

MEDIA RELEASE

Transformative Digital Health Industry Accelerator opens its doors to 2018 cohort applicants

Monday 16th April 2018, Melbourne, Australia—ANDHealth, unique non-profit industry-led organisation focused on strengthening the Australia digital health ecosystem and de-risking innovations in digital health, is now accepting applications for the ANDHealth+ (ANDHealth Plus) 2018 Program from mid-stage digital health companies looking to strengthen their clinical and commercial business case in advance of raising venture capital and/or entering international markets.

Digital health is a rapidly growing sector worldwide, and encompasses a broad range of technologies including: mobile health, health information technology, connected and wearable devices, telehealth and telemedicine, wellness, big data, data analytics and personalised medicine. ANDHealth Co-Founder and Managing Director Bronwyn Le Grice said “Digital Health is one of the largest and fastest growing sectors of investment with over US\$11.5 billion invested globally across 794 deals in 2017¹. In Australia, we have seen companies struggling to build the clinical and commercial evidence base to support the raising of sufficient growth capital to enable successful market penetration and international expansion”.

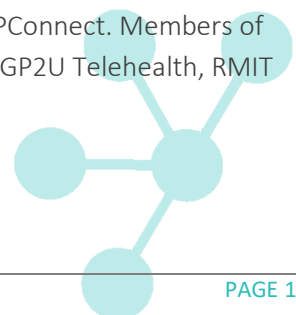
ANDHealth works across the diverse stakeholder groups which comprise Australia’s digital health industry. Locally the industry has strong capabilities in technology development, clinical trials and a world class healthcare system. However, companies looking to deliver new technologies to market are confronted by poorly understood commercialisation pathways, and complex regulatory, commissioning and reimbursement models, which create a challenge for innovators seeking to successfully monetise their digital health products.

“There are a number of early stage accelerators across Australia, which provide support for the early ideas and concepts behind innovative new companies in the healthcare sector,” said Ms Le Grice. “ANDHealth is different in that it provides a tailored support and advisory package for companies and technologies which have demonstrated product and market feasibility, but have gaps in their clinical and/or commercial business cases which limit their ability to scale. As a not for profit, ANDHealth is uniquely positioned to provide companies with a tailored support package without impacting the company’s equity or intellectual property position.”

Successful applicants to ANDHealth+2018 will be supported by an advisory board comprised of leading industry experts with a proven track record in digital health product development and commercialisation. In addition, companies receive up to \$60,000 of specialist third party services and activities to address their specific clinical and commercial validation challenge, and up to \$150,000 of in kind support from ANDHealth’s members and partner network, to enhance their ability to penetrate global markets and/or raise significant growth capital.

ANDHealth is industry led, and supported by Australian Industry Growth Centre, MTPConnect. Members of the initiative include Novartis Pharmaceuticals, Planet Innovation, Curve Tomorrow, GP2U Telehealth, RMIT University, the Murdoch Children’s Research Institute, HealthXL, and AusBiotech.

¹ Start Up Health Insights, Global Digital Health Funding Report, Data through December 31, 2017.
Report is inclusive of all publicly available seed, venture, corporate venture, and private equity funding



Quote from each cohort company:

DoseMe "The ANDHealth process is unique, as unlike many accelerators and grants which focus on very early stage ideas, ANDHealth supports innovative companies like DoseMe to expand into other marketplaces and sustain that growth. Developing a strategy for DoseMe in partnership with a talented set of ANDHealth advisors, with expertise ranging from clinical research through to pharmaceutical marketing, is of distinct value as we scale our operations," said DoseMe Founder and Chief Scientific Officer, Robert McLeay, PhD.

Perx "The application process was a great experience in itself. I don't think I've ever pitched to a room so knowledgeable on the problem we're solving and the healthcare sector more generally. The Q&A session was a great opportunity to walk through our business with the entire panel - I actually walked out with 3 or 4 new ideas for our product and business strategy." Scott Taylor, Co-Founder Perx. "We've found the ANDHealth+ program to be incredibly valuable in numerous ways. From getting some of Australia's leading minds in digital health providing strategic guidance and challenging our in-built assumptions to commercial partners providing real practical assistance in getting major commercialisation projects off the ground. I highly recommend any ambitious digital health companies looking to turbo-charge their clinical or commercial validation, to apply to the ANDHealth+ program."

