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**Media Release**

**For immediate release**

**iCare wins national award for Best New Overall  
Information & Communications Technology Solution in  
Australia**

iCare Solutions, Australia's leading provider of clinical and care management solutions to the aged care industry, has taken out the top iAward in the 2008 Australian Information Industry Association's (AIIA) iAwards for the best information and communications technology (ICT) innovation in the country. The achievement comes only four years after the company began commercialisation of its product suite in 2004 and despite the aged care industry traditionally having little knowledge of, or experience in, using information technology.

This latest win has capped off 12 months of successful achievements for iCare which was also ranked as the second fastest growing software company and the seventh fastest growing company across all technology sectors in the Deloitte Technology Fast 50, 2007.

iCare won the AIIA's General Applications category for the most innovative ICT solution supporting non finance related business processes. The company will now go on to represent Australia at the Asia Pacific ICT Awards to be held in Indonesia competing against national winners from 16 other Asia Pacific countries including China, India and Korea.

The iCare clinical and care management solution is a software platform that enables aged care facilities to streamline their administration processes and improve the level of clinical care to aged care residents. Extremely simple and user friendly, it saves facilities on average 30 per cent of operating costs across the board in overall efficiencies.

"We are thrilled to have been recognised in this way after such a short time on the commercial market," said iCare Managing Director, Mr Chris Gray.

“The cost and efficiency savings iCare produces, coupled with improved levels of clinical care, are second to none in the industry and this win endorses the product’s integrity and value.

“Given that this particular Award was open to all general business sectors, it’s also public recognition of the rapid progress made by the Australian aged care industry in embracing IT over the last four years, despite the challenge of coming off a very low IT skills base.”

Mr Gray estimated that 40 per cent of the aged care industry had now converted from paper based systems to technological ones. He said he believed that figure would double over the next five years as the industry faced increasingly complex challenges which could not be managed efficiently without technological assistance.

“Aged care operators are already under pressure from staff shortages and new government funding/compliance models, both of which can be managed more efficiently and more cost effectively with IT assistance,” he said. “At the same time, IT also improves the quality of carers’ jobs because it frees them from many repetitive and time consuming administrative tasks they previously carried out by hand.

“But the world of aged care is set to become much more complex over the next 10 years as our increasingly ageing population brings additional compliance regulations, more sophisticated care levels and increased information sharing requirements from external bodies and family members.

“With this in mind, we look forward to helping the industry to adapt to change in the longer term and to investing in the development of more comprehensive solutions as time goes on.

“At this stage, we are implementing Phase One of the customer service plan, which is to provide extensive education, training and ongoing support in introducing IT systems to aged care facilities. This bedding in phase is very important because traditionally, workers in the aged care industry have little or no experience in working with technology. They therefore need as much support as possible to help them to make a trouble free transition from paper based systems to electronic clinical and care management ones.

“Phase Two of the customer service plan, which we are already developing, is to introduce a range of products and services which will enable customers to easily interface and share information safely with third parties as will be required as care becomes more sophisticated and the world in general becomes more much more technologically enabled. Such parties will include government and statutory authorities (additional compliance requirements); external health

workers/providers/suppliers (care consultation); and approved family members (progress and care reports).

“Looking ahead, it’s a very exciting time for the aged care industry.

“We will continue to invest heavily in our product and service development so that we can provide a comprehensive and trusted road map for the industry’s technological journey ahead,” he said.

AIIA’s Chief Executive Officer, Mr Ian Birks, said: “iCare Solutions is an outstanding example of innovation and this award acknowledges their contribution to the industry and to Australia.”

The AIIA iAwards are presented by the AIIA, the Australian Financial Review and the CSIRO ICT Centre.

### ***About iCare Solutions***

*iCare is the second fastest growing software company in Australia and the seventh fastest growing company across all technology sectors according to the Deloitte Technology Fast 50, 2007. (In 2006, iCare was rated fifth and 25th respectively). The company won the 2008 Australian Information Industry Association’s Victorian iAwards in both the e-Health and General Applications categories for the most innovative ICT solution for the healthcare sector and the most innovative ICT solution supporting non finance related business processes respectively and went on to win the national General Applications category for Australia..*

*The company is the market leader in the provision of Clinical & Care Management solutions to the aged care industry in Australia with over 30,000 beds under license. The total number of aged care beds in Australia is approximately 200,000.*

*Based in Melbourne, iCare is privately owned and began commercialisation of its product suite in 2004. It employs 30 staff in Australia and was launched in the UK in September 2007.*

Further information, please contact:

**Linda King or Daniel Charcharos**

King Public Relations

Telephone: 03 9696 5909 or 0412 490 777