



# ACTIVATE

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**ANDHealth**  
Australia's National Digital Health Initiative

## I'M IN HEALTH

2025 COHORT



**Lisa Stephenson**  
Co-founder



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Co-founder & CTO



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Co-founder

### COMPANY OVERVIEW

Healthcare workforce compliance is messy: multiple systems, duplicated checks, manual evidence chasing, and high-stakes regulatory governance requirements. **I'm in Health** helps hospitals and health services centralise and automate these workflows so clinicians can safely be at the bedside delivering care quicker than ever before.

### IMPACT OF ACTIVATE

ACTIVATE helped I'm In Health sharpen its commercialisation pathway and strengthen how it communicate its product's value in a complex enterprise health environment. Through tailored mentorship and expert feedback, I'm In Health refined its enterprise go-to-market strategy, including stakeholder mapping, sequencing and ROI narrative, and pressure tested its strategy in real buying environments.

**"The program pushed us to prioritise our business as much as product development to help us execute with confidence."**

Through the program's learnings, I'm In Health expanded its product buyer profile and improved its evidence-led approach to accelerate how it engages with its customer-health services.

**"ACTIVATE helped us see that our product would be valued by other ecosystem players, opening new revenue streams that could help with cashflow and combat our key customer's (hospital) long sale cycles."**

ACTIVATE introduced the team to key decision makers and industry stakeholders, expanding their network across Victoria's thriving digital and connected health ecosystem. The founders regularly engaged in peer-to-peer learning with fellow program participants navigating similar adoption and compliance challenges.

### ACHIEVEMENTS

- Created three new jobs throughout the six-month program
- Refined commercialisation plan and enterprise go-to-market strategy (stakeholder mapping, sequencing, ROI narrative)
- Connected with key decision makers in regional health services that are on-track to become early adopter customers
- Signed a memorandum of understanding with a large medical recruitment firm
- Secured its second health service customer – doubling annual recurring revenue – thanks to lessons learned in ACTIVATE on enterprise sales
- In early-stage development of a strategic partnership with ANDHealth+ alumni Vitavo, from an introduction facilitated by ACTIVATE

I'm In Health's ACTIVATE journey has been invaluable in refining its commercialisation plan and increasing its understanding of the complex healthcare ecosystem. The program's expert guidance, strategic connections and tailored resources have positioned I'm In Health for substantial growth, with new partnerships and customers in the pipeline.