



Objective

OBJECTIVE CASE STUDY THE ROYAL NEW ZEALAND COLLEGE OF GENERAL PRACTITIONERS



The Royal New Zealand
College of General Practitioners

ORGANISATION

The Royal New Zealand College of
General Practitioners

INDUSTRY

Health

BENEFITS AT A GLANCE

- Improved productivity
- Reduced costs
- Improved services to members
- Legislative compliance
- Improved business information workflows

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Rapid growth of the Royal New Zealand College of General Practitioners (RNZCGP) over recent years led to a diversity of business functions that created silos of information and difficulties of sharing information across the organisation.

Recognising the critical role that information plays in their organisation, the College implemented Objective's Enterprise Content Management (ECM) solution as a part of their overall strategy to enhance information management.

IMPROVING THE HEALTH OF NEW ZEALANDERS

The Royal New Zealand College of General Practitioners' aim is to improve the health of all New Zealanders by enhancing the standards and quality of general practices, providing postgraduate

vocational education and professional development for general practitioners (GP), and representing the views of its members through advocacy.

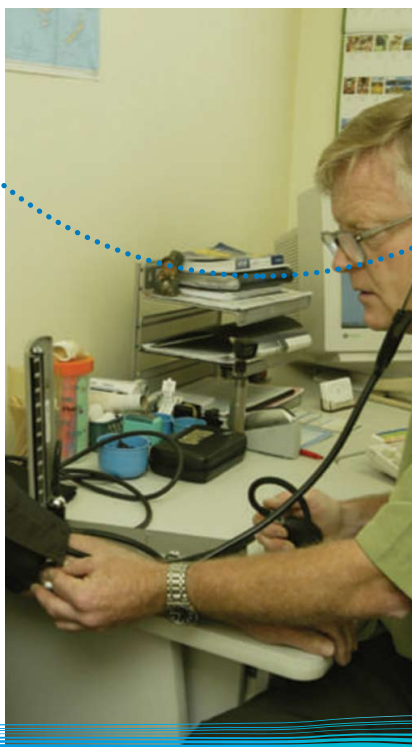
"In better serving its members, the College has to not only react to changes and expectation in society locally and globally, but also to anticipate and be proactive in ensuring general practitioners in New Zealand continue to provide high quality care." ¹

The body that represents over 3600 New Zealand GP's plays a major role in New Zealand's postgraduate education and professional development.

However it was constrained by a reliance on hard copy records and managing a large volume of incoming physical mail items.

“ Objective supports our business needs, enables us to meet legislative compliance and allows us to provide greater support for our members.”

Ms Karen Thomas
Chief Executive Officer, RNZCGP



Ms Karen Thomas, Chief Executive Officer, RNZCGP said: “Storage, retrieval and retention of information are paramount to the operation of the RNZCGP.”

Paper had traditionally been the official record of the College, hard copy records include student files, examination papers, membership application forms and professional development records (MOPS). These were stored in a variety of locations internally and externally in an archiving facility offsite.

There are approximately 130,000 electronic documents in the College ranging from letters, certificates, and handbooks through to policy reports, committee agendas and minutes. The need to manage paper records alongside these electronic documents in a single accessible location, is business critical as is encouraging information sharing within the College.

Together with the aim to continually improve business processes through information sharing, the College was also seeking an ECM solution that would meet the Archives of New Zealand recordkeeping standard.

“Membership of the College continues to grow against the trend of an ageing GP workforce.”¹

Other challenges for the College included a growth membership database that was becoming un-manageable, duplication of work and processes because there was no single location for information to be stored and managed from and a lack of ability to track correspondence and associated records.

“The College has non-technical users in every department; therefore we needed an ECM solution that would be user-friendly while meeting our business requirements.

“Objective provides us with a flexible information management solution that meets our growing business needs,” said Ms Thomas.

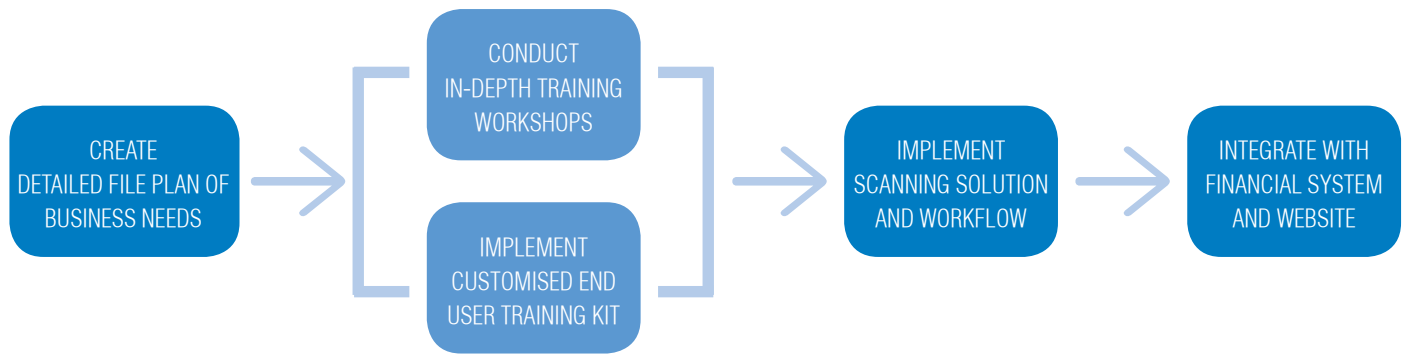
“Objective’s ability to integrate with key business applications such as our financial system and membership database, was another important reason for selecting Objective.”

