December 2010

Simavita
gracing life

SIM™news

Keeping you informed of new and exciting developments within the world of **Smart Incontinence Management**

Simavita wish you a happy festive season and a happy new year.

Update from the CEO of Simavita

Thank you for your continued support and feedback during the past few months.

All of us at Simavita are encouraged by the great improvements we are making to our clients' businesses through the use of smart technology that keeps aged care residents and caregivers connected and empowered to manage and improve their quality of life and health.

SIM™ is now improving the quality of life for thousands of residents at more than 30 aged care facilities across Australia today. We are also in the process of installing test sites at aged care facilities in various European countries.

We are privileged to work with such a diverse group of professional caring organisations dedicated to serving the needs of our aged care community.

Smart technology like SIM™ keeps aged care residents, caregivers and healthcare providers connected and empowered to manage health and wellness around the clock.

A key focus for us this year and next is the continuous improvement of our product and follow-up support services.

The positive response and endorsement of SIM™ from numerous customers is very encouraging. Some of the initial SIM™ users are now rolling SIM™ out into their other facilities.

Our support and service teams are looking forward to working closely with you in 2011 to meet your needs and also seek your participation in the continued development of our unique Australian technology which is now being recognised worldwide.

You will be encouraged to know our business is underpinned by a strong financial and logistical foundation. We are well funded and actively hiring more qualified support staff so we are in a position to continue to support our growing customer base without diluting the high level of service and responsiveness you have come to know.

Simavita CEO Philippa Lewis:
We are privileged to work with professional and caring organisations. All of us at Simavita wish you a happy festive season.

SIM™ news

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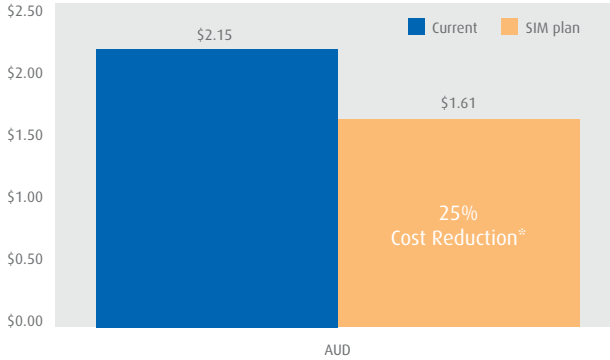
How Simavita is helping improve care and reduce costs

Simavita's SIM™ is now installed in over 30 locations in Victoria and NSW. The data we have collected over the last 12 months is helping set a benchmark at facilities in what can be achieved in savings, labour efficiencies and improvement in care from the installation of SIM™. For example; we are seeing consistent patterns in continence aid savings. On a National scale it has been estimated a pre-assessment product cost per resident per day is $2.15 and the post assessment cost reduces this to $1.61. This represents a 25% saving per resident. This equates to over $11,000 in savings per annum on continence aids for a 60 bed facility. This is just one area of information the SIM™ plan can provide.

In a recent article published in the November – December issue of the respected *Australian Ageing Agenda*, (Continence, Blame it on the Bowels page 74), author Anne Ramus highlights that getting it right with the continence aids will lead to better care and outcomes for every resident. She also highlights the importance of treating each resident as an individual and how SIM™ technology is able to provide aged care residents and management with person centred care.

Data from 30 sites is showing the significant dollar savings that can be made using SIM™



*Per SIM™ assessed resident per day.

Client spotlight

Maroba Retirement Village Newcastle NSW

Simavita is making a difference to care in the NSW Hunter Region. A number of forward looking aged care facilities are differentiating themselves by taking a lead when it comes to the adoption of innovative new technologies.

The leading Maroba Retirement Village in Newcastle was founded on the principles of innovation and using the very latest technology to improve the level of care for residents.

Maroba is operated by the Islington Baptist Church which was established over 123 years ago.

The facility has a staff of 150 and comprises a nursing home, a hostel and self-care units.

Maroba is known nationally as an innovator and has set several industry benchmarks for care and accommodation.

Simavita's SIM™ was installed in October this year and officially launched by the NSW Minister for Science and Medical Research and the Minister for Newcastle and the Hunter Region, Jodi McKay.

Minister McKay said the NSW Government was proud it had played a key role helping Simavita develop its unique technology.

She praised the SIM™ technology for its ability to deliver higher quality and more cost-efficient care.

"Apart from improving the quality of life for aged care residents and those who care for them, SIM™ is demonstrating it can deliver significant savings in time and labour associated with manual continence assessments.

"These improvements in efficiency allow for more time to be given to caring for each resident," Mrs McKay said.

