



**For Immediate Release:**

**18/07/2014**

**Simavita Bioshares Biotech Summit Presentation**

18<sup>th</sup> July, 2014

Philippa Lewis, CEO of Simavita (TSXV.SV) (ASX.SVA), will deliver the following presentation on Friday 18<sup>th</sup> July to investors and companies at the Bioshares Biotech Summit in Queenstown, New Zealand speaking on the topic of “Major Commercial Opportunities Investors Need to Learn About”.

Content in this presentation includes a summary of recent activities and developments within the Australian, United States, Canada and Denmark.

For further information, please check our website ([www.simavita.com](http://www.simavita.com)) or contact the persons outlined below.

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**About Simavita**

Simavita is a medical device company that has developed an innovative, world first solution for the management of urinary incontinence, with a focus on the elderly. The first product is the SIM™ platform technology which is an instrumented incontinence assessment application that provides evidence-based incontinence management care plans to the residential aged care market.

**About SIM™**

SIM™ is a wireless sensor technology that delivers evidence-based instrument incontinence data on individuals. SIM™ provides user friendly tools and software to assess the incontinence condition and to help plan better outcomes. SIM™ is used to detect, record and report incontinence events during a compulsory or recommended assessment period in residential aged care facilities to develop an evidence-based incontinence care plan.

Conducting assessments is mandatory in many countries and the incontinence assessment creates an influential element of care of each individual. For more information on Simavita or SIM™, please visit [www.simavita.com](http://www.simavita.com).

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# 10 Bioshares Biotech Summit 2014

## Three Major Commercial Opportunities Investors Need to Learn About

Presented by: Philippa Lewis – CEO

18 July 2014

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Smart  
Incontinence  
Management

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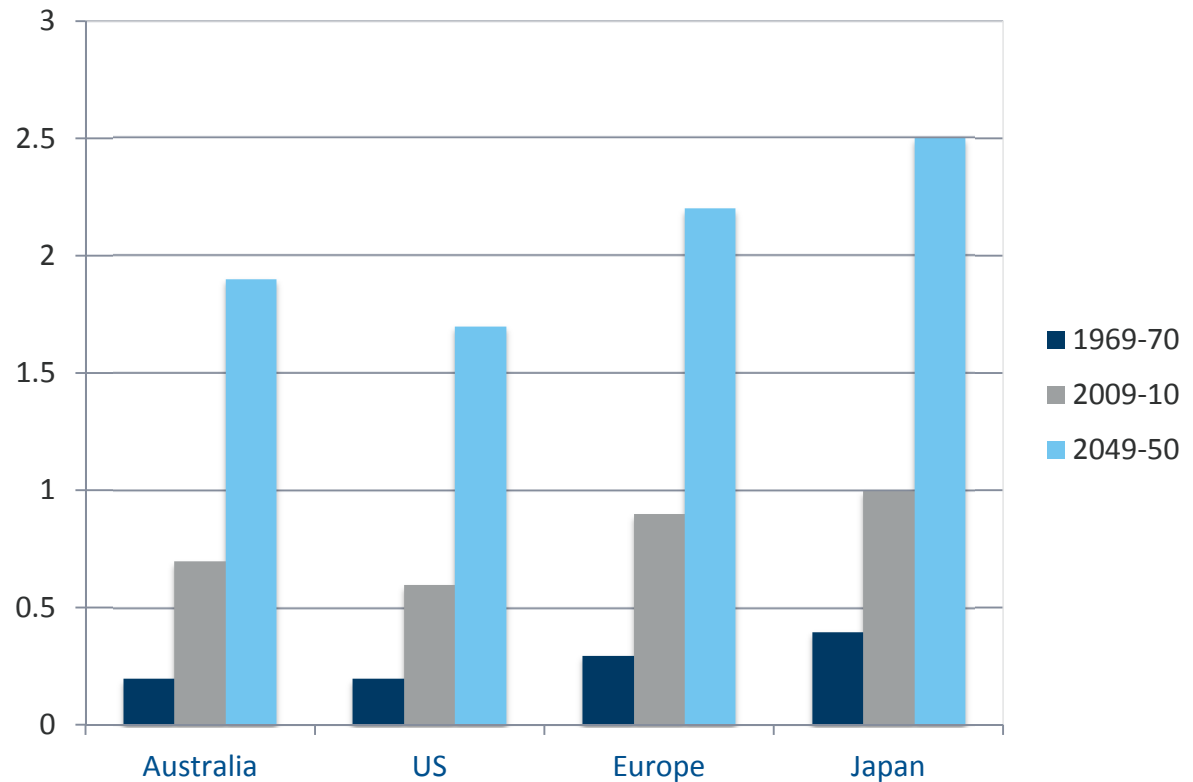
# Healthcare Costs Exploding

