



## **DSF SERVICES IN MERRYLAND**

### **EXECUTIVE SUMMARY**

**Direct Focus Solutions (DFS)** is strategically entering the Merrylands market to address critical healthcare needs, particularly for National Disability Insurance Scheme (NDIS) participants. Located at 161 Merrylands Road, Merrylands NSW 2160, DFS will offer specialised allied health services, including psychology and counselling, occupational therapy, speech pathology, neurofeedback, social work, and support work.

This study focuses on the healthcare gaps in the region, the average NDIS funding for key conditions, and the implications of funding discrepancies.

### **Key Findings:**

#### **Demographics:**

- Merrylands has a diverse and growing population of approximately 32,472 residents.
- A significant number of NDIS participants reside in Merrylands, representing **13.7%** of the total population.

#### **Breakdown of NDIS Participants:**

- Autism: **11.8%**
- Acquired Brain Injury (ABI): **14.7%**
- Intellectual Disability: **4.0%**
- Psychosocial Disability: **4.0%**

**Service Gaps:** Despite NDIS funding, there are shortages of specialised services such as speech pathology, neurofeedback, mental health counselling, and rehabilitation for ABI.



**NDIS Funding:** The average effective NDIS payments are as follows:

- **ABI: \$84,045**
- **Autism: \$19,402**
- **Intellectual Disability: \$55,310**
- **Psychosocial Disability: \$54,040**

These figures represent a 20% reduction compared to the initial committed support due to factors such as administrative delays, funding adjustments, and unmet service needs.

### **Recommendations:**

- **Expand Services:** Leverage NDIS funding to introduce specialised services, particularly for Autism, ABI, and psychosocial disabilities.
- **Enhance Integrated Care:** Improve coordination among allied health services to ensure comprehensive care for NDIS participants.
- **Boost Community Engagement:** Collaborate with local schools and NDIS-funded programs to raise awareness and increase accessibility.
- **Incorporate Telehealth:** Offer Telehealth services for a wide range of allied health disciplines, improving accessibility and flexibility for NDIS participants.





## 1. INTRODUCTION

Direct Focus Solutions (DFS) is poised to make a significant impact on the healthcare landscape in Merrylands by addressing critical service gaps, particularly for individuals participating in the National Disability Insurance Scheme (NDIS). This marketing study delves into the potential for DFS to establish itself as a leading provider of allied health services in the region, catering to the diverse needs of NDIS participants.

By analysing the demographic profile of Merrylands, identifying existing service gaps, and examining NDIS funding allocations, this study aims to provide a comprehensive understanding of the market opportunities and challenges facing DFS. Through strategic recommendations, DFS can position itself as a preferred choice for NDIS participants seeking specialised care and support.

## 2. LOCATION STATISTICS

### 2.1 Demographics

Merrylands has approximately 32,472 residents, including a significant number of NDIS participants. The NDIS provides funding to support individuals with disabilities, including Autism, ABI, intellectual disabilities, and psychosocial disabilities. These conditions require intensive and multidisciplinary allied health support, which DFS can provide.

### 2.2 Access and Transportation

Merrylands Clinic is easily accessible by public transportation, with Merrylands Train Station nearby and ample on-street parking, making it convenient for NDIS participants to access the services they need.

## 3. ALLIED HEALTH NEEDS AND NDIS FUNDING

### 3.1 Current Health Concerns

**Autism and Intellectual Disabilities:** Autism Spectrum Disorder (ASD) and intellectual disabilities are prevalent among NDIS participants in Merrylands. These individuals rely on services such as early intervention, speech pathology, and occupational therapy, which are funded by the NDIS.





**Acquired Brain Injury (ABI):** NDIS participants with ABI require extensive rehabilitation, neurofeedback, and occupational therapy services to improve cognitive and physical function.

**Psychosocial Disabilities:** Mental health services, including counselling and therapy, are crucial for managing psychosocial disabilities. These services are eligible for NDIS funding, particularly in helping individuals regain independence and manage daily life.

### NDIS Active Participants by Age Group:

Age Group	Number of Participants	Percentage
0-6	5,237	11.8%
7-17	6,489	14.7%
15-18	1,764	4.0%
19-24	1,749	4.0%
25-34	2,065	4.7%
35-44	1,680	3.8%
45-54	1,896	4.3%
55-64	2,138	4.8%
65+	1,057	2.4%

**Younger Participants:** The largest percentage of NDIS participants in Merrylands falls within the 0-6 age group, followed by the 7-17 age group. This indicates a significant need for early intervention and ongoing support for children with disabilities.

**Age-Related Needs:** As individuals age, their support needs may change. While the number of participants decreases in older age groups, the average committed support often increases to address more complex disabilities and care requirements.





### **3.2 Gaps in Allied Health Services Despite NDIS Funding**

While the NDIS provides significant funding, the available services in Merrylands are insufficient to meet the needs of participants:

**Autism:** Early intervention programs and speech pathology services are limited despite NDIS funding, creating unmet demand for critical therapies.

**ABI:** Although rehabilitation and neurofeedback services are eligible for NDIS funding, there are not enough providers in Merrylands to meet the demand.

**Psychosocial Disabilities:** Mental health services, despite being covered by the NDIS, are underdeveloped in the area, particularly for individuals requiring long-term psychosocial support (NDIS comparison ).

