

Focus.

Supporting
business success in
South Australia

October 2016



Chance to capitalise on booming industry

Celebrating the
state's growing
health sector



Welcome.

Welcome to the October 2016 edition of BankSA's *Focus* magazine.

This edition explores South Australia's burgeoning health industry, including profiles of six BankSA customers who have each played their role in helping health care become the fastest growing industry sector this century.

Research conducted by BankSA in conjunction with Deloitte Access Economics confirms that no industry sector is likely to see better growth in Australia over the next two decades than health and wellness services.

But while future opportunities in the sector are plentiful, now is the time for South Australian businesses to position themselves for the opportunities that lie ahead, which could generate billions of dollars' worth of economic activity.

Businesses that can focus on the rapidly growing health sub-markets, particularly among older Australians, will be particularly well placed to thrive.

Further, our analysis suggests that our ageing population won't just increase demand for health services, it will change the shape of these services as we know them.

The needs of older Australians are also likely to extend well beyond the traditional health sector to include retail, food and home maintenance for example, providing new opportunities for small business to capitalise on this expanding market.

Personal care services, retirement living and leisure, residential aged care, preventative health and wellness, and the digital delivery of health services are all expected to experience strong growth, while a forecast increase in more chronic health conditions – in line with rising life expectancies – will further drive health spending in the future as Australians live longer.

Importantly for South Australia, the opportunities in the health sector are here now – unlike other longer term opportunities for our economy. And unusually for a rapidly growing sector, it has low volatility.

Like the six outstanding organisations that are featured in this edition of *Focus*, South Australia is well placed to grasp this opportunity and lead the nation in research, product development, and a willingness to try new health care delivery models.

I hope you enjoy reading this latest edition of *Focus*.

Nick Reade – Chief Executive, BankSA

In this issue.

Chance to capitalise on booming industry.

Page 1.



Cradle to grave health care.

Page 4.



Care with a Can Do attitude.

Page 6.



Three locations, one common goal.

Page 8.



Helping find the 'possible'.

Page 10.



Travel clinic ensures safe passage.

Page 12.



Whyalla residents in good hands.

Page 14.

Chance to capitalise on booming industry.

South Australia has a golden opportunity to capitalise on a booming industry as the state's health sector continues to grow, largely due to our ageing population.

When you consider that nearly a quarter of South Australians will be aged 65 years or over by 2030, it is easy to see why economists believe that no other industry sector offers more growth opportunity for the local economy than health services.

BankSA's *Trends* economic bulletin recently reported that the health sector is already the largest employer in South Australia, employing more people than the state's retail sector, and almost twice as many people as the state's construction sector.

In fact, over the past 15 years, the rate of increase in employment in the state's health sector has been double the national average, and while employment levels in other industries have remained flat in recent years, South Australia's health sector continues to grow strongly.

Crucially, the state's health industry has unrivalled potential for further growth too.

As a result, more businesses are starting to position themselves for opportunities that lie ahead, such as those linked with Australia's National Disability Insurance Scheme (NDIS) which will add one per cent of national income to the flow of funds going into the wider health care sector.

Indeed, a large portion of the \$20 billion a year that state and federal governments are budgeting to spend on the NDIS will ultimately be spent on the wages of health industry workers who care for the half a million Australians living with a disability.

More broadly, the health sector covers an enormous variety of services which are set for greater demand, including general practitioners, specialists, pathology, x-ray and diagnostic services, ambulance services and allied health professionals such as dentists, optometrists, physiotherapists and chiropractors.

It also comprises hospitals, aged care facilities and nursing homes where demand is rising, as well as the manufacturing and sale of pharmaceuticals, the health insurance industry and the fitness sector.

It should come as no surprise that Australia's ageing population is seen as a major driver of sectoral opportunity for businesses in the health sector.

BankSA Chief Executive Nick Reade notes that our ageing population won't just increase demand for health services, it will change the shape of these services as we know them.

"Just as baby boomers changed the nature of Australia's schools in the 1950s and 60s, they will also change the aged care sector," he said.

>



"Our ageing population won't just increase demand for health services, it will change the shape of these services as we know them."