Due to Dramatically Increased Life Expectancy



## Aged Care Expenditure as a % of GDP

Sources: European Centre for Social Welfare Policy and Research – Facts and Figures on Long term Care Europe & North America  
Australian Government – The Intergenerational Report 2010, World Bank. GDP by country, CIA World Fact books



# Tackling the Aged Care Challenge



Costs are  
**UNSUSTAINABLE**



The Global Population  
is Aging



- Digitised medicine
- Health informatics
- Remote monitoring

# Simavita Investment Case

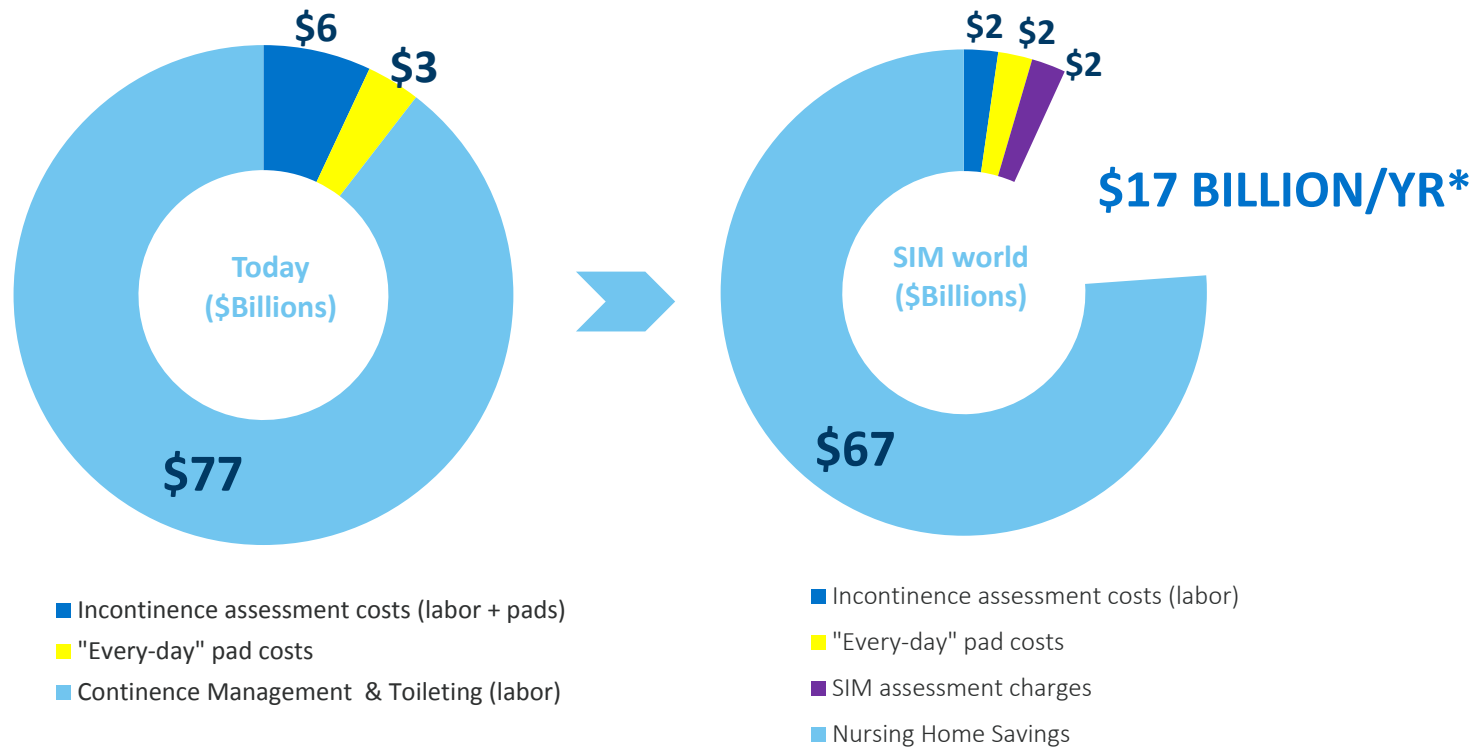
## Why is this such an exciting investment?



