Worker Services for the Workplace Health, Safety and Compensation Commission of Newfoundland and Labrador, Canada. Ms. Royle currently sits on the Board of Directors of the National Institute of Disability Management and Research (NIDMAR), is the Chair of the Certification Committee for the International Disability Management Standards Council, is a founding Governor of the Board of the new Pacific Coast University of Workplace Health Sciences, is on the founding Executive of the Board of the Canadian Society of Professionals in Disability Management and is the executive sponsor of the Association of Workers' Compensation Boards of Canada's Compensation and Benefits Committee.

Valerie will be presenting at the Melbourne seminar.



Dr. Richard Pimentel, USA

PIEF is very pleased to bring Dr. Richard Pimentel back to Australia for this one off event. Dr. Pimentel is one of North America's leading experts on practical issues in workers' compensation, injury management, overcoming barriers, crisis and change in the workplace, disability and diversity issues in the workplace and disabled veterans' employment opportunities. Dr. Pimentel was a keynote speaker at PIEF's 2010 Personal Injury Management Conference in Melbourne where he inspired, entertained and enthralled our entire audience.

Richard will be presenting at the Sydney seminar.



Dr. Kathryn Mueller, USA

Dr. Kathryn Mueller has served as the Medical Director for the Colorado Division of Workers' Compensation and she is also a Professor in the Department of Surgery and the School of Public Health at the University of Colorado. Her activities with American College of Occupational and Environmental Medicine are numerous, she has helped develop the original American College of Occupational and Environmental Medicine course on impairment and served as faculty, she also served as a reviewer for the 5th edition of the AMA Guides to the Evaluation of Permanent Impairment and continues as a reviewer and contributor to the Guides Newsletter, published by the AMA and section editor for the 6th edition of the AMA Guides to the Evaluation of Permanent Impairment.

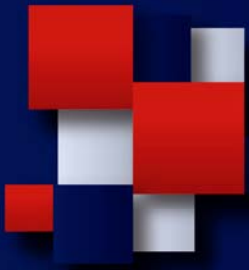
Kathryn will be presenting at the Melbourne, Sydney and Brisbane seminars.

General Practitioners Breakfast Seminar—Adelaide 20 September

Sponsored by WorkCoverSA and Sparke Helmore Lawyers and supported by the Personal Injury Education Foundation, this free breakfast seminar for general practitioners will focus on how to achieve more positive health outcomes for patients with a workplace injury. The seminar will feature Dr. Kathryn Mueller, Medical Director for the Colorado Division of Workers' Compensation, USA (see above for more information on Dr. Mueller).

For further information email: jdaly@workcover.com





Major changes to the personal injury postgraduate program announced

Graduate Certificate of Management (Personal Injury)

Claims Management (2012 commencement)	Business Management (2012 commencement)	Dispute Management* (2013 commencement)	Return to Work Management (2014 commencement)
Principles of PI Scheme Design (previously Scheme Policy & Design unit)	Principles of PI Scheme Design (previously Scheme Policy & Design unit)	Principles of PI Scheme Design (previously Scheme Policy & Design unit)	Principles of PI Scheme Design (previously Scheme Policy & Design unit)
Injury Management	Injury Management	Injury Management	Vocational Assessment & Evaluation
Strategic Customer Service	Financial Reporting & Analysis	Dispute Management (new unit)	Strategic Return to Work (new PIEF unit)
Elective	Elective	Elective	Human Resource Management

* To be confirmed



Graduate Diploma of Management (Personal Injury)

Personal Injury Scheme Evaluation (previously Scheme Assessment & Economics unit)
Personal Injury Strategic Claims Management (previously Claims Mgt Strategy unit)
Strategic Customer Service or Financial Reporting & Analysis
Elective



Master of Management (Personal Injury)

Managing Compensable Injury Claims (new PIEF unit)
Applied Business Project (unit to be completed over 1 year / 2 semesters)
Strategic Management

PIEF's personal injury postgraduate programs have recently been reviewed as part of Deakin University's five year academic review cycle. An outcome of the review is a new structure for the postgraduate program that incorporates four new streams at the Graduate Certificate level and the development and inclusion of new personal injury units.

The new streams in the Graduate Certificate of Management (Personal Injury) are:

- Claims Management (commencing in 2012)
- Business Management (commencing in 2012)
- Dispute Management (commencing in 2013)*
- Return to Work Management (commencing in 2014).

