

**FOR IMMEDIATE RELEASE**

# **Australian Innovators Launch World-Leading Remote Patient Monitoring Platform Set to Assist Overstretched Healthcare Professionals**

Homegrown Sensacare Platform Outperforms Global Competitors with State-of-the-Art AI Technology Built for Healthcare Delivery Excellence

MELBOURNE, Australia – June 7, 2025 – Australian healthcare technology company Optihealth Group today announced the launch of Sensacare, a revolutionary Remote Patient Monitoring (RPM) platform that positions Australia at the forefront of global healthcare innovation. Built entirely by Australian innovators, Sensacare delivers world-leading capabilities specifically designed to empower nurses and enhance patient care delivery across all healthcare settings.

The state-of-the-art platform addresses critical challenges facing Australian healthcare professionals, including a 30% shortfall in doctors, rising patient loads, complex chronic disease management, and the growing demand for intelligent clinical decision support. In this strained environment, nurses—now more than ever—form the backbone of healthcare delivery, and the platform is designed to empower them with the tools they need to deliver high-quality, coordinated care.

"We're incredibly proud to showcase Australian innovation that truly understands and supports nursing excellence," said Graham Gordon, Founder of Optihealth Group. "Sensacare isn't just competing with global platforms – it's leading them with technology specifically designed by and for the healthcare profession."

## **WORLD-LEADING FEATURES DESIGNED FOR HEALTHCARE PROFESSIONALS**

Comprehensive competitive analysis reveals Sensacare's superior positioning across critical nursing workflow metrics:

**INTELLIGENT CLINICAL TRIAGE:** Unlike competitors offering basic alerts, Sensacare provides AI-powered triage that prioritises patient needs based on clinical significance, reducing alert fatigue while ensuring critical cases receive immediate attention

**CUSTOMISABLE CARE PROTOCOLS:** While competitors rely on preset-only systems, Sensacare empowers decision makers with fully customisable monitoring thresholds and care plans tailored to individual patient needs

**NURSE-LED INTERVENTION SUPPORT:** Sensacare is the **ONLY** platform among major competitors offering advanced clinical decision support specifically designed for car provider workflows

**COMPREHENSIVE PATIENT OVERVIEW:** Real-time dashboards provide nurses with complete patient pictures, enabling informed clinical decisions and proactive care interventions

**STREAMLINED DOCUMENTATION:** Automated clinical reporting reduces administrative burden while maintaining comprehensive patient records

**FLEXIBLE DEVICE INTEGRATION:** Universal device compatibility allows providers to work with familiar equipment while accessing cutting-edge monitoring capabilities

**CONTINUOUS CARE COORDINATION:** Advanced communication tools enable seamless collaboration between nursing teams, GPs, and allied health professionals

**PROFESSIONAL DEVELOPMENT SUPPORT:** Integrated training platform helps users stay current with best practices and platform capabilities

## **ADDRESSING AUSTRALIA'S NURSING WORKFORCE CHALLENGES**

The platform directly tackles critical issues facing Australian nursing professionals:

- **Patient Load Management:** With increasing patient-to-nurse ratios, Sensacare's intelligent prioritisation helps nurses focus on patients who need immediate attention
- **Clinical Decision Support:** AI-powered insights provide nurses with evidence-based recommendations, enhancing clinical confidence and patient outcomes
- **Documentation Efficiency:** Automated reporting and streamlined workflows reduce time spent on paperwork, allowing more time for direct patient care
- **Professional Empowerment:** Advanced monitoring capabilities enable nurses to demonstrate measurable impact on patient outcomes and care quality

## BUILT FOR NURSING EXCELLENCE ACROSS ALL SETTINGS

Sensacare has been specifically designed to support healthcare professionals in diverse healthcare environments:

- Practice Nurses: Enhance chronic disease management with intelligent monitoring and automated care plan adjustments
- Aged Care Providers: Prevent hospitalisations through early intervention alerts and comprehensive resident monitoring
- Community Teams: Extend care reach with remote monitoring capabilities that support patients in their homes
- Specialist Providers: Track treatment compliance and patient progress with unprecedented precision and insight
- Nurse Practitioners: Access comprehensive patient data and clinical decision support tools that enhance autonomous practice

## EMPOWERING HEALTHCARE WORKERS WITH INTELLIGENT TECHNOLOGY

"Nurses are the heart of healthcare delivery, and they deserve technology that enhances their clinical expertise rather than creating additional burdens," explained Gordon.

"Sensacare amplifies nursing knowledge and intuition with intelligent insights that support better patient outcomes."

Key nursing-focused features include:

- Smart Alert Hierarchy: Four-tier alert system that prioritises notifications based on clinical urgency and patient risk
- Clinical Pathway Integration: Automated workflows that align with established care protocols
- Outcome Tracking: Comprehensive metrics that demonstrate impact on patient health improvements
- Collaborative Care Features: Tools that facilitate communication and coordination across multidisciplinary teams

## COMPLIANCE AND PROFESSIONAL STANDARDS

Sensacare meets the highest professional standards including:

- Australian Nursing and Midwifery Council (ANMC) guidelines alignment
- HIPAA and Australian Privacy Principles (APP) compliance
- TGA-approved device integration protocols
- Evidence-based practice support with clinical research integration

## MARKET IMPACT AND NURSING WORKFORCE SUPPORT

With Australia's nursing workforce facing unprecedented challenges and the RPM market projected to grow from \$85 million to \$237.6 million by 2030, Sensacare positions nursing professionals to lead healthcare transformation through technology-enhanced care delivery.

The platform is immediately available to healthcare providers across Australia, with comprehensive onboarding support, clinical training, and ongoing professional development included.

## ABOUT OPTIHEALTH GROUP

Optihealth Group is an Australian healthcare technology company dedicated to empowering healthcare professionals through innovative digital health solutions. Led by Founder Graham Gordon, who brings 28+ years of experience in healthcare technology, the company is committed to addressing the unique challenges facing Australian nurses with world-class, locally-developed solutions.

For more information about Sensacare or to schedule a demonstration, visit [www.sensacare.com.au](http://www.sensacare.com.au).

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EDITOR'S NOTE: High-resolution images, case studies, and additional resources are available. Optihealth Group executives and nursing consultants are available for interviews upon request.