



Empowering Person Centred Care Through Digital Innovation

Why Aged Care Providers Need a Digital
Strategy for Australia's 2025 Reforms

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Strategic Imperatives for Aged Care Reform



Why Now?

The future of aged care will be defined by the actions we take today – **embracing digital innovation is no longer optional**, but essential to meet the expectations of a new generation, comply with regulatory reforms, and **deliver truly person-centred care**.

Setting the Scene



Upcoming Regulatory Reform – The new Aged Care Act introduces new standards emphasising care quality, transparency, and customer empowerment.



Changing Demographics – Baby Boomers with higher digital literacy demand personalised, tech-enabled aged care services.



Provider Challenges – Aged care providers face workforce shortages, financial pressures, and compliance demands requiring operational change.

The Sector Digital Transformation Trends



Strategic Transformation – shifting digital transformation from tactical execution to upfront strategic planning



Modern Digital Applications Adoption – Adopt modern digital tools, such as AI scheduling to improve operational efficiency and care quality.



Need for Automation and Integration – Invest in automation and integration technologies to reduce manual business processes.

What Customers & Employees Expect?



Both customers and employees are demanding and expecting experiences which are engaging, enjoyable and easy.

1 Understand Customers and Employees Expectations

2 People-centred Design to Enable Intuitive Experiences

3 Establish Modern Digital Tools and Environments

Customer Experience

How a customer interacts with and feels about a service.

CX

EX

Employee Experience

How an employee interacts with and feels about a service.

Total Experience (TX)

Multi Experience

How an experience is enhanced and delivered simultaneously across multiple devices and touchpoints.

MX

UX

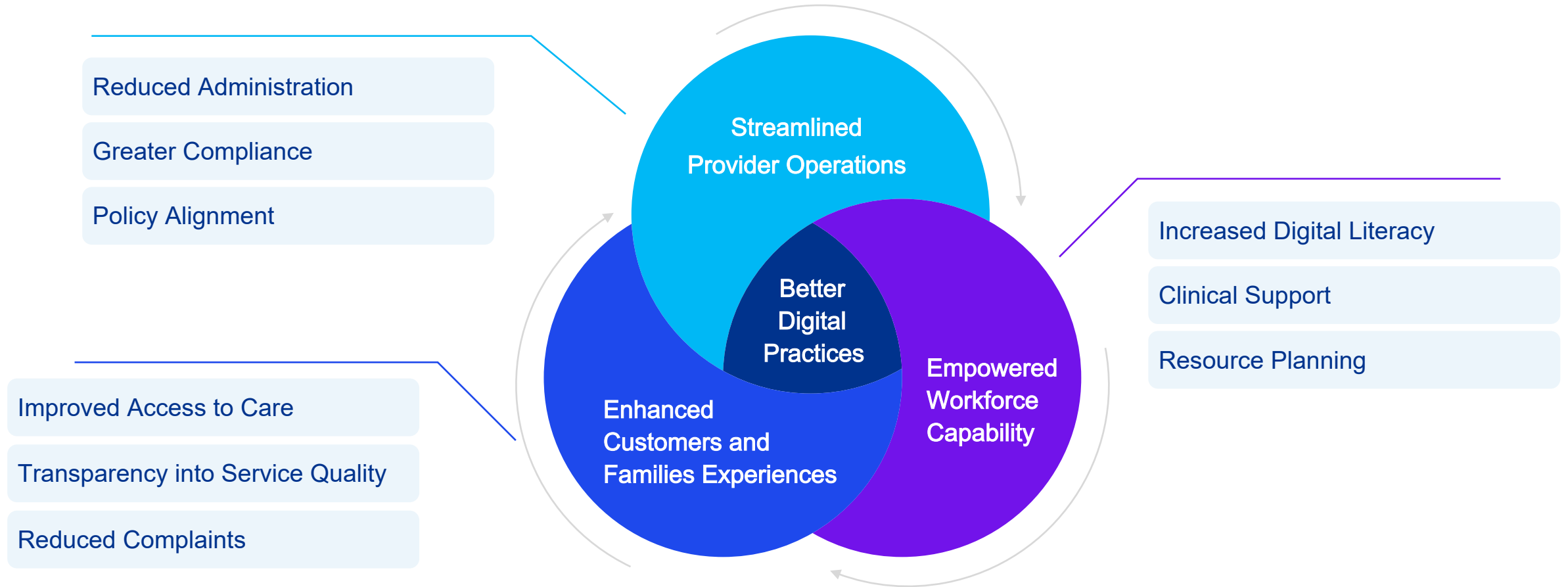
User Experience

How a user interacts with and feels about a product or experience, especially in the digital realm.