Nick Reade
BankSA Chief Executive



The other major driver of sectoral opportunity for businesses in the health sector is the escalating cost of health care – which is rising faster than costs on average in the economy – so no matter how large Australia’s health markets are today, all the indicators suggest they will be considerably larger in the future.

That means a bright outlook for businesses that are able to effectively position themselves to capitalise on growth opportunities. These opportunities will continue to emerge as people change their spending habits, and as new approaches to health funding and the provision of care are developed in the future.

The composition of health demand is also set to open up new business opportunities. For example, rising life expectancies (Australian males now live to 81, while females now live to 85) are seeing a shift towards more chronic conditions such as diabetes, dementia, Parkinson’s

disease, cardiovascular disorders and musculoskeletal diseases.

These chronic conditions are anticipated to influence future health spending, so as Australians live longer in years to come, they will increasingly do so with age-related ailments that are not life threatening but require high levels of care from appropriate providers.

With a transition already underway within health markets to cater for more chronic conditions, the Australian Institute of Health and Welfare has projected future disease costs as the nation’s population ages, including diabetes which is projected to have the largest percentage increase in market size with a 436 per cent jump in spending tipped between 2003 and 2033. This is followed by dementia (364 per cent increase), Parkinson’s disease (334 per cent), digestive disorders (238 per cent) and sense disorders (236 per cent).

Rising incomes among Australians are also expected to result in greater spending on health care in the future, in line with historical trends that show the more money people make, the more they spend on their own health and well-being.

Furthermore, higher living standards have seen Australians demand greater access to a wider range of quality health care over time, with many of the services and products that were once considered a waste of money by doctors and patients becoming more mainstream as incomes rise.

So where else do opportunities exist for businesses?

Professional services firm Deloitte recently identified 25 sectors that it saw as having the greatest potential for economic growth in the next two decades, with five of them related to the health industry: community and personal care; residential living and leisure; residential aged care; preventative



“There are opportunities for resort towns to develop as centres of aged care and health care excellence. There will be commercial opportunities in aged care as well as in allied services such as audiology and optometry.”

Bernard Salt

KPMG partner and leading social commentator

health and wellness; and digital delivery of health.

Indeed, opportunities abound in various fields that extend well beyond the health sector itself. For example, it is likely that ageing homeowners will increasingly need assistance such as gardening and cleaning services through to food preparation and personal shopping support. As a result, many businesses who never previously thought of themselves as care providers will soon find themselves moving into the health space.

KPMG partner and leading social commentator Bernard Salt agrees that South Australia – as Australia’s oldest mainland state, and with a more pressing need to cater for burgeoning health requirements of older residents – is well placed to take advantage of a multitude of opportunities in the years ahead.

“There are opportunities for resort towns to develop as centres of aged care and health care excellence. There will be commercial opportunities in aged care as well as in allied services such as audiology and optometry,” he said.

“There will be rising demand for medical technology and for technology monitoring devices. There may be scope for niche education, travel and tailored downshifting lifestyle accommodation. Even issues such as home security could become more important in an older, more frail community.”

Adding to the strength of the health sector is its recent track record as one of the most stable industry sectors in Australia.

In fact, the Australian Bureau of Statistics confirmed that the health care and social assistance sector had the lowest business exit rate of any industry in 2014-15, with

health care and social assistance businesses also deemed the most likely to survive into the future.

So the outlook is certainly bright for South Australia’s health industry, and as the population continues to age – and as health care costs continue to rise – it will provide even greater business opportunities in the future than it does today.

-



Cradle to grave health care.

From its new state-of-the-art medical facility at Pennington in Adelaide's north-western suburbs, One Care Medical Centre is delivering on a promise to provide high quality yet affordable health care to the local community.

Designed as a one-stop shop for health care needs at every stage of life – from babies and children through to adults and the elderly – One Care Medical Centre provides traditional GP services plus a range of allied health offerings including physiotherapy, podiatry, psychology, massage therapy and dietary advice.

Managing Partner and GP Dr Darren Ng said One Care Medical Centre – a privately owned practice – has set a new standard for health services in the region.

“When we moved into our premises three years ago, we set out to become a genuine multi-disciplinary practice built on modern systems and expert health care,” he said.

