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Work Motivating Interviews and IP Claims Management

David Imber & Sarah Fielding

22 May 2013



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Agenda

- What is it?
- What is the evidence?
- What is the value/benefit?
- Demonstration
- Cost of installing the method
- Next steps – contact details

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Enterprise
Sponsorship
Thought leadership
Progress
Community
Sessional Meetings
Education
Working parties
Volunteering
Research
Shaping the future
Networking
Professional support
Enterprise and risk
Learned society
Opportunity
International profile
Journals
Support

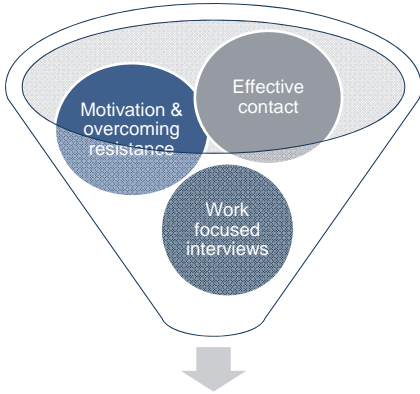



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What is it?

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The communication skills programme



The David Imber & Swiss Re
Training Programme



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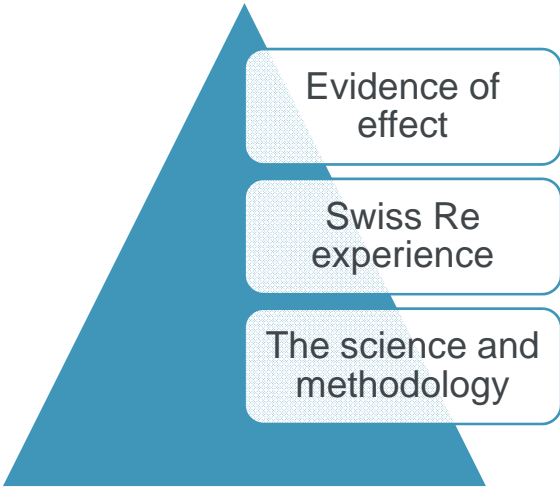


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What is the evidence?

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The evidence



- Evidence of effect
- Swiss Re experience
- The science and methodology



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6

The science and methodology

Work-focussed Interviewing: the evidence

- "Trust and co-operation drive motivation and effort"
- "Successful activity increases motivation"
- "Belief in ability predicts effort and success"
- "Skilled interviewing increases motivation"
- "Suitable work is good for you well-being"
- "Medical condition or disability is a weak predictor of employability"
- "No clear boundaries exist between employed and unemployed disabled people"
- "Routes into as well as out of work vary between occupations and between employers"

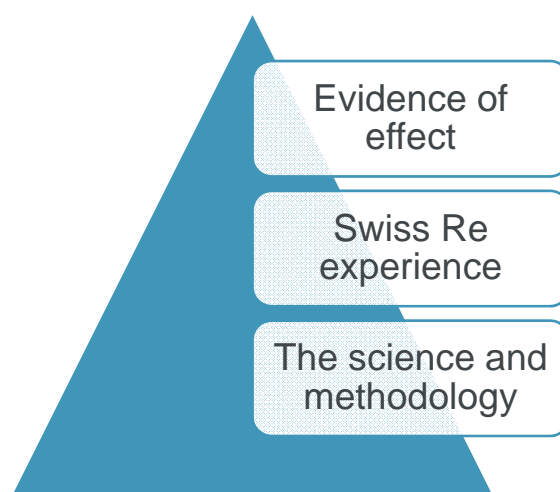


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7

The evidence



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8

Swiss Re experience

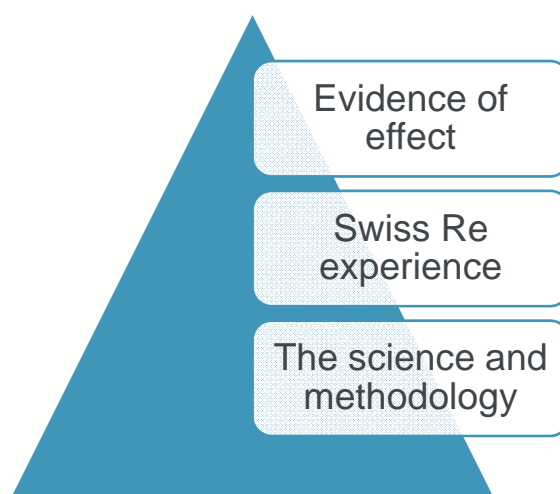
- Tailor made
- Directly relevant to day to day work and took existing skills to a new level
- Listening and exploring techniques and examples
 - not just a job but environment too
- Initial stumbling blocks
- Moving the focus from disability to work
 - ask the "work" question
 - use self-efficacy questions
 - focus on the positives



