

AIC TechFast®

Simavita



Simavita
gracing life

The Company

Simavita (formerly Fred Bergman Healthcare) develops solutions to improve quality of life across the global healthcare spectrum.

Simavita's products are based on more than 10 years of research and development aimed at finding a better system for the assessment and management of continence.

The company's focus is on providing a sense of dignity and grace to those with incontinence.

The Opportunity

Simavita's first medical device - SIM™ (Smart Incontinence Management) - addresses the assessment and management of urinary continence for residential aged care facilities.

The need for a device of this type is clear but as a start-up company, Simavita had limited resources and skills to invest in the critical activities required for commercialisation of the SIM™.



The SIMpod® - part of the SIM™ system

AIC Assistance

The AIC supported Simavita via the TechFast® program. The program assists small businesses to remain competitive by identifying and linking our them with the right people and organisations to solve product, process or service issues, access technical capability and to identify new growth opportunities for business.

The AIC provided assistance to Simavita to undertake a technology, market and intellectual property assessment as well as support in identifying R&D partners and formalising effective commercial relationships with collaborators.

Fast Facts

- The AIC's TechFast® program assisted Simavita to understand and plan for commercialisation
- Identify appropriate development partners
- Helped Simavita to negotiate commercial arrangements



“ Having the ear of someone experienced in technology transfer and commercialisation opened our eyes and helped us realise that we didn't have to invent everything ourselves – but that we could find existing know-how and gain access to it through commercial agreements. ”

David Barda | former CEO of Fred Bergman Healthcare



Australian Institute
for Commercialisation

The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.

AIC TechFast®: Simavita



Outcomes

Before entering the TechFast® program, Simavita was focused on running a clinical trial of SIM™ in an aged care facility and developing an improved prototype of the product.

TechFast® helped Simavita to understand the full breadth of commercial activities that would be required to maximise the successful commercial uptake of SIM™ technology.

TechFast® then provided Simavita with assistance in finding and selecting a patent attorney and law firm who provided expert advice and support to help them better understand their intellectual property position, their target markets and the dynamics of those markets and competing clinical solutions.

In particular, this vital information gave the company perspective on certain issues. Most importantly, it helped Simavita realise that the directors had unrealistic expectations of what the technology and the business would be able to achieve and the time frames involved and a simplistic view of the real protection that could be provided

by the existing patents. The business plan, intellectual property (IP) strategy and market research supported by TechFast® all formed the foundation for the next stage of development for the company.

Following on from the TechFast® program, Simavita was able to raise additional capital and continues to develop SIM™ technology.

A 2006 Department of Health and Ageing SIM™ Trial concluded that:

This project has shown that the use of IT in this specific area of continence management greatly benefits the residents, staff and management. The greatest benefits were reported to be in the reduction of intrusive episodes and the reduced amount of time spent by nursing staff who used the SIM™ to conduct continence assessments and were then able to prepare more accurate resident-specific toileting plans.

The clinical trials have found that it halves the amount of staff time that needs to be devoted to continence assessment.

The current CEO of Simavita, Philippa Lewis said the recognition of SIM™ alongside a hybrid cochlear implant and an artificial heart valve, showed that aged care was coming of age.

“Like the cochlear implant, we have an international marketplace that is recognising what we are doing.”

The product has received approval from the Therapeutic Goods Administration and won the coveted Innovation Company of the Year Award at the 2010 Information Technology in Aged Care (ITAC) conference.

Installations of SIM™ are taking place in capital cities, as well as regionally and many more installations are planned nationally and internationally as the industry learns more about the revolutionary benefits of SIM™.

TechFast® can connect your business to the necessary capabilities to address challenges and stimulate growth

Contact us to find out how TechFast® can help your business.

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Philippa Lewis | CEO of Simavita

