

AKA helps and empowers people to live life after a devastating, traumatic injury. We promise to listen, nurture and guide as their happiness and wellbeing underpins everything we do. We focus on practical and emotional support in the community and drive the industry for consistently high standards of performance and professionalism.

**Jo Maiden**  
Case Manager

**Based in:** Staffordshire

**Specialisms/expertise:** Adults with complex mental and physical health care needs, brain injury, spinal cord injury, cerebral palsy, orthopaedic injury, amputation, neurological conditions, cancer and other life limiting illnesses.

**October 2025 – current**

Working as an Associate Case Manager at AKA Case Management to provide a collaborative service that assesses, plans, implements, monitors and evaluates support options and services that meet the unique needs of a person who has suffered traumatic injury.

I have been practising as social worker for over 25 years, as well as a care co-ordinator and advocate. I work with clients and their families who privately fund their care and who may otherwise be excluded from local authority provision. From initial assessment, care planning, monitoring and review, I manage complex cases and support people to navigate health and social care systems.

I specialise in supporting adults with complex physical and mental health needs. My practice is firmly rooted in person-centred, strength-based assessment, working closely and collaboratively with family, carers and other professionals to achieve the best possible outcomes.

My own personal experience of caring and navigating complex health systems has given me a deep understanding of the emotional impact of adjusting to change and loss. This perspective allows me to approach each situation with genuine empathy, creating space for what matters most and validating concerns.

**Examples of my previous work:**

- Supporting a young male with cerebral palsy during his transition to adulthood. He wanted to attend a specialist college away from home. The case was complex, involving ongoing litigation and the need to secure EHC and local authority funding. My role included advocating for the family, ensuring health needs were met, and maximising educational and recreational opportunities. I researched the college and coordinated with multiple agencies to maintain continuity of care. Building a trusting relationship with the parents was essential throughout the process.
- Working with a 25-year-old male with cerebral palsy who was a wheelchair user, living with parents. He needed help from 1-2 carers with all aspects of personal care, and the client and family were unhappy with the existing carers.

The client also wished to access meaningful activities, therapies, and structured occupation, and his living environment did not meet his needs. I completed a comprehensive assessment, including risk and carer assessments, with contributions from OT, physiotherapy and SLT. I worked closely with the client and family to identify priorities and develop an innovative care plan, exploring all funding options including NHS Continuing Healthcare. I assisted with recruiting a dedicated team of support workers to provide personal, health and social care and to offer regular respite for the family. Together we created a programme of activities based on his interests and explored options for holidays. Therapy goals were identified and referrals made for major home adaptations.

- Supporting a 35-year-old male who sustained a spinal cord injury resulting in paraplegia. Previously a full-time IT engineer and primary income earner, living with partner and two children. The injury caused loss of independence, psychological trauma, financial strain, and significant family stress. The home was unsuitable for his needs. I completed assessments with MDT input, identifying functional needs, risks, emotional impact, and family/carer stress. We worked to coordinate a safe discharge from rehab with equipment and home adaptations. I arranged a personalised care plan in collaboration with client, family and clinical team. A structured programme of rehabilitation was put in place, including regular monitoring and review. Partner was referred for counselling, and I liaised with school to identify support for the children who were struggling to adjust.

### Qualifications

- NLP Master Practitioner (2025)
- Palliative Care Social worker (2015)
- Post Qualifying Award in Social Work (2004)
- Diploma in Social Work (2002)

### Professional Memberships

- Registered Practitioner member of BABICM
- Registered with Social Work England (SW54073)

### Most Recent Training and Conferences

- 2025: New and would be Case Manager, BABICM
- 2025: Mental Capacity Act Refresher
- 2025: Report writing skills
- 2023: Adult & Child Safeguarding, Level 3
- 2023: Mental Health Act Awareness
- 2023: Equality, Diversity and Human Rights
- 2023: NHS Conflict Resolution
- 2023: Deprivation of Liberty Safeguards