Benefits of Uplifting Digital Practices



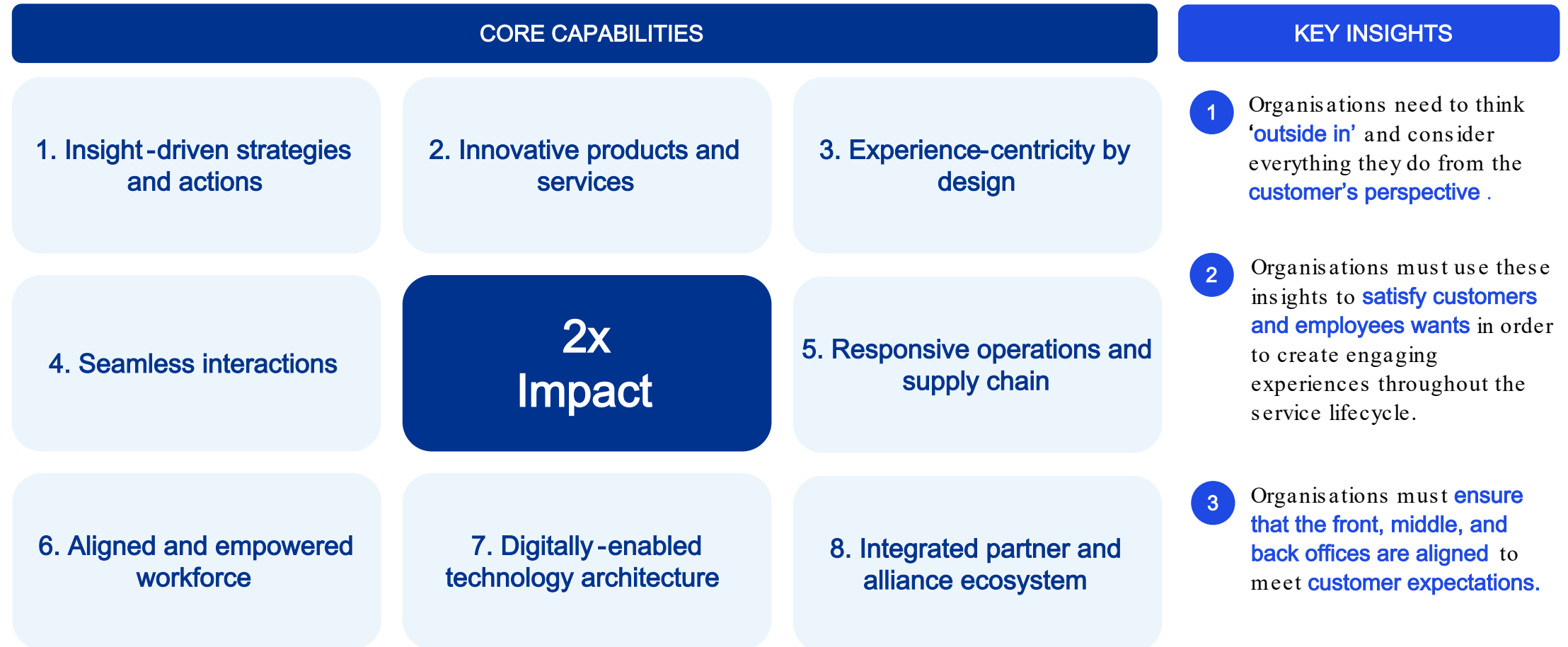
Uplifting digital practices forms the foundations for person-centred care, enabling aged care providers to meet the new Aged Care Act with improved compliance, transparency, and better outcomes for all stakeholders.



Adopting Connected Enterprise Approach



Our Global Research has told us...that all organisations need to leverage the latest customer thinking, and digital approaches and harness their data by connecting their front, middle, and back offices and becoming a connected enterprise.



Digital Transformation Lessons Learnt and Considerations

There are several considerations for aged care providers, informed by KPMG's experience delivering similar digital transformation programs across the sector.