“We’ve achieved that goal and continue to develop, and as a result, have doubled our number of patients over the past three years.

“We now carry out approximately 1,000 consults every week, catering for the needs of a growing number of patients thanks to the broad range of health care services we now provide.”

Dr Ng, a former Adelaide 36ers basketball player and graduate from the University of

Adelaide, is one of five partners at One Care Medical Centre, which currently has 10 general practitioners, plus three nurses and six administration staff. The partners also manage the smaller Woodville South Medical Centre nearby.

“Whether it’s traditional GP consults or treating sporting injuries, through to helping people lose weight or assisting them with mental health issues, we’re providing a comprehensive range of services to help keep people’s minds and bodies in good health,” said Dr Ng.

“People like the idea of coming to one place for as many of their health and medical requirements as possible, so the one-stop shop approach is something we’ve certainly focused on and will continue to focus on in the future.

“For example, in addition to our traditional GP and allied health services, we also now have a pharmacy on-site, as well as a pathology collection centre to facilitate more efficient blood testing. We’ve also extended our opening hours significantly and are now open from 8am to 11pm on weekdays and 8.30am to 5pm on weekends, which is a big shift from a few years ago.”

Dr Ng says the practice also prides itself on serving the health needs of those from non-English speaking backgrounds.

“We operate in a very multi-cultural location so it is crucial that people from a diverse range of backgrounds feel comfortable to

seek treatment from us,” he said.

“We treat people from many different nationalities, including Vietnamese and Chinese, as well as Aboriginal and Torres Strait Islander patients.

“Our GPs and staff come from diverse cultural backgrounds themselves and many are multilingual, so this certainly helps us to provide a high level of service for a range of patients.”

Affordable health care is another key objective for the practice, so all GP consults covered by Medicare continue to be bulk-billed, meaning no out-of-pocket expenses for patients.

“Health care can be expensive, so to be able to provide affordable treatment – particularly to those on low incomes – is really satisfying,” said Dr Ng.

“We love doing what we do and look forward to helping more people in years to come as part of our broader ethos to provide cradle to grave health care services for our local community.”

A major employer.

South Australia's health sector employs 117,000 people.



**“We now
carry out
approximately
1,000 consults
every week.”**

Dr Darren Ng
One Care Medical Centre
Managing Partner



Care with a Can Do attitude.

Overseeing South Australia's oldest charity is a major undertaking, but one that Judy Curran thrives on every day.

As the Chief Executive of the Can:Do Group, which manages Can:Do 4Kids and Deaf Can:Do, Ms Curran is helping the organisation build on its outstanding reputation for providing support to children and young people who are blind, vision impaired, deaf or hearing impaired, as well as deaf and hearing impaired adults.

Having led the Can:Do Group since 2010, Ms Curran says enabling people to be the best they can is what continues to drive her and the organisation.

"The work we do is incredibly rewarding, particularly the difference we can make in the lives of children and young people with a vision or hearing impairment," said Ms Curran, who prior to joining the Can:Do Group headed up SCOSA and the Australian Red Cross.

"We play a key role in improving the quality of people's day-to-day lives, as well as improving their opportunities in life. To assist children in particular and see them go on to do well at school and university and into their adult lives is really gratifying."

Can:Do 4Kids is the state's oldest charitable service provider. Established in 1874 as 'The Institution for the Blind, Deaf and the Dumb,' it is now known as Townsend House and currently works with more than 800 children and young adults with sensory impairment disabilities. Its services include

speech pathology, occupational therapy, physiotherapy, assistive technology, early intervention, Auslan (Australian sign language), and child and youth development.

Deaf Can:Do is the state's second oldest charitable service provider – established in 1891 as the 'Deaf and Dumb Mission' – which works with adults who are deaf and hard of hearing to equip them with the assistance, knowledge and confidence to contribute to the community.

Based at Hove in the original Townsend House, the Can:Do Group also owns Can:Do Hearing, which is an independent not-for-profit audiology service that provides hearing assessments for people of all ages.

With audiology clinics at Welland, Blackwood, Hove, Reynella and in the city, Can:Do Hearing also provides auditory processing assessments for children from six years of age, adult hearing aids and assistive listening devices.

