

## MEET SOME OF HCF CATALYST'S INNOVATIVE PARTICIPANTS...



Simon McBride and Leonore Ryan.

### CARDIHAB

**What is it:** An app that delivers cardiac rehabilitation to patients remotely

**Business owners:** Leonore Ryan and Simon McBride

A study by Queensland Health first identified the need for a different way of handling a patient's rehabilitation after a cardiac event. QH teamed with the CSIRO to find a tech-based solution for the problem and so Cardihab was born. The resulting product so impressed CSIRO staffers Leonore Ryan and Simon McBride that they took it over as an ongoing business.

Essentially the app offers the same care and methodology that have been delivered through face-to-face appointments but now, thanks to technology, can be delivered remotely. Cardihab's developers report there is a much better uptake and completion rate of the rehabilitation program when patients use their app, rather than traditional methods.

"It's more convenient – the patient doesn't have to attend three appointments a week for six weeks after a cardiac event," Ryan says. She explains this is important because patients who complete their rehabilitation are 40 per cent more likely to avoid another event than those who do not, and 25 per cent less likely to die.

"There's a cost saving to the patient [as they do not have] to travel and park for appointments," she says. However, she adds the real cost saving comes elsewhere, as for "hospitals and insurers it's cheaper to pay for rehabilitation than having people end up back in hospital".

HCF Catalyst's mentoring around setting up a business was a great help, he says. "It's easy to get caught up in finding customers and building a website, but they helped us with the essentials like setting up the accounting correctly from the start. And it was great to have the opportunity to talk to HCF and have those conversations about how we could work together."

### FIT FOR BATTLE

**What is it:** An app that 'gamifies' running through storytelling

**Driving force:** Joel Turner

*What inspired you to create Fit for Battle?*

**Joel Turner:** "It started when a friend of mine got terminal cancer. We shared the same office-based lifestyle and I thought, 'that could be me'. I started running and hated it. I'd listen to podcasts and audio books and found that when I listened to books, it was like I was a character, like I was actually there in the scenario they were describing. I thought, 'wouldn't it be awesome if that could be a game?'"

*How did it develop from there?*

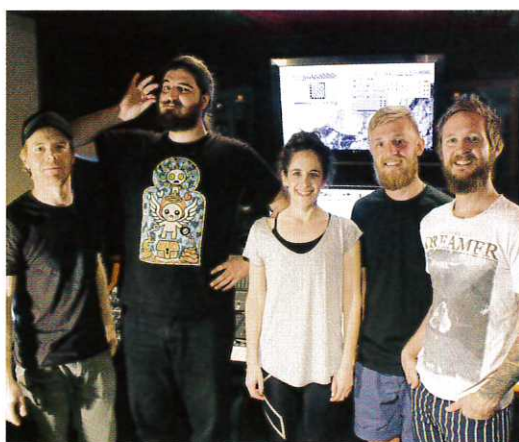
"I literally ran home and started drawing, then built a prototype. And people loved it! It distracts you from the running. It's interval training – you speed up and down to get through the story – and runners didn't notice how hard it was. So at the end they were exhausted, but smiling."

*How did HCF Catalyst help?*

"We originally thought Fit for Battle was just one game, but once we joined the program, we realised we had a lot more and could turn this into a fitness entertainment machine. The app is a 'freemium' model. You can begin your first 'quest' for free and then move through the game by either making micropayments or by earning points through consistent effort. It's very much about incentives and rewards, and you get to be a hero in the moment."

*What does the future hold?*

"The app launched in June and we're planning to expand into genres other than fantasy. Maybe you could be a spy. I love gaming and I'm a child at heart and the way I feel when I'm running with Fit for Battle is like my inner child is happy. It is a make-believe space and it's like back to being a boy and being a hero."



**FROM LEFT** Fit for Battle production team Dale Willis, Oliver Pink, Kimberley Duband, Micah King, Joel Turner.