



# It Pays to Care Messaging Matters



Communications approaches have a measurable impact on recovery and RTW. The [IECCC Framework](#) provides a flexible, adaptable approach for clear, compassionate interactions between personal injury professionals and injured workers.

## **I**ntroduce

Deliver key information in a clear and concise manner. Ensure the other person understands the situation or the main point you are trying to convey. Be direct and approachable.

## **E**ducate

Explain the why, how, or background behind the initial information. Provide context to help others fully understand the reasoning or the process behind what you've informed them about.

## **C**larify

Check for understanding and address any concerns or uncertainty. This is a chance to ensure that all parties are aligned.

## **C**ollaborate

Work together to find solutions, next steps, or a shared path forward, promoting cooperation and ensuring others feel involved in the decision-making or resolution process.

## **C**oordinate

Organise the details, set timelines, and ensure everyone is aligned on the actions, and has a shared understanding of what to expect and when.