- Massive market, global “mega trend”
- Incontinence is ubiquitous in the aging population everywhere
- Commercialised – a real product that works!
- Makes aged care smarter, better, and reduces costs
- Global first mover
- Strong patent protection
- Automating a compulsory manual process

# Global Incontinence Costs

## Long Term Care



Sources: SCA, Simavita, Euromonitor. "Every day" pad refers only to Nursing Home settings  
 \*Total savings is SIM were applied to all long term care facilities - \$4b



# Incontinence by Numbers

## Incontinence by Numbers



- **240 Million** People in the western world are incontinent
- **15+ Million** Incontinence assessments /year
- **\$6 Billion** Assessment labor costs /year (nursing homes only)
- **\$9 Billion** Continence products sold /year
- **#2** Nursing home cost (after labor)
- **25%+** Total % of labor attributed to incontinence management in aged care facilities
- **70%+** Over 70% of residents in aged care are incontinent

# The Manual Assessment

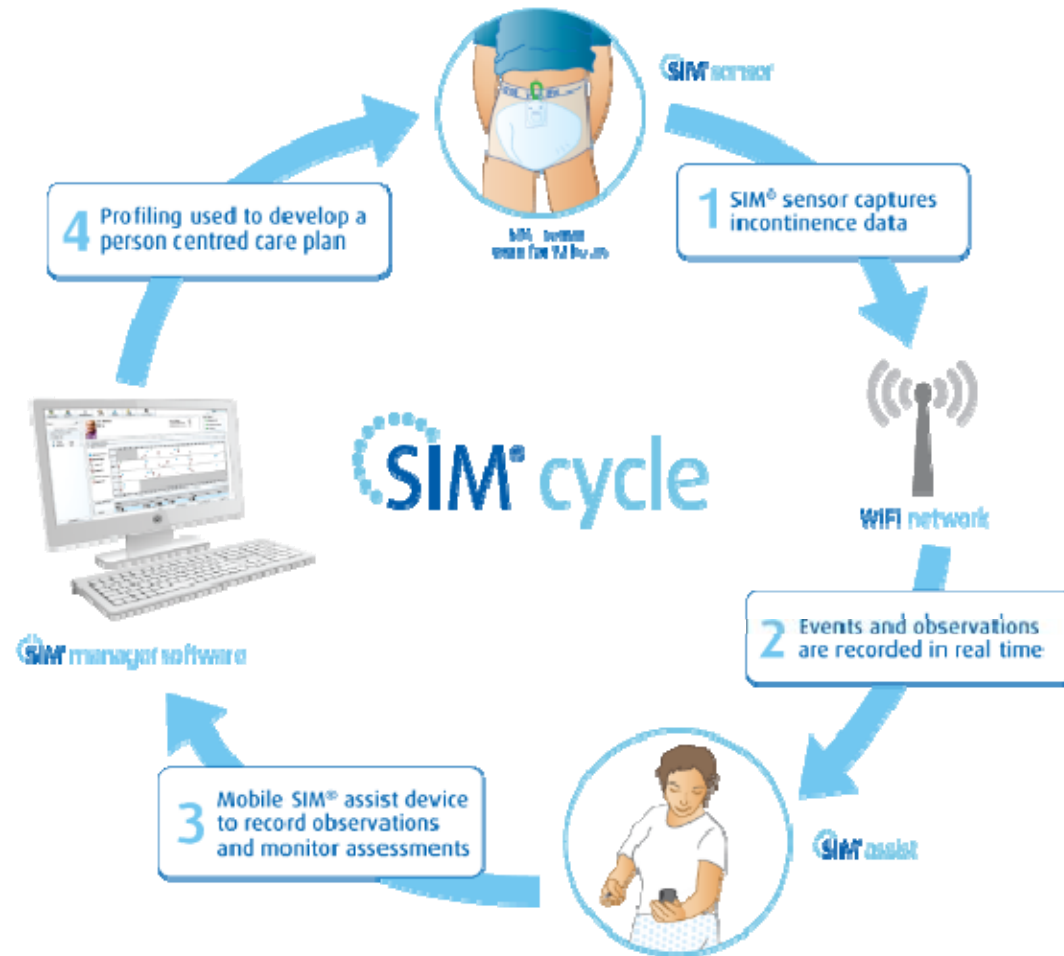
## Regulated, Compulsory and Ubiquitous



- 72 hours
- Check and change every 1-2 hours
- Expensive
- Labour intensive
- Inaccurate
- Not evidence based
- Cannot be validated
- Creates a very poor care plan

