



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

IMMEDIATE ASSISTANTS

Artarmon NSW 2064

Enterprise Connect helps Immediate Assistants get to the next level.

The Background

A chance to gain and build industry knowledge has given Immediate Assistants the connections and opportunity to grow in its chosen direction.

Immediate Assistants provides professional on-site medical services, personnel, equipment, consultants, health care solutions and training both nationally and internationally, in the pre-hospital care environment.

Over the last couple of years, Chief Executive Officer, Dr Adrian Cohen, had looked at ways to service the mining and resources sector.

“We are a niche business, supplying remote area medical services. We previously searched for other avenues to find inroads into the mining industry, but had no success,” Adrian said.

“Then when I spoke to Enterprise Connect, the story sounded good, and along with a business review they also had the Mining Technology Innovation Centre. They had the built-in industry knowledge we had been looking for,” Adrian explained.

He said the Enterprise Connect Business Review was invaluable.

“Often in smaller businesses there is a lack of time to take a close look at how the business is running. Our Business Adviser, Derek White, undertook an analysis which made us take a hard look at our internal systems as well as our marketing strategy,” Adrian said.

The Outcome

Since the Business Review Immediate Assistants has implemented several of the recommendations and is on its way to making extensive changes throughout the business.

Immediate Assistants also accessed the Enterprise Connect Tailored Advisory Service grant. The grant allowed them to bring in change experts who reviewed their human resource management processes and systems.



Immediate Assistants Medical Rescue Mining

Adrian said the net result has been that a number of new systems have been installed to make the business run more efficiently. The accounts, rostering and payroll are online and an integrated human resources data and logistics management system has also been installed.

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DR ADRIAN COHEN, CHIEF EXECUTIVE OFFICER, IMMEDIATE ASSISTANTS

“We are confident that the streamlining of our systems in line with the Business Review recommendations will support us in meeting the demands of the mining industry,” Adrian said.

He said Immediate Assistants would continue to stay active in networking activities and welcomed Enterprise Connect’s continued advice about events and new Government programs.

“With the level of support and knowledge we now know exists through Enterprise Connect and the networks we are building, we are confident that we can be a major medical and rescue risk management service provider in Australia.”

“Over the next five years, I expect Immediate Assistants to triple in size,” Adrian said.

For Further Information

Call Enterprise Connect on **131 791**
or visit **www.enterpriseconnect.gov.au**