The new units to be included in the postgraduate program are:

- Strategic Return to Work
- Dispute Management*
- Managing Compensable Injury Claims
- Vocational Assessment and Evaluation
- Human Resource Management.

An overview of the structure of the revised postgraduate program can be seen on the left.

The revised structure of the postgraduate program will provide the personal injury industry with increased postgraduate study options that will meet the needs of a broader range of industry professionals.

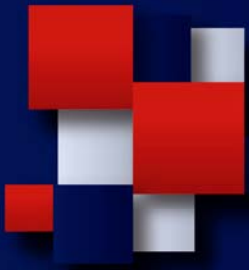
Further information on the revised postgraduate program will be released shortly and will be uploaded on the PIEF website. Enrolments into the revised program for 2012 will open at the end of October.

If you would like further information about the revised program, contact:

Personal Injury Education Foundation
E: training_pief@pief.com.au
P: +61 3 9940 4893
W: pief.com.au/education

* To be confirmed





PIEF training updates

Understanding Accident Compensation in Australia & New Zealand

The delivery of PIEF's *Understanding Accident Compensation in Australia and New Zealand Training* program was held for the first time in July and received very positive reviews.

"...Our facilitator was very good and very engaging. Her questions prompted a lot of thought and certainly aided in my learning. Thankyou..." – PIEF student

"...It was great. A comprehensive and very informative module..." – PIEF student

The module provides a comprehensive overview of workers' compensation and compulsory third party insurance schemes and aims to give participants a better understanding of how these schemes work across Australia and New Zealand. The module includes information on the way that each scheme deals with key aspects such as the size and nature of the schemes, coverage, benefits, self-insurance, common law and dispute resolution.

The program is delivered online with the support of a facilitator who moderates activities and discussions. The estimated time required to complete the program is 6 to 8 hours over a 10 day period.



The cost to undertake the program is:

- \$330.00 for PIEF members
- \$412.50 for non-members.

Prices include GST.

The next rollout date for this program is from **October 24 – 28**.

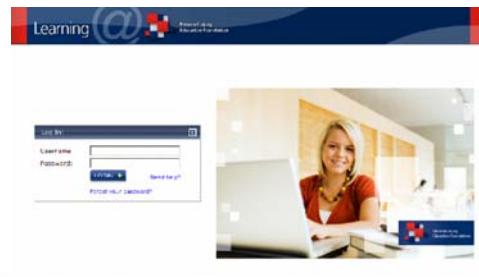
The closing date for applications is October 10, click [here](#) to apply.



Learning @ PIEF launch - a success

Learning @ PIEF was launched in July with the **Understanding Accident Compensation in Australia and New Zealand Program** as the first training module to be delivered using our new learning management system (LMS). Both learners and facilitators remarked at the speed and ease of use that Learning @ PIEF provided them.

Learning @PIEF is a flexible and powerful LMS that supports learners to complete training in a time efficient way and allows interaction with other learners in PIEF programs across Australia and New Zealand via an integrated social networking area.



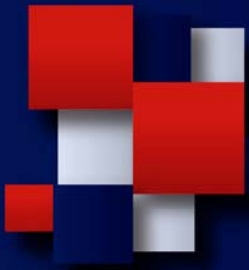
RTW Management Training Program – now nationally recognised training

The Return to Work Management Training Program has been accredited as nationally recognised training in the VET system. As of August 2011, participants who successfully complete all 8 modules, will be eligible for full RPL for a **Certificate IV in Personal Injury Management (Return to Work)**. The program is delivered and assessed by PIEF accredited facilitators, and the Australian and New Zealand Institute of Insurance and Finance (ANZIIF) are the issuing body of the qualification on behalf of PIEF.

The Return to Work Management Training Program is designed to provide the skills and knowledge to equip learners to:

- return injured workers back to the workplace, following an injury or illness
- administer and manage workplace based injury management programs.

Applications for the next intake of this program will open in October. For further detail on this program, including costs, module dates and how to enrol please contact [Lina Guarnera](#) at PIEF or click [here](#).



PIEF certification programs update

Certified Disability Management Professional (CDMP™) update

On the 9 June 2011, 13 industry professionals undertook the international CDMP™ exam in both Melbourne and Sydney.

