Note it is currently out of 30 but needs to be out of 40

2011 I.T Applications - SAC 4

Outcome 2 - Task 2 (40 marks) Information Management.

On completion of this unit the student should be able to evaluate the effectiveness of strategies used by organisations to manage the storage, communication and disposal of data and information, and recommend improvements to current practices.

# Rabbit Physiotherapy

Roger is the owner, manager and physiotherapist of Rabbit Physiotherapy, a centre of healing on Sydney Road. He opened the store a week ago and is attempting to establish a customer base by offering quality physiotherapy care and exceptional customer care. He prides himself on looking after the whole person and greets every customer with a freshly brewed cup of coffee/tea in one of his patented mugs.

As part of his operations he employs a full time receptionist, Buffy and a massage therapist, Willow. Buffy manages the accounts for the business using a package called MYOB (Mind your own business)

The shop consists of three rooms.

1. The waiting area where health information is displayed and products such as fit balls and pillows are sold.
2. Roger’s treatment room.
3. Willow’s treatment room.

Reception

Roger’s room

Waiting area

Windows

Doors

Willow’s room

The current computer setup consists of three networked computers and a printer. The server and printer are stored at the reception desk to allow speedy printing of receipts and invoices. The customer database, accounts package and ordering system all reside on this server. The other two offices each have a computer so they can look up patient details. Roger’s computer is also connected to the internet via a modem allowing him to look up the latest physiotherapy techniques. All email to the shop arrives to him and he prints out a copy to the printer at reception.

Every month Buffy copies all the data on the server onto two CDROMs. One is locked in her desk drawer and the other is posted to Roger’s parents in NSW. When she does this she also throws the previous CDROMs in the trash.

All three staff have their own username and password to access the computers. Since the shop is frequently busy they all login in the morning and leave their computers logged in. Buffy has a bad memory so she has written her password in the back of her diary. She locks this in the top drawer every night.

The first time a customer visits Buffy gets them to fill in their medical details on a customer details form. She enters this into her computer and then shreds the form. She also uses this form to collect billing details for customers. Any customer that cannot pay on the day is emailed an invoice and asked to email back their credit card details for payment of the invoice.

When Buffy is on her lunch break Roger listens from his room for arriving customers. If a new one comes he asks them to fill in a details form and leave it on the reception counter whilst he treats them.

1. Explain the strategy in use by Rabbit Physiotherapy to manage the disposal of their information.

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(1 Mark)

1. What are some of the weaknesses in their strategy to manage the disposal of information? How would you improve this strategy?

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(2 Marks)

1. Explain the strategies in use by Rabbit Physiotherapy to manage the storage of their information.

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(4 Marks)

1. What are some of the weaknesses in their strategies to manage the storage of information? How would you improve these strategies?

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(4 Marks)

1. Explain the strategy in use by Rabbit Physiotherapy to manage the communication of their information.

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(1 Marks)

1. What’s a weaknesses in their strategy to manage the communication of information? How would you improve this strategy?

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(1 Mark)

1. Explain three of the potential consequences of a failure of their information management strategies?

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(3 Marks)

1. What privacy law applies to this company

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(1 Mark)

1. Roger’s wife Jessica is a part owner of Rabbit Physiotherapy. She financed the opening of the shop by using the profits from her health products business. To help get started she supplied a list of all her customers. In return she wants Roger to forward on client email details to her so she can send them special offers for her health products. Roger is concerned that his clients won’t like this. What legal issues could this cause for Roger and Jessica?

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(2 Marks)

1. List all stakeholders involved in the business. Are there any conflicts of interests and what strategies would you use to minimise them?

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(2 Marks)

1. Create three criteria to evaluate effectiveness of the information management strategies used.

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(3 Marks)

1. Evaluate their current strategies based on your chosen criteria.

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(6 Marks)