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## MEDIA RELEASE

# Aussie aged care disrupter Apollo Care Alliance wins gold at home and abroad

Apollo Care Alliance flew the flag for Australia and beat a field of over 200 submissions from 15 countries to win two major awards at the prestigious 11th Asia Pacific Eldercare Innovation Awards 2023 in Singapore last week.

Distinguished judges from the UK, Finland, Japan, Singapore, Australia and New Zealand awarded Apollo Care **Innovation of the Year (Productivity)** for organisational efficiencies and delivery of quality care. Apollo Care was also a finalist in two other categories – Operator of the Year (Residential Aged Care) and Innovation of the Year (Caregiver Model).

Accepting the award, Apollo Care's CEO Stephen Becsi OAM said: "We took our radical vision for a new industry model to an international stage and showed that it works for everyone – residents, their families, care workers, vendors and investors."

"It's a new economy model in an old economy industry. The Apollo Care team has the maturity, experience and determination to disrupt the sector and create substantive change, and the proof is beyond dispute in our acquisitions and turnarounds."

Since commencing in 2020, **Apollo Care has acquired seven facilities and is in advanced negotiations to acquire a further six.** This will increase the number of beds and retirement village units in the Alliance to over 1200.

"We're turning around distressed facilities in record time – six months and less," explains Mr Becsi. "We've achieved full accreditation at every facility and recently **attained positive EBITDARs** at a number of facilities."

"This is truly radical in the Australian aged care sector where 70 per cent of facilities are operating at a loss."

Mr Becsi was also honoured with the coveted '**Trailblazer of the Year – 2023**' award in recognition of Apollo Care's innovative, proprietary financial and operating models which de-risk smaller, distressed, not-for-profit, regional community and faith-based aged care facilities while preserving their charitable status, ethos, brand and community connections.

"The judges were blown away by Apollo Care's comprehensive model. We faced competitors from Europe and Asia, but we were the only organisation turning around challenged facilities on both operational and financial fronts."

"We take on each facility's care, governance, administrative and financial burdens while guaranteeing preservation of brand and connection to community. It's embedded in the constitution of each of our not-for-profit facilities, along with two more layers of board oversight."

"Each facility operates like an independent provider, but with the security and operational and financial support of the Alliance behind them. We don't charge in and overlay a generic brand; we know that maintaining identity and purpose is as important as survival to these communities."

Apollo Care Alliance was built from the ground up three years ago by a team of four industry veterans with a cumulative 85 years' experience. In addition to Stephen Becsi, formerly CEO of Bethanie, WA's largest NFP provider, Apollo Care's leadership team comprises Barry Ashcroft, former CEO of Domain Aged Care, now Opal; Kylie Radburn, former National Care Governance Manager at Aveo; and John Young, a leading equity capital specialist.

“Our collective experience and ability to innovate are also crucial to addressing the tight labour market in Australia,” says Mr Becsi. “Attracting and retaining staff is a significant challenge and we’re constantly investing in our workforce. This includes deploying cutting-edge technologies, such as hand-held mobile devices for every care worker, and measuring job satisfaction and productivity across the organisation via our proprietary dashboard,” says Mr Becsi.

“We’re living proof that investors, vendors, carers, residents and their families can successfully co-exist in equitable, profitable and enjoyable alliance.”

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## BACKGROUND

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Apollo Care replaces the traditional head office with an **innovative virtual networked operating model** that increases productivity, profitability and quality of care, supported by best-in-class Alliance partners and cutting-edge technology.

It has created a **bespoke, cutting-edge technology platform** that is flexible, scalable and provides for real-time decision making, enabling it to predict future care needs, drive efficiencies and free up capital for operational improvements.

Apollo Care’s **innovative, proprietary, cloud-based QMS** is revolutionising care governance, leading to increases in productivity and care delivery, plus faster achievement and maintenance of full accreditation.

The organisation has also led the early adoption and deployment of the **‘Age-Rite’ technology platform** which enables it to constantly update and analyse data that increases productivity; creates better leaders; increases staff engagement; improves efficiency through better use and planning of resources; and improves quality of care and life for residents.

Apollo Care is highly focused on **linking culture to performance**. It has developed and applies a unique ‘culture lens’ to how it collects, assesses and translates data into meaningful, real-time information that facilitates best-informed decision.

