



Aspen Medical – Growing on Success

Mr Bruce Armstrong spoke to the USI of ACT at the Australian Defence College on 1 May 2014

The United Services Institute of the hosted a presentation by 1 May 2014 by Mr Bruce Armstrong of Aspen Medical who spoke on how Aspen has supported the Australian Defence Force and in so doing, created a world-class commercial organization delivering medical and related services to organisations in Australia and abroad, often working in difficult and challenging areas. Aspen Medical was recently awarded the ACT Exporter of the Year for 2013 across all categories and was also judged the Australian winner of the Health and Biotechnology category at the Prime Minister's National Export Awards.

PRESENTATION¹

Tonight, I want to take you on the Aspen Medical journey. In the time allocated my aim is to give you an insight into 3 areas:

- Where we came from and our journey over the past 10 years.
- Give you some detail on our support to the ADF the importance of that work.
- Where we are going and how we are going to get there.

ABOUT ASPEN MEDICAL

Founded in 2003 by Glenn Keys and Dr Andrew Walker, Aspen Medical is an Australian-owned, multi award-winning, global provider of guaranteed and innovative healthcare solutions across a diverse range of sectors and clients including Defence, Mining & Resources, Oil & Gas, Government and Humanitarian.

In just over a decade we have become the world leader in the delivery of healthcare solutions in any setting, particularly those that are remote, challenging or under-resourced.

We offer our clients a tailored and flexible service wherever it is needed, from a single paramedic to a full spectrum solution. Our competitive

advantage lies in superior project management and the quality of our team.

We pride ourselves on a customer-centric approach and a 'can do' attitude. Today, we operate across Australasia, the US, Canada, Europe and the Middle East and we employ more than 2,000 dedicated, experienced and highly-trained professionals.

Our service offering includes everything from: paramedics, nurses and doctors, combined with mobile medical facilities, AME and full surgical capability. We were recently awarded the ACT Exporter of the Year for 2013 across all categories and were also judged the Australian winner of the Health and Biotechnology category at the Prime Minister's National Export Awards.

OUR WORK WITH DEFENCE

Let me start by saying that my number one priority is the delivery of world class health services to the ADF. We are deeply proud to have worked alongside the ADF in the Solomon Islands, East Timor, PNG, the Middle East and at 52 ADF sites across Australia through the provision of on-base health services.

Whilst I am proud of all of our projects that support the ADF, I am particularly proud of our deployment to the Middle East where our team provides "Care of Battle Casualty Training" to ADF members deploying on active service in the region. This training is the last medical training available to troops before facing combat and

¹ Mr Armstrong spoke in place of Managing Director who had been delayed. Mr Keys arrived in time to answer questions.

consequently has saved the lives of numerous Australian troops who have encountered Improvised Explosive Devices in the course of their duties.

Our aim is to grow our capability as a major exporter of knowledge capital. Our work with the ADF in Australia and overseas supports our ability to reach into the near region, Asia and around the world. Ultimately this work also supports our ability to export.

WHERE ARE WE GOING AND HOW WE ARE GOING TO GET THERE?

We are a global provider of world class health solutions with our biggest projects in Australasia.

In the future, we will be a global leader in providing world class health solutions with our biggest projects overseas.

How will we do this? For some time we had been building our global platform in support of this aim.

Naturally, as part of this program we are developing our: Structure, Processes and Systems; but at the foundation of this Global Platform is our Aspen Culture.

Our challenge is not to “establish” a culture ... but to “spread the existing culture” as we grow at home and overseas.

We are doing this by:

- Leadership. Starts at the top
- Growing our leaders. We tend not to go to market for new employees
- Exporting champions of the “Aspen Way” to our international subsidiaries
- Communication. Face to face, telecons, YouTube, newsletters and social media
- We are promoting a culture that is Outcome Focussed.
- Outcomes are put before profit, because this is part of the Aspen Brand and our customers value this brand and what it translates to during delivery
- To get the Structure, Processes and Systems right, we built an internal Project Management Office capability that we use to undertake tasks such as Business Improvement Programs where required.

SUMMARY

Aspen Medical is proud to be an Australian company delivering and exporting world class health services, but in particular we are proud of our long relationship with the ADF and the current work we are currently doing on the bases around Australia and the “Care of Battlefield Casualty Training” in the Middle East.

Biography:



Bruce Armstrong started his working career in the Australian Army. On graduating from Portsea Officer Cadet School in 1980, Bruce was posted to 8/12 Medium Regiment, RAA. Highlights of his subsequent military career included service in the Special Air Service Regiment, Command of 8/12 Medium Regiment and his final appointment as Chief of Staff International Force East Timor, prior to the UN handover in 2000. Since resigning from the Australian Defence Force in late 2000, Bruce's commercial roles have included: Director Channel Sales and Strategic Alliances for a global enterprise software company; Managing Director for a national building service company and Chief Operating Officer of a publicly listed company in the automotive industry. In April 2013, Bruce joined Aspen Medical as the Chief of Staff. More recently he has been appointed as the Chief Operating Officer for the global operation spanning 9 countries and employing in excess of 2,000 employees.