### **3.3 NDIS Funding Breakdown**

The average NDIS payments for specific disabilities are as follows:

Acquired Brain Injury (ABI): \$84,045

Autism: \$19,402

Intellectual Disability: \$55,310

Psychosocial Disability: \$54,040

The 20% reduction in average effective NDIS payments compared to initial committed support is a significant concern. This discrepancy can be attributed to a combination of administrative challenges, unmet service needs, funding adjustments, and provider billing issues.

Administrative delays, such as processing time and documentation requirements, can contribute to delays in receiving payments. Unmet service needs, arising from limited provider availability or funding constraints, can result in participants not receiving the full support they require. Funding adjustments, based on plan reviews and changes in circumstances, may lead to reduced payments if needs have decreased or funding is limited. Additionally, provider billing issues, including incomplete or inaccurate claims, can impact the timely disbursement of funds.





To address these challenges and ensure that NDIS participants receive the full support they are entitled to, it is essential to streamline administrative processes, increase funding allocations where necessary, improve access to services, and strengthen provider billing practices. By addressing these factors, the NDIS can work towards closing the gap between committed support and actual payments, ensuring that participants receive the care and support they need.

**DFS can utilise NDIS funding effectively by:**

- **Developing comprehensive service plans:** Tailor services to individual participant needs and align with NDIS goals.
- **Building partnerships:** Collaborate with other service providers and community organisations to offer comprehensive care.
- **Advocating for increased funding:** Advocate for adequate funding to address the growing demand for NDIS services in Merrylands.
- **Monitoring and evaluating outcomes:** Track participant progress and adjust services accordingly to ensure optimal outcomes.

## **4. COMPETITOR ANALYSIS**

### **4.1 Nearby Clinics**

DFS will face competition from several nearby providers, including:

**Advanced Exercise Physiology:** Offers general NDIS-funded exercise programs but lacks specialised services for Autism, ABI, and psychosocial disabilities.

**Merrylands Community Health Centre:** Provides general allied health services but lacks the comprehensive mental health and neurofeedback options that DFS offers.

### **4.2 Market Positioning**

DFS can differentiate itself by leveraging NDIS funding to offer specialised services for Autism, ABI, intellectual disabilities, and psychosocial disabilities. By focusing on filling gaps in early intervention, mental health support, and rehabilitation, DFS can attract a significant share of NDIS participants in Merrylands.





## 5. RECOMMENDATIONS

### 5.1 Expand Service Offerings with NDIS Support

- **Leverage NDIS Funding:** DFS can utilise NDIS funding to introduce specialised services such as speech pathology, neurofeedback, and mental health counselling, addressing critical gaps in the Merrylands market.
- **Focus on Key Disabilities:** By targeting Autism, ABI, and psychosocial disabilities, DFS can cater to the specific needs of a significant portion of the NDIS participant population.
- **Tailored Programs:** Develop tailored programs that address the unique challenges and requirements of individuals with these disabilities.
- **Telehealth services:** Introduce Telehealth services to provide accessible, remote support for NDIS participants. Telehealth will enable DFS to extend its reach, offering critical services like mental health counselling and follow-up consultations for clients who may face mobility or transportation challenges, ensuring continuity of care.

#### **Benefits of Telehealth**

- Increased accessibility for individuals with mobility limitations or transportation challenges
- Reduced barriers to care, allowing for more regular and consistent therapy sessions
- Flexibility in scheduling appointments, accommodating busy lifestyles or unpredictable schedules
- Cost-effectiveness by reducing travel time and expenses
- Improved outcomes through consistent and personalised therapy





## 5.2 Enhance Integrated Care for NDIS Participants

- **Multidisciplinary Collaboration:** Implement an integrated care model that fosters collaboration among psychologists, therapists, and social workers.
- **Comprehensive Care:** This approach ensures that participants receive holistic support, addressing both physical and mental health needs.
- **Improved Outcomes:** Integrated care can lead to better outcomes for NDIS participants, as it addresses their complex needs in a coordinated manner.

## 5.3 Increase Community Engagement

- **Partnerships:** Collaborate with NDIS-funded programs, local schools, and support groups to build relationships and raise awareness of DFS services.
- **Outreach Initiatives:** Organise community events, workshops, and information sessions to educate the public about DFS and its offerings.
- **Accessibility:** Ensure that DFS services are easily accessible to NDIS participants, including those with mobility limitations or transportation challenges.

## 6. CONCLUSION

Direct Focus Solutions (DFS) is well-positioned to make a significant impact on the healthcare landscape in Merrylands by addressing critical service gaps, particularly for NDIS participants with Autism, ABI, intellectual disabilities, and psychosocial disabilities. Through a combination of expanded service offerings, enhanced integrated care, and targeted community engagement, DFS can leverage NDIS funding to provide specialised, accessible, and tailored support for individuals in need. By introducing Telehealth services, developing multidisciplinary care plans, and collaborating with local organisations, DFS will not only address the unmet demand for allied health services but also establish itself as a leader in holistic, patient-centred care. With a clear focus on meeting the evolving needs of the community, DFS is poised to become the go-to provider for comprehensive and specialised allied health services in Merrylands.