Ms Curran said while the Can:Do Group offers a wide range of services, they all focus on one thing:

"Our whole attitude is about what people can do, not what they can't," she said.

"We have what we call a 'Can:Do Way' philosophy, which guides the organisation in everything we do, so that we're ultimately enhancing people's lives and helping them reach their full potential."

Ms Curran said the Can:Do Group has grown steadily over the years, particularly over the past decade since the integration of Can:Do 4Kids and Deaf Can:Do under the Can:Do Group banner.

"Both charities are steeped in history in their own right and came together to achieve greater efficiencies by combining key administrative and leadership functions," she said.

"Importantly, the efficiencies we've made under the Can:Do Group banner have helped and continue to help the people who matter the most – our clients.

"The future is also looking bright with expansion plans on the cards for 2017 and beyond. We're looking to establish new community hubs across Adelaide that incorporate a comprehensive range of specialist services under the one roof.

"It's an ambitious plan, but one that we'd love to see come to fruition to provide an even better level of support for children and adults across the state with vision and hearing challenges."

Vision and hearing impairment.

Up to 10,000 South Australian kids currently live with a vision or hearing impairment.



**“The work we
do is incredibly
rewarding.”**

Judy Curran
Can:Do Group Chief Executive



Three locations, one common goal.

When Dr Alvin Chua and his wife Anna established a small medical practice in Newton Shopping Centre back in 2001, they had limited resources but plenty of ambition.

"We had no patients and I was the only doctor, so it's fair to say we started from scratch," recalls Dr Chua, who grew up in Malaysia before moving to Australia in 1988 where he completed his secondary and tertiary studies.

"But we grew reasonably quickly and within two years we'd outgrown our premises, so in 2003 we purchased an old Thai restaurant at Campbelltown and converted it into a multi-disciplinary medical centre, which is now known as Health at Campbelltown.

"Then in 2005, we opted to move out of our original shopping centre location so bought a block up the road, which we turned into Health at Newton.

"In 2008, we decided to purchase a third practice – Brooker Medical Clinic at Campbelltown – now known as Health at Brooker, to enable us to further develop as a business."

Today, the three medical practices employ 42 staff, including 19 doctors who consult at all three locations on a rotational roster, to provide comprehensive health care services to residents across Adelaide's north-eastern suburbs.

Services include all general practice requirements including men's and women's health, diabetic checks, childhood immunisations, PAP smears, travel vaccinations and pre-employment medical examinations.

In addition, the clinics have on-site facilities to perform lung function tests, ECGs, vascular ultrasounds and skin checks, while doctors also have expertise in musculoskeletal medicine, skin cancer screening, child and youth health, as well as minor surgical procedures and basic fracture management.

Health at Campbelltown is also supported by Smile Point Dental and Healthscope Pathology, while other services including physiotherapy, podiatry, psychology, exercise physiology, dietary advice and remedial massage are also provided across the network of clinics.

Dr Chua said all three fully accredited medical practices pride themselves on providing quality and friendly service to a broad cross-section of patients.

"The north-eastern suburbs is a very multi-cultural area, and in particular has a strong Italian population, so we enjoy helping a broad mix of people young and old," he said.

"For me personally, I love my patients which keeps me coming back day after day. You get to meet so many wonderful people and see how their lives progress through the health care roles we play.

"For example, one of my patients the other day was a young mother who I still remember giving four-year-old vaccines to when she was a child. It's great to be able to provide that continuation of health care throughout people's lives, although in that particular instance it did make me feel quite old!"

Dr Chua said Health at Campbelltown, Newton and Brooker are also committed to providing training opportunities to budding doctors and allied health specialists, which ultimately underpins the quality of health care in the future.

"Demand for health and medical services is high, not only in South Australia but across the country, and will only get higher as our population continues to age," he said.

"So in South Australia especially, it's vital that we keep developing a modern network of multi-disciplinary medical clinics to ease pressure on our health system while at the same time providing the best possible care to patients."

•

Life expectancy rising.

The current life expectancy for Australians is now 81 for males and 85 for females.



