

## **Digital health partnership to improve the lives of men with prostate cancer**

### **PRESS RELEASE**

**Saturday August 24, 2019**

Men diagnosed with prostate cancer are set to benefit from a new digital health collaboration that will empower them, their clinicians and hospitals to improve prostate cancer treatment and care.

The Movember Foundation, the world's largest men's health charity, and Genie Solutions, Australia's leading practice management software provider, today announced a partnership to integrate Movember's True North digital health products with Genie Solutions software.

Through the partnership, men living with prostate cancer can fill out online questionnaires to:

- Regularly track and follow-up on changes to physical and mental health over time
- Receive personalised and tailored insights on managing treatment side effects
- Understand the experiences of other men receiving similar treatment
- Share responses with treating clinicians for care management and follow-up

For clinicians and hospitals, the partnership will also fast-track the provision of clinical and patient data to the National Prostate Cancer Outcomes Registry – enabling them to better monitor treatments and outcomes, with the potential to improve effectiveness, reliability, and cost efficiency<sup>1</sup>.

Genie Solutions' specialist software is used in more than 4,000 medical practices around the country, reaching approximately 90 per cent of Australia's privately registered urologists.

Movember Foundation Executive Director of Programs Paul Villanti said men often experienced ongoing side effects as a result of prostate cancer treatment, but didn't know how to take action for their health.

"Many clinicians are currently working in a vacuum. They don't have access to the data that enables them to understand whether men diagnosed and treated for prostate cancer have got back to living a normal life, or are doing it tough.

"By joining forces with Genie Solutions, we will be able to better support men living with prostate cancer by ensuring that the right resources and information from True North reaches patients and clinicians at the right time, when they need it most."

Genie Solutions CEO, James Scollay, said the partnership with Movember connects directly to their purpose of helping medical professionals deliver better health outcomes.

"The integration with Movember's True North program will deliver our urologist customers with practice efficiency benefits whilst contributing to the broader fight against prostate cancer. This is just the beginning -- Movember shares our passion for innovation and we're excited to see where the partnership leads to from here."

"In 2019, it is estimated more than 19,500 men will be diagnosed with prostate cancer in Australia, and there are approximately 200,000 men living with or beyond the disease," Mr Villanti added.

“Given Genie Solution’s reach within the urology community, we will be able to connect with thousands of men each year struggling with treatment or side effects, who previously would have had little in the way of support or guidance.”

While the initiative will initially focus on prostate cancer, Movember and Genie Solutions envision resources for other types of cancer will also be integrated into the platform in the future.

## **ENDS**

### **Media Contacts**

Movember Foundation: Samantha Mills, 0411 241 475 or [sam.mills@movember.com](mailto:sam.mills@movember.com)

Genie Solutions: Kate Donnelly, 0424 977 421 or [kate@bbe.io](mailto:kate@bbe.io)

### **About Movember**

The Movember Foundation is the leading charity dedicated to changing the face of men's health around the world. With a singular goal to stop men dying too young, the Foundation supports the following causes: prostate cancer, testicular cancer, mental health and suicide prevention. The Movember Foundation is working towards its goal to halve the number of deaths from prostate cancer by 2030. Since 2003, the support of more than 5 million participants has funded over 1,200 innovative projects across more than 20 countries. To donate or learn more, please visit [movember.com](http://movember.com)

### **About Genie Solutions**

Established in 1995, Genie Solutions is Australia’s leading specialist software provider to more than 21,000 specialists and employs over 100 staff in offices across the country. Backed by IFM Investors, the company is making strides into the healthcare technology industry. Find out more here: [geniesolutionssoftware.com.au](http://geniesolutionssoftware.com.au)

1. *Evans, Sue, et al. “Using Patient Reported Outcomes to Impact Change”. Monash University, Melbourne Australia. 9 November 2018.*