

Taylah Brendish <tbrendish@sharedvalue.org.au>

New submission from 2020 Shared Value Awards application - Shared Value Project of the Year

Fri, Sep 25, 2020 at 2:59 PM

Primary contact

Contact name

Leon Madafferi

Emailleon.madafferi@dbresults.com.au**Phone**

+61 409 161 595

Address

[Level 1, 303 Collins Street](#)
[Melbourne, VIC 3000](#)
[Australia](#)
[Map It](#)

Where did you hear about the Shared Value Awards?

Other

About your organisation

Organisation name

DB Results Pty Ltd

Organisation type

Corporate

Website<https://dbresults.com.au/>**Overview**

Over 20,000 men are diagnosed and over 2,500 men will die of prostate cancer in Australia annually.

DB Results, Australian Prostate Centre and Victorian State Government worked collaboratively to develop PROSTMATE, a state of the art fully configurable application.

PROSTMATE provides authoritative clinical information on treatment and diagnosis of Prostate Cancer so men feel empowered to actively participate in their own clinical management. The solution overcomes geographical barriers for the provision of care and allows a patient to track their treatment history and sessions, monitor key health metrics such as PSA and even log their mood and wellbeing during visits.

What is your shared value project or initiative?

Name of project or initiative

PROSTMATE

What makes your project or initiative a leading example of shared value in action?

What economic opportunity does your shared value project/initiative deliver?

Prostate cancer is the most diagnosed cancer in Australia. Those living in rural Australia with prostate cancer are significantly disadvantaged due to their ability to access care due to distance from care. DB Results and the Australian

Prostate Centre (APC) worked collaboratively to develop PROSTMATE, a state of the art fully configurable application, utilising the world leading low-code platform, "OutSystems".

Being a not-for-profit organisation with limited funds, APC saw the need to replace its outdated and unreliable PROSTMATE legacy system but did not have the necessary funds. Together we developed a shared value model and committed to partner with APC to drive the innovation, commercialisation and development of the PROSTMATE product.

APC provided the medical expertise, supporting research & access to the medical community. DB provided the application knowledge, technical knowhow & product engineering required to deliver the PROSTMATE solution with no upfront fee.

The benefit for APC was that PROSTMATE would enable them to not only provide valuable services to a larger geographically spread population but also promote APC's reputation and objectives locally and internationally by being a leader in Prostate Cancer treatment. PROSTMATE would provide a showcase of innovation and leadership in the treatment of Prostate Cancer leading to greater Government grants and increased Philanthropic funding.

DB Results in return, designed and developed PROSTMATE as the first step in building a platform which would be a holistic health and wellness solution. DB Results owns the proprietary IP developed and would work with APC to commercialise the PROSTMATE solution leading to shared financial benefit as well as expanding the platform to be a holistic health and wellness solution (DB HealthHub).

In return, APC have a very successful solution being used by the community, APC and Doctors and DB Results have the foundation for its patient-centric DB HealthHub product.

What social issue(s) does your shared value project/initiative address?

Over 20,000 men are diagnosed with prostate cancer every year in Australia and over 2,500 men will die of prostate cancer annually. There is an unmet need for men and families afflicted with prostate cancer. Men, particularly in rural and remote areas, don't have access to any authoritative support and information following their diagnosis and during their treatment.

DB Results has firsthand experience on the impact of Prostate Cancer, having employees diagnosed with the cancer. As a result, we were actively looking at how we assist organisations like the Australian Prostate Centre (APC), EJ Whitten Foundation and Movember provide greater support to men and their families affected by prostate cancer.

Our mission is to enhance and enrich people's lives in Health, the Environment, Lifestyle and Poverty. We saw a significant alignment between APC's vision and our purpose. APC began with a vision that no man should die from prostate cancer. Our joint goal was to improve health care, change the way health professionals practice medicine and utilise advances in technology to better manage chronic disease.

The business of helping is deeply ingrained in how we approach everything we do. We are proud of our work on projects and solutions that champion our purpose to improve people's lives. One way we are delivering on this promise is by creating digital solutions that improve personal health and wellbeing.

We shared the belief based on feedback from clinicians and patients that a user friendly, configurable, digital solution would go a long way to enabling all Australians with prostate cancer to have the same level of access and professional care regardless of geographic location. We saw an alignment on purpose, social need, and proposed solution approach and as a result worked together to develop alignment on commercial benefit and financing utilising shared value principles.

Shared value solution description

PROSTMATE, is a state of the art fully configurable application for prostate cancer treatment. PROSTMATE provides authoritative clinical information on treatment and diagnosis so men feel empowered to actively participate in their own clinical management. The solution overcomes geographical barriers for the provision of care, enabling rural based users to undertake online consultations with APC's team of prostate cancer clinicians from home.

PROSTMATE allows a patient to track their treatment history and sessions, monitor key health metrics such as PSA and even log their mood and wellbeing during visits. Having all that information easily accessible allows clinicians to provide better tailored care, particularly if a patient only goes to see a specialist once every three months or so.

APC's patients love the format of PROSTMATE and the ability to keep and collate relevant information so they can see and follow the trends of what is happening to them personally. The ability to make appointments, access APC clinicians and services at any time and have all of their medical health information available to them has granted a sense of control to patients and has alleviated the "vulnerable" feelings they have about prostate cancer.

"I think the format, the way it's laid out and the ease of accessing the system makes it award winning" Robert Rowland (Patient).