**“Demand
for health
and medical
services is
high.”**

Dr Alvin Chua
Health at Campbelltown founder



Helping find the 'possible'.

For hundreds of South Australians living with a disability, Cara is a charity that not only provides a range of exceptional accommodation, respite and support services that enhance their independence and quality of life, but is an extension of their own families.

Celebrating its 21st year of operation in 2016, Cara has grown to become one of the state's largest disability service providers on the back of an outstanding reputation for the high level of personalised care it provides to people with significant disabilities and complex needs.

Cara's Chief Executive Officer Liz Cohen said the organisation is driven by a desire to help people in their daily lives and to reach their ultimate goals.

"Earlier this year we rebranded our Cara identity, including a new expression that neatly encapsulates our broader purpose: we find possible," she said.

"We find possible in our values and in our commitment to the children and adults with disabilities whom we support. We also find possible in our dedicated staff and volunteers.

"It is with this mindset that we will continue to assist people in various ways, whether it's supporting them to live at home, to go out and have some fun, or just to learn and grow as individuals."

A 'profit for purpose' charity where all profits are reinvested in Cara services, the

organisation has grown significantly since its establishment in 1995 and now turns over \$50 million annually.

"We now work with more than 650 children and adults with a disability – as well as their families and local communities – to provide critical support that empowers them for greater independence," said Ms Cohen.

"To provide such a high level of service across the state, we employ more than 780 staff and also draw on the generous support of more than 100 volunteers."

With operations across South Australia including Adelaide, Mount Barker, Murray Bridge, Mount Gambier, Kadina, Port Augusta, Port Pirie and Port Lincoln, Cara's accommodation and respite divisions form a major part of its daily operations.

"We help children and adults looking for full-time supported disability accommodation, including traditional share houses and group homes where people live with others with disabilities and Cara support staff," said Ms Cohen.

"Our recreation and respite services are also heavily used, which enable people to get away for a day or a weekend to take a break, learn some new skills or simply to meet new people and enjoy themselves.

"We also provide in-home support to people from as little as two hours per week through to 24/7 support, in addition to a range of other specialist services that help build people's

skills and confidence."

Having tripled in size over the past 21 years, Ms Cohen said Cara is positioning itself to expand even further as the National Disability Insurance Scheme (NDIS) rolls out across the country, and in line with the changing wants and needs of people living with a disability.

"The introduction of the NDIS means there is more choice and control for the people we support, so we welcome the scheme and will continue to evolve our services accordingly," said Ms Cohen.

"At the end of the day, people with a disability are like everyone else and deserve the same opportunities from learning new skills and experiencing new things, to making new friendships.

"We have a proud history of supporting hundreds of South Australian children and adults living with a disability, and look forward to supporting hundreds more in the years to come."

•

NDIS enhancing Australia.

Australia's National Disability Insurance Scheme (NDIS) will add 1% of national income to the wider health care sector.



**“We now work
with more than
650 children
and adults with
a disability.”**

Liz Cohen
Cara Chief Executive Officer



Travel clinic ensures safe passage.

As the number of Australians travelling overseas continues to rise each year, so too do appointment numbers at South Australia's leading travel medicine clinic, Travel-Bug Vaccination Clinic.

Almost 10 million Aussies now spend time abroad each year – nearly double the number of travellers from 10 years ago – increasing the demand for vaccines and travel health advice.

Dr Brian Gilbert, who owns and operates Travel-Bug Vaccination Clinic in North Adelaide, said the business sees 20-30 new patients every day seeking travel health advice and vaccination coverage.

"International travel is now so widespread, but so too are exotic diseases that continue to pose significant health risks for Australians travelling abroad," he said.

"When I started Travel-Bug over 20 years ago, we were only open for two afternoons per week and still struggled to fill our appointment book, but now we're open Monday to Friday and find that there's not enough time in the day!"

Dr Gilbert established Travel-Bug Vaccination Clinic in 1993 alongside a general practice he managed at the time, however in 2004 opted to close the general practice and focus solely on Travel-Bug to expand his long-time interest in travel medicine.

The following year he travelled to Portugal for an international travel medicine conference,

and it was there where both his personal and professional life changed after meeting Canadian nurse practitioner Lani Ramsey, who would eventually become his wife and join the Travel-Bug team to help take the business to the next level.