# SIM™

## World's first Integrated and Instrumented Incontinence Assessment



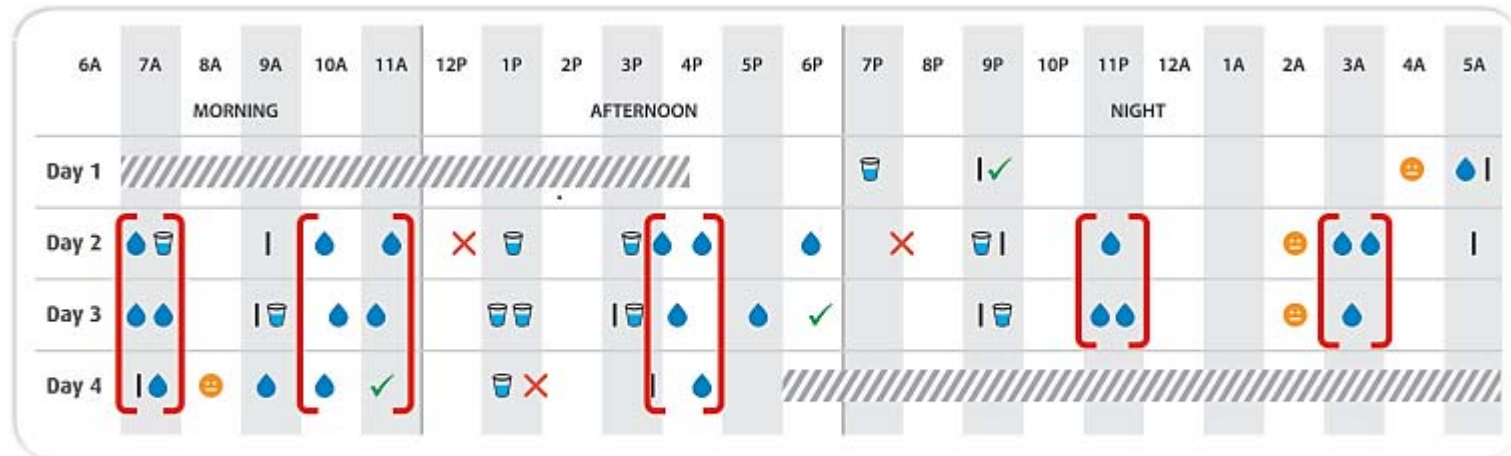
# What is SIM™

SIM™ replaces inaccurate & labor intensive manual methods



# SIM™ 72 Hour Bladder Chart

SIM™ provides “Big Data”



- ☺ Wetness
- ☘ Bowel Open
- ✓ Successful Toileting
- ☹ Unsuccessful Toileting
- | Sensor Removal
- ☹ Behaviour
- ☺ Fluid Intake
- ☺ Food Intake
- ☺ Sensor Check
- ☺ Sleeping
- ☺ Reposition
- ☺ Therapeutic Massage
- ☺ Medication Assistance
- ☺ Comments

  
SIM™ uses WiFi enabled devices to collect accurate continence assessment data



# SIM™ Summary Observations

## Clinical Guidelines



### The key to cost and outcomes:

- When to toilet?
- When to change?
- What product to prescribe?



