



An Australian Government Initiative



Shaping Business, Transforming Industry

## CLIENT JOURNEY

# SIMAVITA

North Sydney NSW 2060

### Background

Simavita is a Sydney based company which has been working since 1996 to develop solutions that improve quality of life across the global health care spectrum.

Incontinence is a major issue affecting one and a half million Australians of all ages at an estimated annual cost of \$1.2 billion. Simavita developed a revolutionary new product called SIM® which helps manage this problem in aged care facilities by remotely monitoring continence events to make assessment easier, simpler and more accurate than existing methods.

While the company had confidence in their new product, Simavita needed independent research and evidence to validate SIM® before taking it to market. This presented a problem.

“As a small and rapidly growing global business, Simavita does not have the significant research resources at its disposal as a larger company might,” said Simavita’s Chief Executive Officer Philippa Lewis.

The company became aware of Enterprise Connect’s Researchers in Business program that provides funding to help place experts from universities or public research agencies with businesses to develop and implement new commercial ideas.

“The rapid response and interest we received from Enterprise Connect allowed us to move quickly and deploy the researcher into the field.”

“The application process for a Researchers in Business grant was relatively simple and was focused on the needs of small to medium enterprises like Simavita,” said Ms Lewis.



Dr Yu Ping, School of Information Systems and Technology, Wollongong University (left), with the Simavita team

Enterprise Connect provided \$50 000 under Researchers in Business, a figure matched by Simavita. The funds were used to employ mathematics and information technology expert Zhenyu Zhang who worked with Simavita for one year under the coordination of Dr Yu Ping from Wollongong University’s School of Information Systems and Technology.

Zhenyu Zhang studied SIM®’s ability to improve care and increase the efficiency of staff. Dr Yu used Zenyu Zhang’s data in her research to validate the efficacy of SIM®.

### Outcome

Following the validation of its product, Simavita moved quickly to take SIM® to market and it has now been installed in 30 aged care facilities in NSW and Victoria. The company is also planning to install SIM® in facilities across all remaining states and territories, and in New Zealand.

On the international front, Simavita has agreed to work with Denmark’s Abena Group in a non-exclusive marketing and distribution agreement to rollout SIM® to Europe.

### Further Information

Visit [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au) or call the hotline **131 791**