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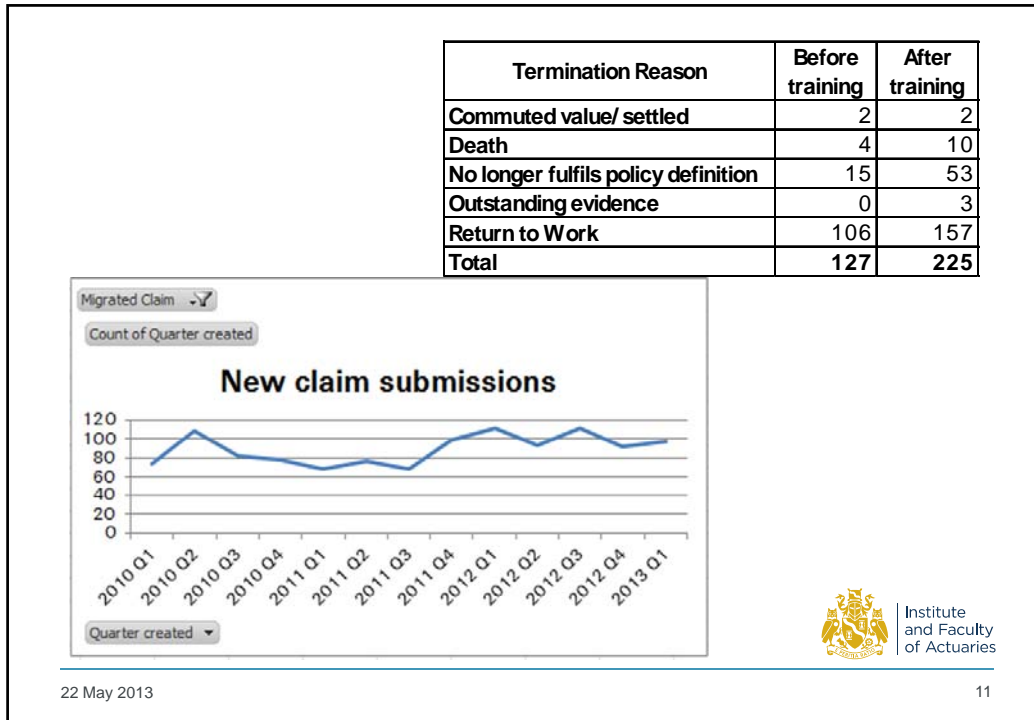
9

The evidence




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10



The value and benefits

- Commercial value
- Ethical value
- Benefits to L&H Claims Industry

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Demonstration





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Cost of installing the method

