



# Accountability Report

## First Quarter 2016

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*The road to success is always under construction*



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*If you have any comments or suggestions, please contact us. We'd love to hear from you!*



**Contact**

## More Details

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# PRESIDENT'S MESSAGE

## *The Road to Success is Always Under Construction*

It's been said that in order to succeed, it's important not to dwell on one's failures. To that I would add that to be truly successful, it's important not to dwell too much on your successes either.

While 2015 was another successful year by many measures at WorkSafeNB we realize that there is still a lot we can do.

We have been listening to our stakeholders and continue to align WorkSafeNB's approach with their needs. During this year's strategic planning process, the Executive Leadership Team asked the Board to think about what it means to be a client-centric organization and consider whether WorkSafeNB's vision, values and goals truly align with the best interest of our clients. With this in mind, we made several important recommendations to the Board with regard to our strategic direction.

While we will always strive to make workplaces safer, when injuries do occur, we are reinforcing our commitment to our clients by adopting new goals. Our new Support Goal focuses on the entire recovery experience following a workplace accident through financial benefits, medical aid, rehabilitation and disability management for workers and employers. We have also realigned our Service Goal because we understand that delivering health-related services, especially for workers who have been injured, is a different customer experience than any other – it is inherently personal for them and their families.



**Gerard M. Adams,  
President & CEO**

These new goals will shape our interactions with clients, putting them at the centre of our client service model, so that each person's experience with WorkSafeNB is exceptional.

As the province's only provider of workplace accident insurance, we have both a legal and moral obligation to our fellow New Brunswickers to constantly improve the way we do business. I encourage you to read this report and to share your ideas with us. The road to success is always under construction, and with your support, we are confident we can continue to build a strong workers' compensation system where the client is always the priority.

A handwritten signature in black ink that reads "Gerard M. Adams". The signature is fluid and cursive, written over a white background.

**Gerard M. Adams  
WorkSafeNB President & CEO**



# New Strategic Plan

## *Changing our strategy – because clients are our priority*

So far, 2016 has been a year of change. A philosophical shift is well underway within WorkSafeNB and the effects of these changes are resonating throughout WorkSafeNB. In April, the WorkSafeNB Board of Directors changed key aspects of its strategic direction to send a clear signal to all stakeholders that clients are our priority. This included a statement of the values that will continue to evolve the culture at WorkSafeNB as well as goals that drive a more client-centric service model.

At WorkSafeNB, we interact daily with people across the various lines of our business. Our clients include workers, employers, service providers, and other stakeholders.

No matter who our client is, WorkSafeNB Chairperson Dorine Pirie said the goal is to create an exceptional service experience tailored to each person's needs, each and every time.

“The Board approved an ambitious, yet achievable new strategic plan with a special emphasis on improving our clients’ service experience. The cultural shift that results from this plan will positively impact our clients’ experience and improve the public’s confidence in WorkSafeNB.”



**Dorine Pirie, Chairperson of the Board of Directors**

Pirie said the Board was able to invest in service improvements thanks in part to low workplace injury frequency, low assessment rates, full funding, and strong return to work outcomes. These strong results presented an opportunity to focus on our clients’ service experience.

“Our Board is always seeking ways to advance our mission. With people at the centre of everything we do, we’re continuing to align our business processes to better meet the needs of our clients. Communicating this realignment through our Strategic Plan and Risk Assessment is the first step in committing the resources we will need to re-imagine our service culture. It’s the right thing to do.”

