

## ASPEN MEDICAL

### **Winner:** Health and Biotechnology Award, 51st Australian Export Awards (2013)

For outstanding international success in medical, healthcare, biotechnology fields for products, technology, equipment or services.

#### **Background**

Aspen Medical is a multi-award winning Australian company that provides outsourced healthcare solutions to complex, remote and difficult environments around the world.

Established in Canberra in 2003, it has become an international leader in the healthcare support sector.

Initially providing primary healthcare and surgery services to the Australian Federal Police, and Defence personnel to the Solomon Islands, Aspen Medical and its affiliates now operate in seven countries and employ more than 2 000 people.

In the past financial year alone, the company has exported more than A\$44 million worth of management expertise, intellectual property and training support – securing major deals with government and industry in Australia and offshore.

Significantly, more than 40 per cent of the company's business is now international.

#### **Approach to business**

According to co-founder and Managing Director, Glenn Keys, Aspen Medical's rapid growth and outstanding success can be attributed to its strong focus on global service delivery.

"Our customers love the fact that we really listen, providing them with tailored solutions that suit their needs – whether it's for an individual project or a complete hospital," says Keys.

"If we say we are going to deliver, we will deliver – an attitude that is shared at every level of the company. If it wasn't like this, we would fail."

Key says this approach has helped Aspen Medical quadruple its business in just 10 years, with expectations it will double again in the next three years.

"As long as we stay connected to what's important and stick by our values and principles we are confident we will continue to expand and do well," he says.



### SNAPSHOT

- Established by Glenn Keys and Dr Andrew Walker in 2003
- Based in Canberra
- Offices and affiliates located in Australia, the Solomon Islands, UK, US, Canada and the Gulf region
- More than 2 000 employees
- Annual export turnover \$44 million (2012/13)
- Winner of 2013 ACT Chief Minister's Export Award - Health and Biotechnology category

> 51st Australian Export Awards

**2013 NATIONAL WINNER**  
HEALTH AND BIOTECHNOLOGY

# ASPEN MEDICAL

## International engagement

Keys says effectively engaging internationally is all about commitment, perseverance and strategy.

“If you commit to something, then stick to it. If you can’t do this then maybe you’re in the wrong market,” he says.

“Before you go offshore you must truly know your business. You can’t just go and hire an agent and hope for the best. You really need to make the commitment and travel as many times as you need to, with the goal of establishing lasting client relationships.”

Aspen Medical is currently providing tailored healthcare services to seven countries, with plans to expand into more new markets – including Africa – later this year.

Keys says Australia has ‘come of age’ as an important player in the international business community.

“We have a much greater profile on the international stage these days. I believe its because we are seen as genuine, hard working people who know how to get a job done and do it well.”

“Aspen Medical was born global. It was always our intention to establish ourselves as a leading international healthcare solutions provider, and I am pleased to say that’s exactly what’s happened.”

Glenn Keys, Co-founder and Managing Director

## Winning an Australian Export Award

Winning the Australian Export Award has made a difference at “so many levels”, says Keys.

“It has helped us attract new customers overseas, shown our existing customers the real scope of our business and had a major impact on staff morale.

Companies overseas really take notice of these sorts of things. In fact, the first thing a new international Defence client said when approaching us recently was: ‘I hear you just won an export award’. That felt good.”

Keys says participating in the awards forced his company “to sit back and look at itself from the outside in”.

“Often you just think you are only just ‘achieving’ – because you are just doing what you do – not realising you are actually achieving some amazing things,” he says.

“I strongly encourage all Australian companies that export to enter this year’s awards.”

## FACTS

- Aspen Medical can assemble an operational 100 bed mobile hospital in just 72 hours.
- Over the past 10 years, the company has completed more than 150,000 medical treatments around the world.
- Aspen Medical affiliate, National Ambulance, was recently awarded a contract in the UAE to provide ambulance services to six of the country’s seven member emirates.
- In 2014, Glenn Keys and Dr Andrew Walker, have been inducted into the prestigious EY Entrepreneur of the Year™ Global Hall of Fame.



“Winning this award directly impacted our business. The first thing a new global client said when approaching us was: I hear you just won an export award.”

Glenn Keys, Co-founder and Managing Director