# SIM Assessment

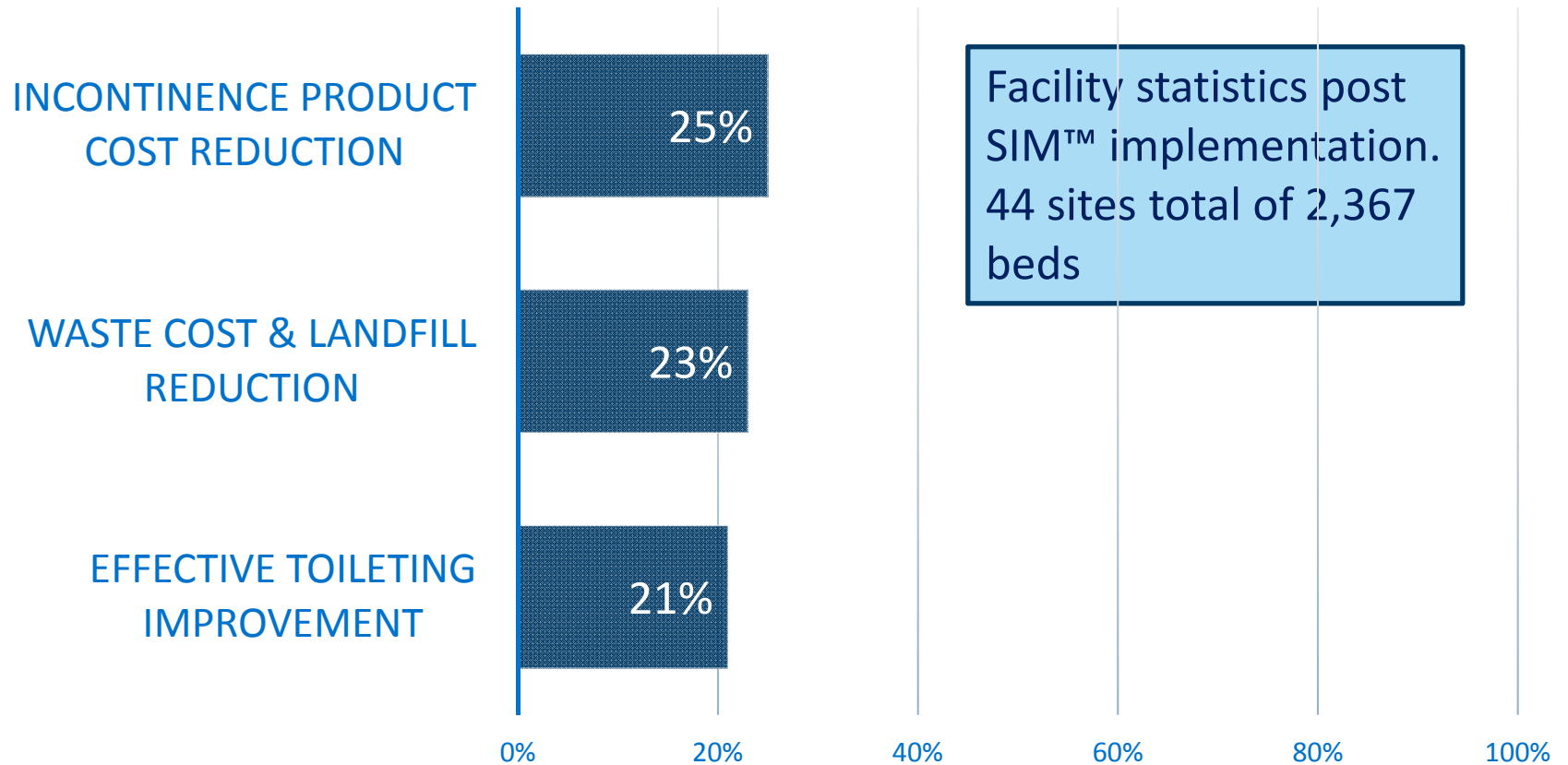
## Addressable Market



Target Market	Total Residential Aged Care Beds
United States	2,700,000
Australia	180,000
Canada	250,000
Europe	3,300,000
Japan	740,000
Total	7,170,000

# Facility Cost Reduction

## The Australian Experience





# Published Peer Reviewed Research

Statistically Significant (Journal of Clinical Nursing)



- **Reduced volume of urine voided into continence aids**
- **Increased number of successful toileting events**
- **Increased adherence to urinary continence care plans by staff**

# Platform Technology

## The Bigger Story

- Long Term Care assessment is the first application
- Additional potential applications in;
  - i. Community Care
  - ii. Data Management
  - iii. Everyday monitoring



# Dispelling Myths in Aged Care



## Myth:

An aged care setting is similar to acute care – a hospital for old people.

## Fact:

**False** - Nothing could be further from the truth. Aged care is a “social” model of care, not a “medical” one.



# Dispelling Myths in Aged Care



## Myth:

Aged care has “Patients”

## Fact:

**False** - They have “residents”.  
There is a big difference!



# Dispelling Myths in Aged Care



## Myth:

Aged care is a simple market to penetrate

## Fact:

**False** – it is fragmented and now beginning to corporatise and there are many stakeholders to sell to.



# Dispelling Myths in Aged Care



## Myth:

Aged care facilities are fully funded by the Government so they don't have to worry about efficiencies, productivity or profits.

## Fact:

**False** – many organisations are public listed entities reporting to shareholders. Profit is critical for a sustainable business/industry.



# Dispelling Myths in Aged Care



## Myth:

People live in aged care facilities for years.

## Fact:

**False** – the average bed turns every 12 months.



# Dispelling Myths in Aged Care



## Myth:

The transition to technology based options is fast in aged care due to its de-regulated environment

## Fact:

**False** – It is slow to take up new technology though it is quite focused on evidence based therapy and quality outcome.





# Dispelling Myths in Aged Care



## Myth:

Aged care is not subject to strong regulation

## Fact:

**False** - It is



# Dispelling Myths in Aged Care



## Myth:

There are millions of people in facilities, so to tap into the aged care market you just have to distribute to aged care facilities.



## Fact:

**False** – Approximately 10% of all aging people are in facilities. The rest are at home aging in place. The big future is in tapping into the home care market of ageing. It's larger and growing with a bullet.





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Thank you

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