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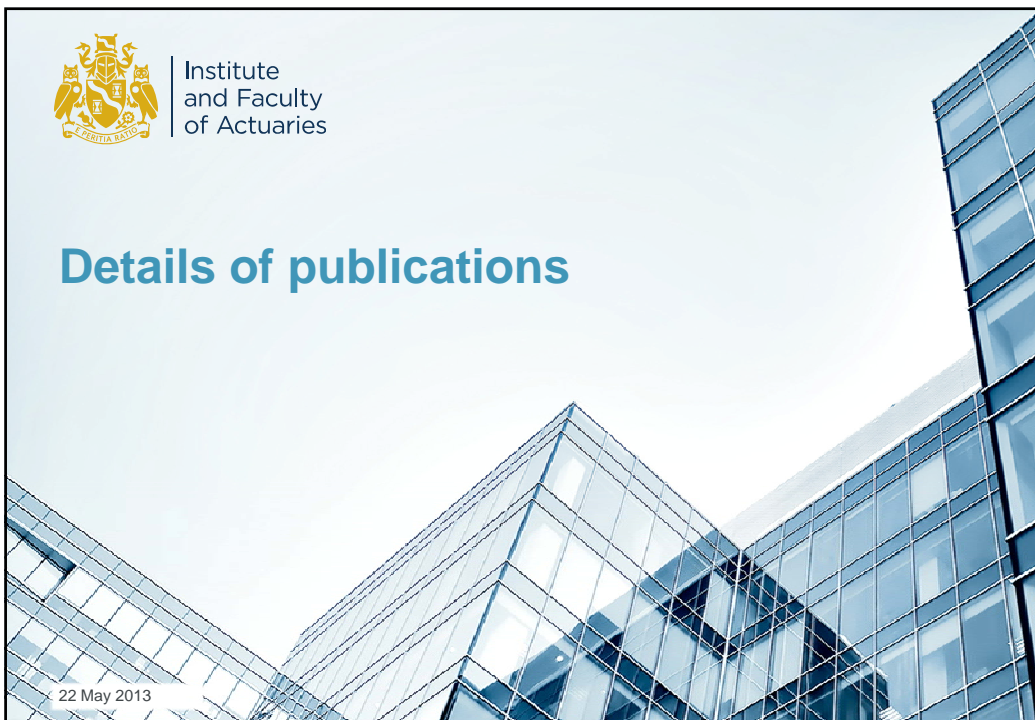
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Work-focussed Interviewing: the evidence

✓ **Trust and co-operation drive motivation and effort**

UKRC. (2010). *Rehabilitation Standards*. London: UK Rehabilitation Council.

VRA. (2007). *Vocational Rehabilitation Standards of Practice*. London: Vocational Rehabilitation Association

BSI. (2010). PAS 150 Providing Rehabilitation Services Code of Practice. British Standards Institute.

✓ **Successful activity increases motivation**

Bandura, A. (1997). *Self Efficacy- The Exercise of Control*. W H Freeman & Co.

Wiseman R (2012). *Rip it up*. Macmillan

✓ **Belief in ability predicts effort and success**

Bandura, A. (1997). *Self Efficacy- The Exercise of Control*. W H Freeman & Co.

Eden, D., & Aviram, A. (1993). Self-efficacy training to speed re-employment.

Journal of Applied Psychology, 78, 3, 352-360

Strauser, D. R. (January 1995). Applications of self-efficacy theory in rehabilitation counselling. *Rehabilitation*

✓ **Skilled interviewing increases motivation**

Miller, W., & Rodnick, S. (1991). *Motivational Interviewing*. London: Guilford Press.

Resnicow, K., Dilorio, C., Soet, J., Borrelli, B., Hecht, J., & Ernst, D. (2002). Motivational interviewing in health promotion

Health Psychology, 21(5):444-451.

Graham, Jutla, Higginson, & Wells. (2008). The added value of Motivational Interviewing within employment assessments.

Journal of Occupational Psychology, Employment and Disability, vol 10 No1 52.



Work-focussed Interviewing: the evidence

✓ **Suitable work is good for you well-being**

Waddell, D. G., & Burton, D. K. (2006). *Is Work Good for your Health and Well-being?* The Stationery Office.

✓ **Medical condition or disability is a weak predictor of employability**

Simpson, J., & Cunningham, S. (2005). Successful Job Search. *Excerpta Medica then Elsevier Science*, vol 1282 pages 1191-1194.

✓ **No clear boundaries exist between employed and unemployed disabled people**

Berthoud, R. (2006). *The Employment Rates of Disabled People*.

University of Essex, Institute for Social and Economic Research. Department for Work and Pensions.

✓ **Routes into as well as out of work vary between occupations and between employers**

Imber, D., & Wlodarczyk, F. (2007). *Mapping Effective Responses to Job Retention*. Cardiff: Healthy Minds at Work.



Key skills of the employment advisor

✓ **challenge inappropriate thinking about work**

Machin, T., & Creed, P. (1999). *Changing Wonky Beliefs Training programme*.
<http://www.usq.edu.au/users/machin/cwb.htm>

✓ **provide a motivational relationship**

✓ **build claimants' self-efficacy for return to work**

Corden, A., & Thornton, P. (2002). *Employment Programmes for Disabled People: Lessons from research evaluations*. HMSO

✓ **make achievable work plans and be supportive during set-backs**

✓ **support changed behaviour and informed choice**

Eden, D., & Aviram, A. (1993). Self-efficacy training to speed re-employment: Helping people to help themselves. *Journal of Applied Psychology*, 78, 3, 352-360.