Material and far-reaching change to the business



Business lead and collaboration approach



Ensure strong leadership, governance and team



Formulate and stick to a clear vision or strategy



A need to ensure return on investment



Delivery risk is significant



Adopt vs adapt and beware of optimism bias

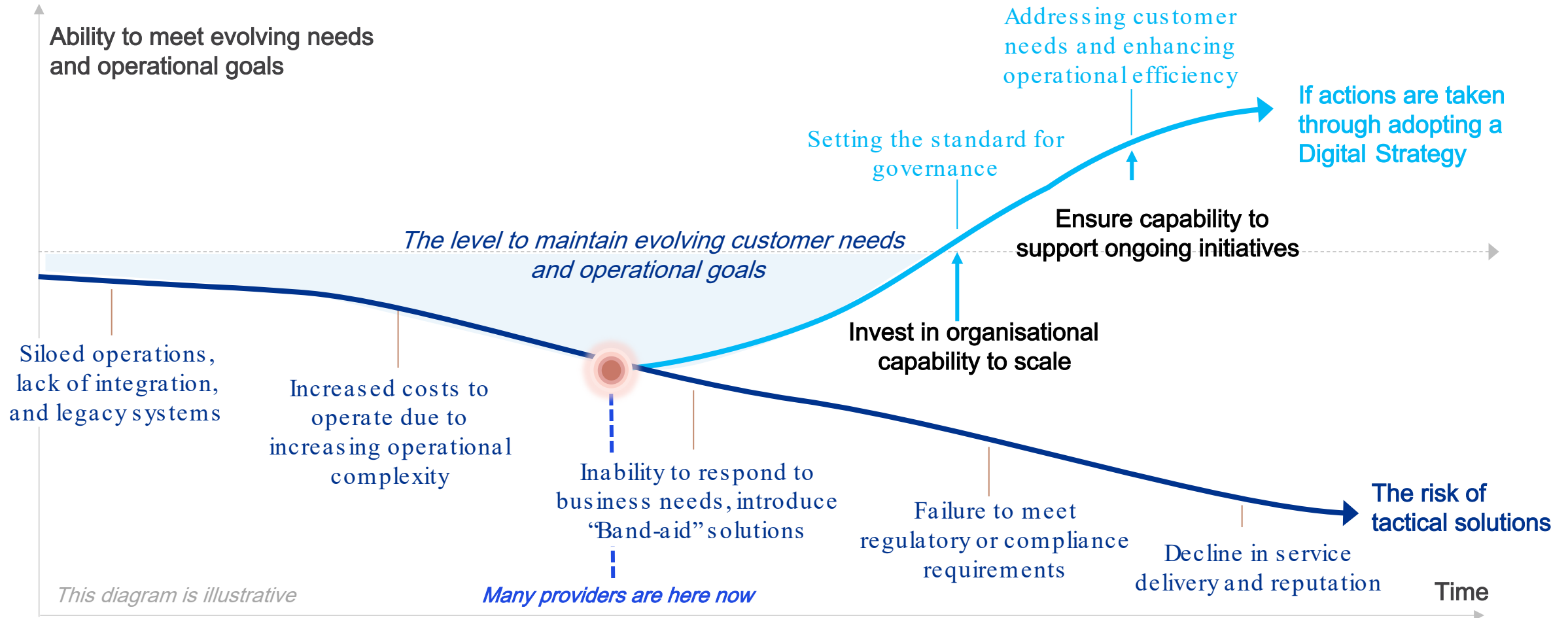


Change Management is everyone's responsibility

The Risk of Not Having a Digital Strategy



Without a clear vision and a commitment to digital transformation, providers face increasing inefficiencies and pressure on resources. Inaction may compromise ability to operate effectively and meet evolving regulatory requirements and customer expectations.



Digital Solution in Action KPMG Voice AI (codename)



AI-powered system reduces call volumes by automating appointment reminders and updates, improving client experience.

Customers prefer phone calls (for now)

Customers are comfortable with AI

Customers are willing to try new things

Outbound AI Reminder Calls

or

Inbound AI Receptionist



Reduced Admin Burden

+

Improved CX



Key Pilot Results: AI Reminder Calls

- Appointment queries ↓50%
- Total call volumes ↓25%
- 87% product acceptance rate

Your Next Steps

Technology keeps evolving at a greater pace. Hence, the need for digital strategy acts as a guiding 'north star' for organisations to adopt right-fit solutions to accelerate the achievement of business goals and stay resilient.

1

ENVISION– Start conversations about your digital vision

2

CONNECT– Seek advice or examples from external expertise or peers in the sector

3

DELIVER– Map quick wins and long-term priorities



Thank you for attending!



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Care Reimagined
2025



Aged Care Market
Analysis 2025

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