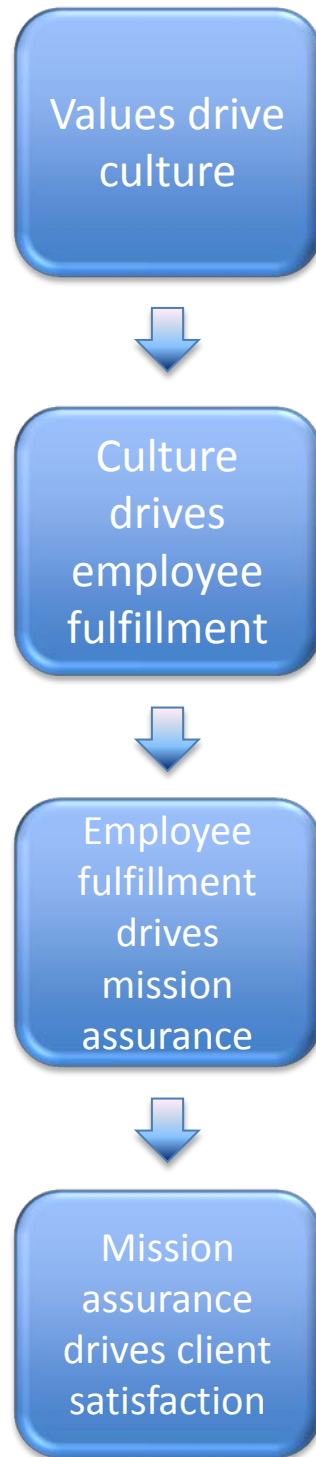


# Service Excellence - The Path to Satisfaction

As the Board of Directors envisioned what WorkSafeNB's future service philosophy might become, Pirie said each member recognized that it was necessary to revisit the organization's values.

"To realize WorkSafeNB's shift from being a service provider to a service leader, we knew we would have to re-examine our organizational values. These values are essential to growing a culture of service excellence and form the foundation of our service culture."

Values are the deeply held principles, ideals, or beliefs that people adhere to when making decisions. Individuals express values through their personal behaviours while organizations express values through cultural behaviors. Evidence from leading health care organizations such as the Mayo Clinic demonstrates how a great service brand evolves from the core values that support it.



# Service Excellence - The Path to Satisfaction

With that in mind, we approved new values to create a shared understanding of our desired corporate culture.

WorkSafeNB has adopted a core value that makes the client the priority in everything we do. It was modeled after the Mayo Clinic, whose belief in putting the needs of its patients first by using a team-based approach, is respected the world over.

“This core value is supported by eight behaviour-based values that tell our clients how we will make them a priority throughout their service experience.”



# Service Excellence - The Path to Satisfaction

The Board also recognized that these values must be supported by changes in WorkSafeNB's strategic goals. The most significant changes were made to our service goal and a new goal to communicate how we support clients throughout a claim.

## Service

We will create an exceptional service experience for each client we serve

## Support

We will support our clients in recovering from the impacts of workplace injuries

The aim of the support goal is to better focus the comprehensive support system we provide clients following a workplace injury. This support system includes financial benefits, medical aid, and return-to-work assistance and support for both workers and employers. These support elements work together to provide the right environment and range of benefits to create the best opportunity for recovery from injury and return to work, when possible.

WorkSafeNB President and CEO, Gerard Adams believes that clients also count on WorkSafeNB to provide service with kindness and concern. "To deliver on those expectations, we strive to adhere to high standards in serving each client. While the Support Goal is about the type of benefits and services available, the Service Goal is about the experience we create with our clients when delivering that support."

To that end, WorkSafeNB believes that the first step to providing clients with caring service is to hire the right people. We are a complex organization that employs professionals from a wide range of fields. Putting clients at the centre of our service model requires the right blend of talent – the right qualifications, the right experience, and the right values.

Adams said he is pleased with the direction the organization is headed.

"While changes in organizational culture take time, our intent is deliberate and crafted for the benefit of our clients today, and in the future. As an organization that believes in continuous improvement, we don't view our service initiative as a fixed date project with an end in sight. We understand that service is constantly evolving, and we are excited about the challenges ahead and how we can best anticipate change creating an exceptional service experience for our clients."



# MORE DETAILS



**Quick Facts**



**Contact**



**Financials**



**Stewardship**



**Sustainability**



**Safety**



**Support**



**Service**



**Staff Engagement**

[Click to see historical assessment rates](#)



[Click to read our Strategic Plan & Risk Assessment](#)



[Click to read our 2015 Annual Report](#)