TAKING THE PAIN OUT OF INFORMATION MANAGEMENT

RNZCGP is using Objective for all their document, record, correspondence and committees’ management.

The College decided to implement the solution in a phased approach. Initially Objective worked closely with the RNZCGP to create a detailed file plan that reflected the College’s core business needs.

PHASES OF STAGED IMPLEMENTATION



In-depth training workshops along with Objective's customised End User Training Kit were used to help RNZCGP staff through the change management period.

In the first stage of the project, an integrated scanning solution was implemented to scan and manage all inward mail. Now the RNZCGP uses Objective for workflow and case management to control the 4000 strong membership database and associated relationship management.

Previously membership applications had to be entered manually into the membership database which was a bespoke system. If a member is added to the membership database this is now automatically captured in Objective, with the appropriate folders, files, and electronic objects created.

"Objective increases transparency across the business. By integrating with our membership database, it allows for real

time updates of member details. Staff can now be confident that they are accessing the most up-to-date and reliable information on each member directly from their desktops. This allows us to provide the best possible service to our members," said Ms Thomas.

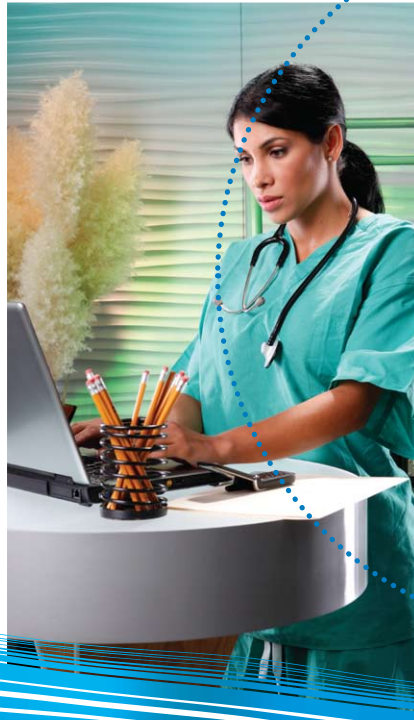
Eventually the College wants to provide the ability for members to be able to submit all correspondence electronically.



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Chief Executive Officer, RNZCGP



The RNZCGP use a Quantum Financial system and standard Microsoft Office applications. The RNZCGP was using the First-Class mail client but has now made the shift to Microsoft Outlook.

Future phases include integration with the Quantum Financial system and website. This will allow members to make expense claims via the site, generating the approval process in Objective and then interacting directly with the Quantum Financial system. Time bound information will also be controlled by Objective, for example, application forms for a conference will be available and automatically removed from the site once the conference concludes.

PLANS FOR A HEALTHY FUTURE

As a result of the close working relationship between Objective and RNZCGP, the system was implemented in under six months.

“Objective supports our business needs, enables us to meet legislative compliance

and allow us to provide greater support for our members,” said Ms Thomas.

Moving forward, the College will scan all historical information into Objective and develop further workflow processes to manage standard business processes such as staff inductions and stakeholder management.

The ultimate aim for this project is to move to a largely paperless office and create one central location for all information.

Objective makes this possible by providing the College with a standards compliant, secure single source of the truth solution that unites the organisation's information sharing. Enterprise-wide, people can now simply access and search for information.

ABOUT OBJECTIVE CORPORATION

Objective Corporation (ASX:OCL) is an established leader and specialist provider of proven content, collaboration and process management solutions for the public sector.

Our solutions empower public sector effectiveness, efficiency and transparency, helping governments deliver better services at a lower cost to the community.

Through direct customer engagement, Objective is committed to delivering outcomes that have a positive effect on the public sector, its citizens and the community.

Since 1987, we have been trusted by Government and Top 1000 corporations to deliver long-term valued business outcomes.

¹ Source: The Royal New Zealand College of General Practitioners Annual Report 2007.