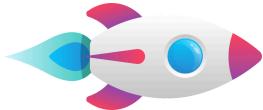




ACTIVATE'S CONTRIBUTION TO HUMANETIX'S ACQUISITION JOURNEY

2023 COHORT



COMPANY OVERVIEW

Humanetix transforms healthcare quality with innovative and intelligent solutions, seamlessly integrating cutting-edge technology to enable better care for recipients, families and staff.

IMPACT OF ACTIVATE

Humanetix's priority going into ACTIVATE was to deliver value to clinicians in a way that they are economically willing to pay, which meant bridging the gap between a strong technical solution and genuine clinical relevance.

The team had a globally-patented AI engine, sophisticated workflow capabilities, and broad support from early adopters – but ACTIVATE reminded them that they needed to invest far more deeply in clinical understanding and communication with clinicians.

“ACTIVATE highlighted that it’s not enough to ‘know’ the problem from a technology perspective. You need to live the problem with clinicians and be able to speak their language. It’s a simple idea in theory, but when you’re running at pace, balancing product, fundraising, operations and growth, it’s exactly the kind of foundational truth that can get diluted.”

BECOMING ACQUISITION-READY

Following the program, Humanetix conducted a strategic review to determine its next steps. ACTIVATE's influence was clear: to deliver the level of end-to-end impact it knew was required, Humanetix needed to become part of an organisation with deep clinical understanding, lived operational expertise, cultural alignment, and experience across the people, business and digital dimensions of aged care.



Arthur Shih

Former CEO & Managing Director, Humanetix | Chief Digital Product Officer, Provider Assist

PROGRAM BENEFITS

During ACTIVATE (and later ANDHealth+), the Humanetix team gained clarity in several areas that had a meaningful impact on their trajectory:

- Learned how to engage clinicians and key opinion leaders in ways that actively shape solutions, not just validate ideas
- Developed a clear understanding of how to distinguish technical innovation from genuine clinical value
- Improved the ability to communicate effectively with frontline staff, executives, and boards
- Strengthened prioritisation through the use of evidence, proof points, and lived clinical insight

Humanetix had already been collaborating with Provider Assist, and knew its strengths in these areas complemented their technology exactly where the sector needed it.

“Joining forces wasn’t a sudden decision – it was the logical outcome of years of partnership shaped by the clinical value-first mindset reinforced during ACTIVATE.”

Humanetix credits ACTIVATE with influencing the thinking that made its acquisition both possible and strategically sound. The program helped sharpen its clinical understanding, which shaped its partnerships, leading the team to work closely with Provider Assist. From there, it became clear that consolidation was the natural next step, and the acquisition was completed in September 2025.