Teaching these skills:

Booth, Birkin, O'Malley (2009) Trainer-training Research Principles and Design Specification. *TRAVORS / DWP*
 Lester, S. (2012). Evaluation of the transfer of innovation and partner training trials. *Taunton: TRAVORS2*.

- ✓ **Evidence:** why they matter
- ✓ **Demonstration:** how to do them
- ✓ **Practice:** micro skills and error-less learning
- ✓ **Application in work**
- ✓ **Qualification based on performance**



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Transcript of telephone call

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Assessor: I'm just phoning you as I understand from a report received from Occupational Health in September that you were looking to return to work, you were doing quite well

Claimant: yes

Assessor: I understand now you have another sick note and off for 4 weeks, I was wondering how you were getting on and what it was that was keeping you away from work

Claimant: I am on Citalopram, 10mgs, for anxiety attacks I keep having. I did feel like I was getting a bit better, I am round my mums every day, so I am not on my own. I feel like I can't go out at the minute, I feel sick all the time, my doctor has given me some sick tablets as well

Assessor: yeah...

Claimant: which I am still on, I have been seeing a counsellor about this, I have a sick phobia as well, so I don't know if that is making my sickness come on if you know what I mean,

Assessor: you're worried about it?

Claimant: yeah,

Assessor: you say you don't want to be on your own at the moment, which I understand, but how does that stop you from working? because you will obviously be with people at work, is there any part of your job that you think you could do?



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23

Claimant: I don't really know what it is, it's like being out, I start panicking when I'm going out, and I don't really know where it's come from really, it's just all of a sudden, but the doctor put it down to stress, 'cos we had a lot of things going on

Assessor: yeah...

Claimant: and that's how it's just come out in me, it's just, I feel like I can't go out or go to the shop on my own, can't do nothing on my own at the minute if you know what I mean,

Assessor: you need someone with you,

Claimant: yeah

Assessor: do you have someone at work that you could sort of buddy up with and them be there for you like you are at home with your mum?

Claimant: I actually work with my sister,

Assessor: oh lovely

Claimant: she will be there when I go back,

Assessor: but that's not something you feel you could do now and be with your sister at work?

Claimant: yeah I think so, the doctors just given me another four weeks (sick note) cos he's just upped my sick tablets to try and calm that down a bit

Assessor: right, yeah...



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24

Claimant: so hopefully once these start kicking in again, I'll be thinking about going back

Assessor: okay, so how long did he say the tablets will take to kick in? did he give you a timeframe?

Claimant: no he didn't give me a time, he just told me to up them, and take 3 a day

Assessor: 3 a day?

Claimant: yeah, he said to take 3 a day at first and I was but when I started feeling better I started taking one a day just in the morning,

Assessor: and how did that go?

Claimant: it was okay for a little while, but then it went backwards again and that's why he just told me to up it again and take my 3 a day

Assessor: so you were okay on the 3 a day before,

Claimant: yeah

Assessor: that's a positive thing isn't it, especially with your sick phobia as well

Claimant: yeah

Assessor: and makes you feel better in yourself, on a scale of 1-10 how confident do you feel about going back to work and working alongside your sister – do you work in the same department?

Claimant: yeah, she actually sits next to me,



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25

Assessor: oh fantastic, that's brilliant

Claimant: so that's good,

Assessor: on a scale of 1-10 how confident are you about going back to work in a couple of weeks

Claimant: about a 7

Assessor: A 7 that's fabulous, so if I called you again in about a week to ten days, see how you are getting on with the tablets then see how you feel about possibly talking to your line manager about going back, do you think that would be okay?

Claimant: yeah that will be fine

Assessor: okay that's not a problem, I am quite happy to speak to your Line Manager now but if we give you another week on your tablets and we can see where you are?

Claimant: yep no problem

Assessor: okay then I will give you another call in about a week then and see how you're doing then

Claimant: okay then speak to you soon bye



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26