PIEF is pleased to announce that there was a hundred percent pass rate, which is particularly pleasing as this was the first time PIEF had offered the Australian version of the exam. The PIEF team congratulates all those who successfully completed the examination.

PIEF holds the exclusive Australian licence to the International Disability Management Standards Council's (IDMSC) certification programs for injury management and return to work professionals.

The CDMP™ designation is aimed at occupational therapists, physiotherapists, occupational health and human resource professionals, as well as other practitioners dealing with the rehabilitation of injured workers.

This professional credential is designed to reflect the skills, experiences and competencies which represent the leading edge in the provision of injury management services for workers, employers and insurance / rehabilitation providers.

If you would like further information on the international disability management certifications, please visit: <http://www.pief.com.au/certification.html>



Certified Personal Injury Professional (CPIP) update

As part of the benefits offered to active CPIP members, short videos are released monthly in the CPIP website. The latest offerings are:



Dr Richard Pimentel, USA *Principles of RTW*

Parts 8 and 9 of Dr. Richard Pimentel's keynote address at the 2010 PIM conference in Melbourne. He discusses his observations and thoughts on successful RTW and disability management programs.



Dame Carol Black, UK *Health and wellbeing at work*

Dame Carol Black talks about the UK programs and perspectives on health and wellbeing at work and UK RTW programs, at the March 2011 PIEF Return to Work Seminar held in Auckland, NZ.

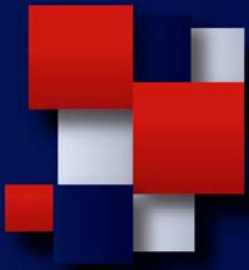


2010 PIM Conference *Service delivery panel session*

This video is on the industry panel session on service delivery from the 2010 PIM Conference held in Melbourne.

Active CPIP members can log into www.cpip.pief.com.au and head to the videos area to view the latest offerings.





Other upcoming industry events



The final program for the Australasian Compensation Health Research Forum is now available. This inaugural forum will be held on **13 - 14 October 2011** in Melbourne, Australia.

This event will bring together regulators, actuaries and compensation health researchers from Australasia and will assist in an exchange of knowledge between them. The program features highly regarded speakers and will provide a number of opportunities for interaction and engagement. The Forum is jointly coordinated by ISCR and the Accident Compensation Corporation, New Zealand.

To find out more and to register visit: http://www.iscr.com.au/ACHRF_2011_main.html



Registration is now open for the 2011 Accident Compensation Seminar to be held at the Sofitel Brisbane **20 – 22 November 2011**.

The seminar is a pre-eminent industry event for practitioners and leaders in accident compensation schemes in Australia and New Zealand. This year the seminar will have a diverse program covering a wide range of topics including NIS, NDIS, claim trends and emerging issues, claims management strategies, scheme governance and monitoring, scheme design factors, outcome measurement and injury management.

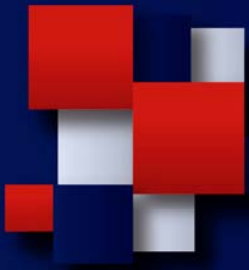
To find out more and to register visit: <http://www.actuaries.asn.au/acs2011.aspx>



Following the success of the neuro orthopaedic institute's (NOI) first international neurodynamics and the neuromatrix conference in Nottingham, UK in 2010, they have announced that their second conference is to be held at the Adelaide Convention Centre from **26–28 April 2012**.

The themes of the conference sessions include neuroscience backed biopsychosocial approaches, health literacy, modern coping and cognitive behavioural therapies, brain based neurosciences, immunology and stress sciences. These are seen as critical to novel and evidence based productivity strategies in recovery from injury. Examples of these strategies, which will be presented in workshop form, include therapeutic neuroscience education, graded imagery programmes, conceptual change workshops, enhanced pacing programmes, therapeutic dance and early and novel assessment of at risk patient programmes. The conference is aimed at all professionals involved in rehabilitation and will be delivered with the same blend of humour, education and entertainment as in 2010.

For more information about the conference please see www.noi2012.com



Changes to the PIEF team



Lisa-Maria La Porte, Program Officer

Lisa-Maria was recently appointed to the Program Officer role at PIEF and has responsibility for:

- Certified Personal Injury Professional, Certified Disability Management Professional & Certified Return to Work Co-ordinator designations
- PIEF Excellence in Personal Injury Management Awards
- PIEF conferences & seminars
- PIEF communications
- Student liaison.