Seer "The ANDHealth+ team and advisory panel have provided invaluable strategy and guidance to Seer as we have grown in 2017 and 2018 from a local success, to making a national impact. ANDHealth have helped Seer to fortify many aspects of the business, including business strategy, additional revenue opportunities, risk, regulatory and financial strategy, and legal advice, and have prepared us to make the most of our potential. We are extremely appreciative to have been in the ANDHealth+ program. Assess to the ANDHealth+ advisory panel provided us with pivotal insight into strengthening our business." Dean, CEO and Co-Founder.

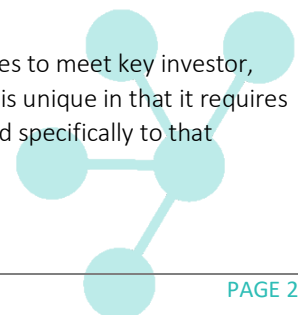
Atmo BioSciences "The ANDHealth+ process allowed us to look deeply at the areas that mattered for our business to ensure success. As an innovation based on academic discovery, the commercial guidance from the ANDHealth+ program was vital and provided us crucial access to advisors which we would not have been able to." Kyle Berean, CTO. "The advice and mentorship from the ANDHealth+ advisory panel and member network has been key to Atmo Biosciences being able build our business strategy. Being able to reach out to some of Australia's digital health leaders and get industry relevant advice, tailored to our specific challenges, has allowed us to navigate the commercialisation pathway from a clinically validated academic innovation towards market and investment readiness."

MCRI Allergy Pal, "It has been a great experience being part of the ANDHealth+ program. The support and insights from our expert panel and the ANDHealth team has helped open doors and allowed us to focus our business strategy and path to market. Being able to network with the other teams in the Program has given us a broad exposure to other challenges and commercial hurdles a digital health company may face and ways in which to tackle these." Jerome Wielens, Business Development Manager, MCRI.

SkinView, "ANDHealth provided us access to a diverse team of industry personnel who have real-world experience in digital health commercialisation. The ANDHealth+ process performs a deep dive into your business and strategy options. I strongly recommend applying to ANDHealth, especially if you have a product ready to scale and a few key remaining roadblocks, to access strategy from people who have done it all before." Sam Holt CEO, SkinView.

About ANDHealth+

The ANDHealth+ program is focused on assisting Australian mid-stage digital health companies to meet key investor, partner and customer requirements around clinical and commercial validation. The program is unique in that it requires no equity consideration and that each cohort company's advisory panel and project is tailored specifically to that company.



ANDHealth+ staff and advisors meet strict criteria – they must demonstrate hands-on experience in: product development of a market ready product which is evidenced based and has a sustainable business model; negotiation of a significant (preferably international) commercial agreement between two or more parties, where at least one party is from industry; and/or raising of a significant amount of capital for one or more digital health companies.

Companies which are successful in their application to ANDHealth+ are supported by a bespoke advisory panel drawn from ANDHealth members and networks. In addition, ANDHealth contributes A\$60,000 to securing relevant third-party expertise and cohort companies also benefit from significant in-kind offerings, including media & communications, insurance, human resources, intellectual property and legal support.

About ANDHealth

ANDHealth is a unique non- profit industry-led organisation focused on strengthening the Australia digital health ecosystem and de-risking innovations in digital health, with a focus on clinical evidence, commercialisation and investment readiness.

ANDHealth is comprised of a consortium of industry and government partners, with foundation members drawn from industry leaders nationally and internationally including Novartis Pharmaceuticals, Planet Innovation, Curve Tomorrow, GP2U, RMIT University, Murdoch Children's Research Institute, AusBiotech, HealthXL, and HPM Executive and matching funding provided by Federal Government Industry Growth Centre MTPConnect.

Contacts

NWRCommunications

Warrick Lace

Director- Medial Relations

M: 0404 656 408

E: warrick@nwrcommunications.com.au

ANDHealth

Bronwyn Le Grice

Managing Director

M: 0424 862 600

E: bronwyn@andhealth.com.au