"Lani is Australia's first and only travel medicine nurse practitioner, so she's certainly added a new dimension to the business which remains Adelaide's only pure travel medicine clinic," said Dr Gilbert.

"We now employ eight staff to cater for demand, including GPs and travel health consultants, and have developed into an all-in-one medical centre for those travelling abroad."

Travel-Bug Vaccination Clinic offers up-to-date information and travel advice about the specific places people are travelling to help safeguard them from infections and disease.

It houses a wide range of vaccines ready for use on-site, as well as commonly required medications for malaria and diarrhoea, in addition to mosquito repellent products and travel health kits.

"We cater for all kinds of travellers from business executives to families to young tourists, and have intimate health knowledge about a multitude of countries," said Dr Gilbert.

"We tailor our recommendations based on where you are going, but also where specifically you intend to stay, what you intend to eat and your current personal

health status, so that you're prepared and protected against potential medical problems as much as possible."

An avid traveller himself – like most members of the Travel-Bug team – Dr Gilbert offers the following advice to people who are currently planning overseas trips for work or leisure:

"You should always include a trip to your travel health expert to ensure you receive the right health advice before leaving. There are many different infections from food, water, mosquitoes and animals that you may be exposed to whilst travelling abroad, so to properly care for your health while you're away, it is certainly worth seeking advice and receiving the necessary vaccinations before you go," he said.

"And it's advisable to book your appointment six to eight weeks before your trip. This gives the vaccines enough time to take effect, and allows for subsequent doses if necessary in the time leading up to your departure."

Aussie travellers exploring the world.

Ten years ago, 4.8 million Australians travelled abroad for short-term trips. Today, that figure has risen to 9.7 million people.



"We cater for all kinds of travellers from business executives to families to young tourists."

Dr Brian Gilbert
Travel-Bug Vaccination Clinic founder



Whyalla residents in good hands.

Like many country regions, Whyalla's health services are constantly under pressure to cater for the needs of local residents.

But thanks to a trio of local doctors, a new multi-faceted medical clinic is helping to ease the strain on the city's health services.

Local practice Doctors on Playford has undergone a major transformation in recent times and is helping to meet the health needs of Whyalla's 22,000 residents from its new location on Playford Ave near the Westland Shopping Centre.

Originally established by local GPs Mehboob Patel and James Francis in 2006, the Doctors on Playford clinic grew rapidly prompting the pair to open a second nearby surgery in 2009 called Doctors at Westlands.

At the same time, fellow local doctor Mathew Chunkathil was welcomed into the fold, with the trio continuing to grow both practices to the point that a major expansion was necessary to cater for rising demand.

After a nine-month build, the new-look Doctors on Playford clinic opened in November 2015 featuring a general practice serviced by eight doctors, a pharmacy and practice rooms for visiting specialists and allied health services, including podiatry and physiotherapy.

It also includes a pathology service and a dedicated skin cancer clinic – a first for the region – as well as a food court, café and

alfresco area for the convenience of patients and visitors.

Dr Patel said the new Doctors on Playford precinct provides a one-stop shop for people's health care requirements and satisfies an urgent need among the local community.

"Whyalla is the third most populous city in South Australia, so health care demands are obviously very high," said Dr Patel, who studied in Mumbai and practiced in London before moving to South Australia with his family a decade ago.

"While neighbouring regions such as Port Augusta already offered one-stop shop medical facilities, Whyalla was lacking so we made the decision to expand Doctors on Playford and haven't looked back."

Dr Patel said the new privately-owned facility has also provided opportunities for additional doctors, as well as crucial training opportunities for medical students.

"Our clinicians work on a rotating basis across Doctors on Playford and Doctors at Westland, which enables us to provide a 24/7 service to the local community," he said.

"We consult anywhere between 300 and 350 patients every day during the week, and then between 50 and 75 patients daily over the weekend.

"We're also affiliated to the Whyalla Hospital so we undertake a lot of emergency work there, plus we service local nursing homes

with in-home visits. So we're always extremely busy."

To add to their hectic schedules, Drs Patel, Francis and Chunkathil also own and operate the Kurralta Park Surgery in Adelaide.