Lisa-Maria joined WorkSafe Victoria in February 2010 as a Graduate Project Officer, where she had the opportunity to work on a range of projects across several divisions. During this time, she also took on the role of WorkSafe Week Event Coordinator for three months, assisting with the coordination and facilitation of events.

Prior to joining WorkSafe, Lisa-Maria worked as a Marketing Assistant for FMCG pharmaceuticals where she was involved with developing marketing and communications material. She completed a Bachelor of Business (Marketing) in 2008 and also undertook a three month marketing/operations internship during this time.

Lisa-Maria joins PIEF on 26 September 2011.



Lina Guarnera, Program Administrator

Lina Guarnera was recently appointed to the Program Administrator role at PIEF and has responsibility for:

- Certified Personal Injury Professional administration
- Certified Disability Management Professional & Certified Return to Work Co-ordinator exam administration
- Training program administration & enrolments
- Data entry
- Student liaison
- Events management.

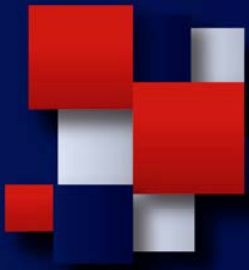
Prior to joining PIEF, Lina worked in the Premium Compliance branch of WorkSafe Victoria, conducting premium audits.

Amanda Johnston, Systems Administrator

Amanda Johnston who has been with PIEF since 2007 recently moved into the newly created role of PIEF Systems Administrator. In her new role, Amanda has responsibility for:

- Website development & maintenance
- Systems administration
- Data consistency, extraction and reporting
- Course material development & maintenance.





Interview with retiring PIEF board member Craig Olsen, CGU

How long have you been on the PIEF board?

I joined the PIEF board back in December, 2008.

How long have you been working in the personal injury industry?

I've been involved in the industry for 18 years now!

How did you enter the industry? What was your first role?

It was really by chance that I came into the industry. I applied for a role with WorkCover SA as a trainee Case Manager straight after finishing my accounting degree at university. At the time, I thought I'd try it out for a 12 month stint and that it would be something good to put on my CV!

What have been the some of major changes you have noticed in the industry since you first joined?

There have been a huge amount of changes across the industry over the time I have been involved in it. Now days, there is much more interaction, collaboration and engagement across all stakeholders, with a more unified approach and an openness to share and contribute between the different state regulators and the insurers/agents.

I feel we've also seen a shift in the way our industry is viewed as it is now seeing itself and promoting itself as an attractive profession. We have a stronger focus on the customer now than we did some years ago and have moved away from "claims processing" to full management of claims, with customer service the number one priority. This is potentially the greatest change I've experienced over time, and one that I believe will drive long term success and create sustainability for our industry.

What's been the major highlight for you being on the PIEF board?

There have been some significant achievements made by PIEF over the years, all of which have been driven by the passion, commitment and belief that the board has in the Foundation. The momentum and impact that PIEF has had, and continues to have has provided us with the opportunity to create international networking connections, which in turn have assisted to drive a diverse way of thinking and approaching challenges. Ultimately, it has been success through perseverance.

On a personal note, I've always felt incredibly proud on seeing students graduating and celebrating their achievements with PIEF. The energy, excitement and quality of the people in this industry and their focus to make a difference really sets it apart from the rest. I've also been fortunate during my time with PIEF to have taken part in a study trip to the US and Canada, where I not only got some great first hand education and insight into their industry, but also witnessed how progressive we are in Australia and New Zealand with PIEF - we're actually world's best practice, of which we should be enormously proud!

Tell us a bit about your new role

I am now moving onto a new chapter in my career with Insurance Australia Group (IAG) and I am very excited about the opportunities that await. After 18 years working within the workers' compensation industry, I have been seconded to take up a senior role to support the organisation's strategic growth opportunities in Asia. I am really excited about the opportunity to work with the IAG Asia team during this exciting time for the group as IAG pursues its strategic objective of building our businesses in the Asian market.

The PIEF team wishes Craig all the best with his new role and would like to thank him for the excellent contribution he has made over the last 3 years.



Craig Olsen,
General Manager -
CGU Workers Compensation Australia