

# avive Health Matters

## Welcome

We're delighted to share this first edition of our Avive Health newsletter, with the latest news about our growing mental health business challenging current models of care, to find the very best treatments to make a meaningful impact on people's lives. It's remarkable to reflect on our progress since Avive's inception only 12 months ago; already construction of our first private hospital is well underway in Brisbane, with plans for more facilities in the not too distant future.

In a short space of time, we've confirmed many foundation doctors for our Brisbane and other hospital locations. We're thankful to be partnering with a team of specialists in their respective disciplines to help guide our unique, trauma-informed model of care. We're also working with renowned, key property and project partners.

Be sure to connect with us on LinkedIn to receive our latest announcements – simply find us at 'avivehealth'.

We look forward to sharing our journey of growth while reimagining mental health care for Australians. Wishing you, your staff and loved ones a safe and happy holiday season; and health and prosperity for 2023.

Warmest,  
Greg, Mark and Matt  
Co-Founders, Avive Health



## Avive Brisbane North under construction

Construction of our first private mental health hospital, Avive Brisbane North is well underway and expected to open in July 2023. Occupying a prime site at 16 Bryden Street, Windsor (Brisbane), it is close one of the city's major health hubs and home to Brisbane's Royal Women's Hospital and Herston Quarter health precinct.

Once complete, Avive Brisbane North will feature 63 single bedrooms, seven group

rooms, ten consulting suites, a dedicated fitness studio and two rTMS machines.

We are partnering with Kingdom Projects, a Melbourne headquartered building company for construction; HPSC Health Architects for design and Barwon Investment Partners as property partner.

A big Avive Health welcome to Patrick McGurrian, as CEO Avive Brisbane. 🌀


# Avive milestones at a glance



## Who is Avive?

Avive Health is committed to providing the highest quality mental health care; developing and operating premium private mental health hospitals, therapeutic communities, outpatient psychiatry and psychology clinics, as well as virtual mental health services.

Our focus is solely on mental health, allowing us to deliver and operate hospitals that provide both significantly better, and exceptional patient experience and outcomes.

We are committed to removing costs from the system by delivering improved quality of care, with robust benchmarking. We partner with doctors, specialists and key stakeholders to deliver a model of care that provides the optimal length of stay for patients in need of hospital admission, as we understand that higher acuity patients require the time, and support of such an environment to help their recovery journey. 

Secured development approval for Avive Brisbane North, a centrally-located 60-bed private mental health hospital in Windsor, Brisbane, QLD.

October  
2021

Avive Health founded with the vision to reimagine mental health care for Australians; putting patients at the heart of their journey of treatment, recovery and growth.

January  
2022

March  
2022

Commenced partnership with Barwon Investment Partners, property partner for Avive Brisbane North.

April  
2022

Appointed Sue-ellen Blomfield, Head of Commissioning to Avive's senior management team.

Commenced construction of Avive Brisbane North.

October  
2022

Appointed Kate Cross, CEO and Director of Clinical Services Avive Melbourne; and Michelle Lawrence, Head of Marketing and Communications to Avive's senior management team.

Launched Avive Health's new brand identity.


November  
2022

Appointed Patrick McGurrin, CEO Avive Brisbane.

## Avive brand is taking shape

We're delighted to launch our Avive Health brand to clearly distinguish us as a contemporary, innovative and trusted mental health provider of choice. Central to our brand identity is a fingerprint – to represent the individuality of everyone accessing, and providing our services.



You may've already seen our refreshed brand and logo on our website - [avivehealth.com.au](http://avivehealth.com.au) - as well as across our social media platforms - LinkedIn, Facebook and Instagram; all found at [avivehealth](http://avivehealth). Be sure to connect with us for the latest updates and to stay tuned for more to come. 





## *Avive values*

Our values are the guiding light of our brand and business, every day.



### **Embrace individuality**

Like a fingerprint, we understand that everyone is different. We put patients at the heart of their journey of treatment, recovery and growth, in an environment to help them heal.

### **Walk the talk**

We approach every interaction with a mental health mindset; mindful of how we can impact others. We are compassionate, transparent and inclusive. We act with integrity and value the relationships we have with everyone.


### **Genuine, quality care**

We strive to always deliver the best experience and outcomes. We are guided by best practice and go above-and-beyond to exceed what our patients need and expect.

### **Be curious**

We are driven by creativity and new horizons. We listen to our patients, families, carers, staff and specialists. We research, educate and collaborate to continuously adapt, improve and reimagine mental health care.

### **Break the mould**

We challenge the status quo and want to break the mould. We will continue to deliver innovative and accessible mental health care for all Australians with the latest therapies, treatment, technology and environments. 

# Meet the team



**Greg Procter**  
Co-Founder and  
Co-CEO

"We are challenging every part of the mental health system to ensure we genuinely improve patient experience and outcomes. Our specialists and staff across the entire business are committed to wellbeing – with a mental health mindset in every interaction."



**Kate Cross**  
CEO and Director  
of Clinical Services  
Melbourne

"It's an honour and privilege to be entrusted by patients and their loved ones to guide their journey of recovery. Our people, programs and places to access care are truly different, and I'm delighted to share connection, healing and outcomes with everyone accessing our services."



**Mark Sweeney**  
Co-Founder and  
Co-CEO

"We are experienced in delivering facilities that help people get well. Our commitment is to create environments with the very latest health and wellbeing building methodologies, design principles and technological innovations; where form and function unite."



**Patrick McGurrian**  
CEO Brisbane

"It is critically important that every patient is treated with respect and dignity in a safe, modern and purpose-built environment that supports their road to recovery; where staff and doctors are professional and understand the importance of engaging with families and carers to achieve the best possible outcomes for patients. At Avive Health, by employing the best staff and engaging with the best doctors, adopting innovative technology and ensuring the highest levels of security is in place to protect all information; care is delivered seamlessly and communication with key services and referring agencies is always on time."



**Matt McDornan**  
Co-Founder and  
Chief Medical Officer

"Mental health is not a one-size-fits-all. Our bespoke, tailored programs truly recognise the needs of each patient along with the importance of trauma-informed therapy complemented by exercise and diet. Our doctors are a critical part of our business, which sets us apart from the rest."



**Michelle Lawrence**  
Head of Marketing  
and Communications

"Mental health impacts us all in some way, shape or form – be it personally, a loved one, colleague or more broadly in our community. It's wonderful to be part of a mental health organisation that ensures every interaction is engaging and positive." 🌀



**Sue-ellen Blomfield**  
Head of  
Commissioning

"It's important that every patient and their loved ones have the best experience and outcomes. We work respectfully and in collaboration with our specialist teams, embracing the latest technology to allow clinicians more time to engage with our patients. Everyone, from our psychiatrists, nursing staff and support teams are genuinely committed to deliver positive outcomes and good health."