"Our clinicians have been delighted with PROSTMATE and now see it as a very valuable tool they have available for

supporting men with prostate cancer and their families. The telehealth component where the appointment can be made easily with no technical challenges is encouraging more face to face consultations and provides a deeper understanding between the clinician and the patient.

It is much more than just a telehealth solution since it provides a holistic approach for patients and their families.” Mark Harrison (APC CEO)

Market segment and potential for scaling the solution

PROSTMATE was implemented on 2 March, 2020 and has over 50 patients and 11 clinicians using it. It is already making a significant difference and directly connecting patients and clinicians. It is a digital solution that is founded on evidence-based practice.

With the increasing diagnoses of cancer in Australia, there is a need for innovative tools and resources that aid patients living with cancer and their carers to improve their quality of life.

PROSTMATE provides valuable research data for improving patient experience, treatment, and clinical practice constantly increasing better health outcomes.

Whilst all men with prostate cancer and their families will benefit from the use of PROSTMATE, we see the major benefit being for those men who may find it difficult to access support services. PROSTMATE addresses major unmet needs, by using technology to connect patients and the healthcare community when physical distance can be cumbersome.

APC's CEO, Mark Harrison explains that, “PROSTMATE, can help manage, remind and monitor patients during their cancer treatment plan. This reduces diagnostic and medical appointment times and gives patients greater access to better health. PROSTMATE can also deliver qualified answers to men that don't want to ask questions face to face.”

Currently, PROSTMATE is being promoted through APC's network of patients and clinicians as well as in social media. Increased advertising and engagement of relevant organisations (eg: AFL Masters and CFA) to promote awareness of the PROSTMATE solution has been delayed due to the COVID-19 pandemic but we hope will commence shortly. The solution is fully scalable and the model for engagement of clinicians remotely supports a scalable business model for health care and support.

APC have had discussions with several countries interested in the success of PROSTMATE and are keen to participate in trials to address a global illness with a shared solution.

Key activities and resources including a basic development plan

All key activities for the development and implementation of PROSTMATE have been completed. The PROSTMATE application has formed the foundation of DB HealthHub, a 360-degree patient-care system and as DB Results add functionality to this platform, it becomes available to the PROSTMATE solution.

The plan was to implement PROSTMATE in 3 phases:

1. Technical Rollout
2. Pilot Rollout (APC Network and existing relationships)
3. Mass Rollout

We have completed Phase 1 and 2 successfully and plans for Phase 3 have been delayed due to the pandemic.

PROSTMATE was implemented on 2 March, 2020 and has over 50 patients and 11 clinicians using it. APC staff and clinicians are actively treating patients using PROSTMATE.

Phase 3 includes a major advertising campaign to raise awareness of the solution and increase the number of users benefitting from the solution.

Promotion, commercialisation and growth in use of the platform as well as international business opportunities are now the focus of the joint partnership between DB Results and APC.

We see awards such as the Shared Value Award being a significant promotional and awareness opportunity to let people know PROSTMATE exists, its available to all Australians and provides a valuable service and peace of mind to prostate cancer patients and their families.

Measurability

We have measured program success through the following measures:

- Survey Monkey to obtain feedback and measure success of initial user group
- APC Board and Executive sentiment index
- Interviews with clinicians using PROSTMATE
- Number of clinicians using PROSTMATE
- Number of patients using PROSTMATE

- Number of online consultations using PROSTMATE

As we move the project into the next phase, which is mass rollout, we will increase the number of tools we use for obtaining feedback and monitor the engagement of clinicians and patients through the numbers using PROSTMATE.

Whilst objective data is important, in this type of solution which really aims to provide wellness support as well as clinical support, subjective information is extremely important from both clinicians and patients. We are diligent in adhering to privacy and confidentiality provisions and as such have sought information on a volunteer basis.

Tangible results to date

PROSTMATE is exceeding expectations in terms of adoption by both clinicians and patients. The Australian Prostate Centre (APC) have been collecting feedback and are delighted with the value that their clinicians and patients are experiencing with the use of PROSTMATE. Of particular note is the desire to use the solution because of its simplicity and user friendliness.

The COVID-19 pandemic resulting in Stage 3 restrictions hit soon after PROSTMATE was implemented and due to its Telehealth solution, which was designed to operate in areas with low bandwidth speeds, resulted in rapid adoption by doctors. Given it was operational and successful, APC's clinicians and doctors utilised this functionality not only for prostate cancer consultations but for a growing number of remote consultations.

APC is expecting to achieve further benefit from PROSTMATE by raising the awareness and adoption of the solution. Additional philanthropic funding, government grants and international use of PROSTMATE will provide valuable funds for the organisation to increase the services and support it provides.

DB Results have successfully used the PROSTMATE solution as a foundation for developing the DB HealthHub platform. DB HealthHub is already providing a mental health and well-being solution to existing DB Customers and philanthropic organisations. Solutions like MiOK (Am I Ok?) a native mobile application, and Wellness+, a corporate wellness application, are already meeting a significant mental health and wellness need for individuals and organisations amplified by the COVID-19 pandemic and resultant impacts and restrictions. Development of functionality for Aged Care residents and their families is currently in progress.

DB Results implemented Wellness+ as a solution for all our staff within 2 weeks to support remote working. It is our central solution for communication of breaking news, staff health and wellbeing support and coordinated response to the daily challenges of living and working through the pandemic.

Official endorsement

Endorsement

- I am authorised to submit this application on behalf of my organisation and confirm that all required approvals have been sought and received.
- I acknowledge that in order to finalise this application I will pay the relevant administration fee.