"It's a busy job that can be highly stressful, but at the same time it's very rewarding too," said Dr Patel.

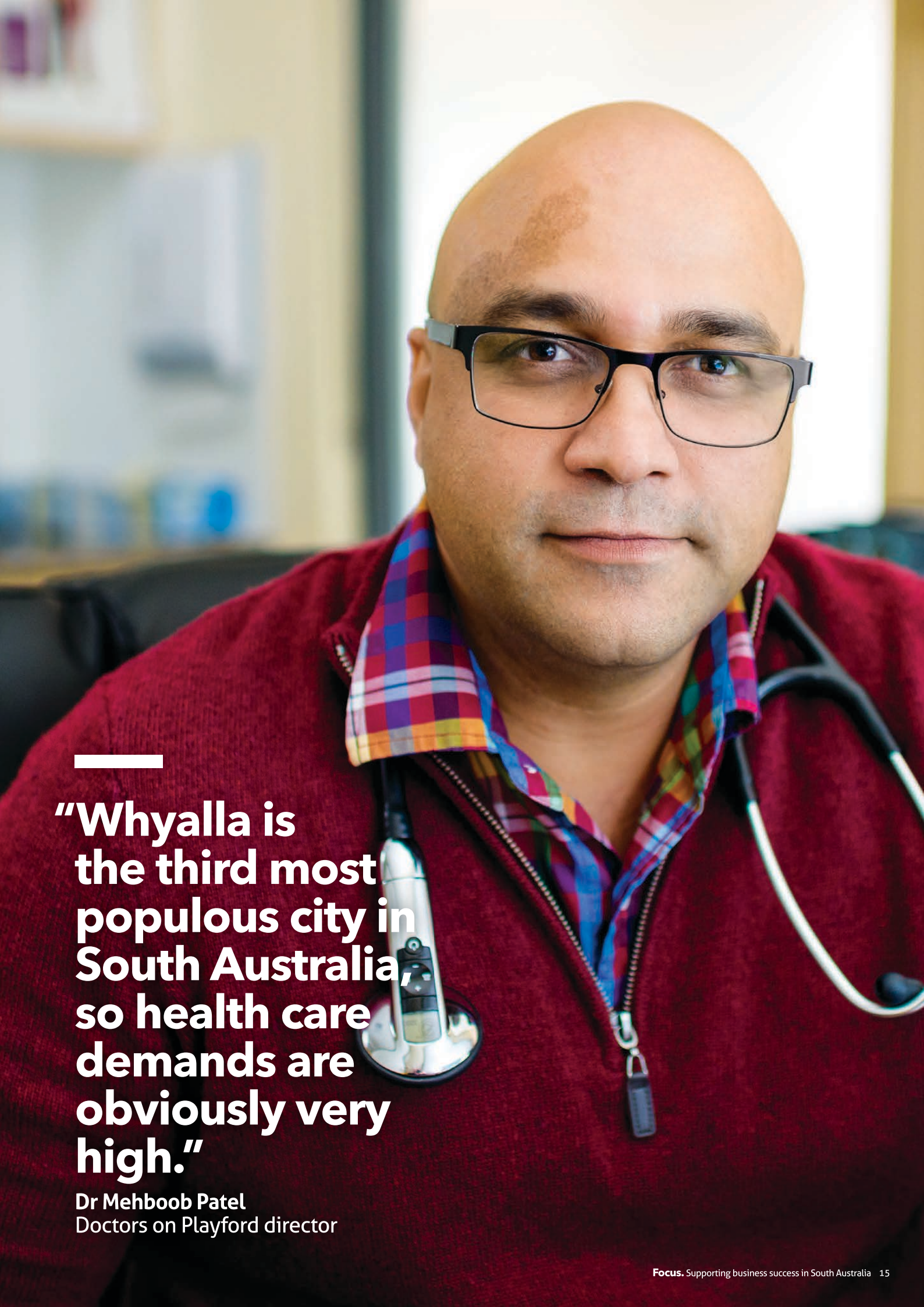
"You certainly meet a lot of people and get to know them really well while providing them with care. That's particularly the case in Whyalla – and regional areas in general – where GPs tend to provide a far greater range of health care services to patients than their city counterparts due to fewer resources and available medical professionals.