She added the NSW Government would continue to support investment in high quality technology platforms and state-of-the-art medical care infrastructure like SIM™.

CEO Philippa Lewis with NSW Minister for Science & Medical Research the Hon Jodi McKay MP and Maroba CEO Viv Allanson at the event.

Europe quick to welcome SIM™

In October Simavita agreed to establish our first non-exclusive European sales and distribution deal with the Abena Group of Denmark, one of the world's largest distributors of healthcare and medical products.

Abena will distribute Simavita's revolutionary wireless SIM™ incontinence technology for aged care facilities throughout the European Union and provide marketing and training support.

The distribution deal with Abena signals the start of our planned global expansion to take this unique Australian technology innovation to the rest of the world.

Demand from Europe reminds us that people all over the world face the same issues as we do in Australia with the problem of incontinence.

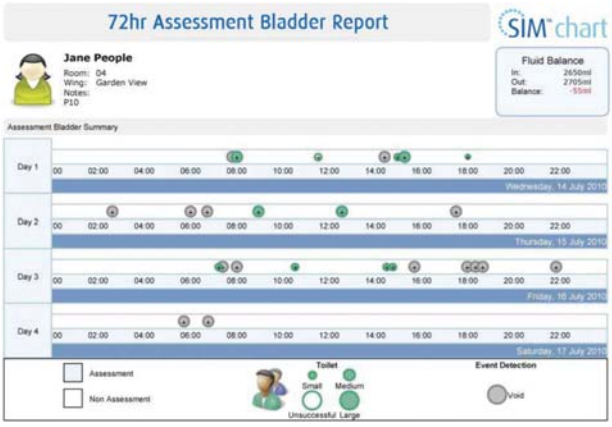
The issue of incontinence costs the aged care industry, charities and governments billions of dollars every year. We believe our unique medical device is already assisting aged care facilities in Australia to cost-effectively manage the problem.

SIM™ technology delivers an improved quality of life to the incontinent ageing population no matter where they are in the world.

Product improvements coming your way in 2011

Simavita continues its commitment to ongoing investment in research and product development. Over the past 12 months we have been working to improve our capability in this area, particularly in relation to software and electrical hardware design. We have solid internal foundation of engineering and technical support resources that efficiently support our customers .

The team is continually working on product development improvements to the product offering. This includes additional software functionality, both in the core assessment module as well as new software modules.



SIM™ chart: Is the worlds first evidence based bladder report. This is the interface that the care staff see and the chart is incorporated into the residents care plan to produce a toileting schedule.

Our software architecture has been revised to create a web based solution that allows us to improve the security and robustness of our system while at the same time opening up our software applications to a wide variety of end clients.

An enhanced version of the SIM™ plan is scheduled to be incorporated into our SIM™ software in coming months. This new software allows users to analyse SIM™ assessments with real time data. It uses a sophisticated set of reports to better plan for resident care as well as controlling costs and measuring performance.

We also continue to develop our Aged Care Funding Instrument (ACFI) tools including an ACFI Calculator and ACFI Health check for gap analysis and funding validation.

An international funding tool is also being developed in parallel to our ACFI tools for inclusion in the SIM™ software based upon universal resident assessment processes. These processes are behind most funding arrangements globally.

These important developments will enhance and improve SIM™ user experience and improve clinical outcomes as a comprehensive management reporting tool.

All of us look forward to helping our valued customers benefit from these new advances in coming months.

Did you know...?

Simavita's wireless sensor networks use the popular ZigBee® which operates on the industrial, scientific and medical radio band of 2.4 GHz worldwide.

ZigBee consumes considerably less power than the common Wi-Fi systems and is used by a large number of common medical monitoring devices, including thermometers, pill dispensers, blood-pressure monitors and pulse oximeters.

ZigBee's low energy consumption allows the use of small batteries to transmit data over long periods of time. Low power consumption allows it to be easily incorporated into small computer chips that are relatively inexpensive. These chips can then be integrated into low-cost, low-power devices that can 'sleep' for 99 per cent of the time until awakened by an event.

Simavita's proprietary system opens up a new communications network within aged care facilities. The use of such networks is becoming more common in a range of industries and efforts focused on improving the quality of people's lives by providing a greater sense of dignity, safety and security, broadening their lifestyle choices and enabling the healthcare system to provide better treatment and management options.

As with many businesses and services that involve complex logistics and large numbers of people, these networks will be increasingly important in their future operations.

Incontinence facts

Incontinence among aged care residents creates a range of medical problems and accounts for an average of 30 per cent of the cost of managing an aged care facility in labour and cleaning. It is estimated incontinence costs $1.2 billion a year and afflicts 1.5 million Australians of all ages.

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