



MEDIA RELEASE

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icare lifetime care: 10 YEARS OF CARING

[icare](#) CEO Vivek Bhatia today congratulated [icare lifetime care](#) for this month celebrating 10 years of excellence providing world-class treatment, rehabilitation and care for people severely injured on NSW roads.

Mr Bhatia said **icare lifetime care**'s position as a true industry leader was owed to its pioneering customer-centric approach, which has reverberated across the care industry. Over the last 10 years **icare lifetime care** has catered for the unique needs of more than 1,500 customers. Reflecting the diversity of care required, the youngest current participant is a 1 year old baby; the eldest is a 94 year old senior citizen.

"**icare lifetime care** is focused on ensuring that every one of its 1,100 participants living with spinal cord injuries and traumatic brain injuries have the best range of services and support that meets their needs," Mr Bhatia said.

"We recognise participants and their families are central to planning treatment, rehabilitation and care services. We put the customer at the centre of planning and decision-making as soon as possible after injury, using specialised service providers.

"Testament to its industry leadership, the customer-centric operating model of **icare lifetime care** has been emulated as a design of best practice by, among others, the National Disability Insurance Scheme and our own exciting new initiative, **icare workers care**," he said.

While **icare lifetime care**'s breadth of achievements is long, some stand-outs include:

- Pioneering Vocational Intervention Programs that support people with a spinal cord or brain injury to gain new life skills and work fitness;
- Developing specialist supported accommodation for people with severe injuries at locations, including Blacktown, Ermington, Liverpool, Revesby, Broadmeadow and Coffs Harbour;
- Introducing the new 'My Plan' individualized planning tool, giving participants even greater control of their care;
- Establishing innovative approaches to deliver world-class facilities, such as the not-for-profit Sargood Centre partnership;
- Leadership in icare's innovative [Back on Track](#) pilot mentoring program, partnering scheme participants with Paralympic champions in a supportive and mentoring environment.

icare Executive General Manager, Care, Don Ferguson said **icare lifetime care** continues to explore new and innovative ways to provide individualised services. Most recently, **icare lifetime care** partnered with Carers NSW to deliver its first specialised programs to the families of people with severe injuries.

"This new partnership with Carers NSW will provide valuable coping and life-skills to the families of customers and demonstrates that **icare lifetime care** continues to push the boundaries of service excellence," Mr Ferguson said.

"I feel privileged to have been a part of the evolution of Lifetime Care and to work alongside passionate people committed to making the lives of severely injured people better," he said.

The Lifetime Care and Support Scheme commenced in October 2006 after the passage of the Motor Accidents (Lifetime Care and Support) Act 2006.

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