"So we end up knowing our patients' health needs like the back of our hand, which is great for them and a genuine privilege for us."

•

Hospitals across Australia.

There are 698 public hospitals in Australia including more than 60,000 beds for patients, plus 624 private hospitals including almost 32,000 beds.



“Whyalla is the third most populous city in South Australia, so health care demands are obviously very high.”

Dr Mehboob Patel
Doctors on Playford director

The image shows three professionals in a modern office setting. On the left, a woman with glasses and a pearl necklace sits on a light-colored sofa. In the center, a man in a dark suit and patterned tie sits on the same sofa. On the right, another man in a dark suit and patterned tie stands. The background features a large, stylized 'X' shape made of light-colored wood panels. The BankSA logo is prominently displayed at the top left of the image.

bankSA

Introducing BankSA's health banking team.

BankSA has launched a new specialised business banking team dedicated to serving the needs of South Australia's health industry.

Similar to its other banking specialisation areas, including agribusiness and property, BankSA's new health banking division will provide enhanced customer service and tailored advice to organisations that operate

within the state's health care sector. This includes general practitioners, surgeons, medical specialists, dentists and allied health, as well as hospitals, pharmacies, aged care and retirement villages.

BankSA's Head of Specialised Industry – Health, Les Ryan, said the new health banking division focuses purely on the financial needs of health care organisations in South Australia.

"At BankSA, we care about South Australians who care for fellow South Australians, so we've strengthened our commitment to the state's burgeoning health sector to provide an even better level of service to local businesses and health care professionals," he said.

"Our offering will be built on expert local knowledge of South Australia's health industry, including understanding the



Above (L-R): BankSA's health banking team including Usha Rajagopalan, Les Ryan, Richard Battifuoco, Anny Chan, Bryan Marotti and Lorna Leung.

business model of health organisations and how regulatory changes can impact them, so that ultimately we can provide a more customised service that provides further value to our customers."

Mr Ryan said BankSA's health banking division boasts extensive experience in the health and medical sector, so is well aware of the specific wants and needs of South Australian health professionals.

"For example, we know that health professionals are particularly time-poor, so we need to be responsive and flexible to work in with their extremely busy schedules," he said.

"Health care is the state's biggest employer and continues to develop as an industry with increasingly complex financial needs, so we've essentially set up a bank within a bank to provide more tailored financial solutions and support."

BankSA's full suite of business and corporate services will be available through the new health banking division, including commercial financing, transactional banking, and superannuation and insurance solutions.

•

BankSA Health Banking Division

If you're in the South Australian health industry and would like to benefit from the expertise in BankSA's Health Banking division, please contact a member of our team.

Les Ryan, Head of Health:	ryanl@banksa.com.au	0407 723 999
Bryan Marotti, Relationship Director:	bryan.marotti@banksa.com.au	0466 495 654
Richard Battifuoco, Relationship Director:	battifuoccor@banksa.com.au	0412 243 101

"At BankSA, we care about South Australians who care for fellow South Australians, so we've strengthened our commitment to the state's burgeoning health sector to provide an even better level of service to local businesses and health care professionals."

Les Ryan
BankSA Head of Specialised Industry – Health

Focus. October 2016

BankSA — A Division of Westpac Banking Corporation
ABN 33 007 457 141

AFSL and Australian Credit License 233714.

Focus is produced by BankSA Corporate Affairs.
Readers' comments are welcomed.

All correspondence should be sent to:
The Editor, Focus, BankSA, Level 8,
97 King William Street, Adelaide SA 5000
Communications@banksa.com.au

BankSA may be entitled to commission or fees in respect of products discussed in this publication. The information contained in this newsletter is believed to be accurate, but no liability is accepted for errors or omissions or for loss or damage suffered as a result of a person or business acting thereon.

PRINT POST APPROVED 565001/00273 BSA01869 (10/16)

The pulp for this paper is sourced from certified, well-managed sustainable forests, is ECF (Elemental Chlorine free) and has been 'made carbon neutral'.



banksa.com.au