

## PRESS RELEASE

### For immediate release

#### **Mirus Australia announces strategic partnership with ManAd to strengthen innovation in Aged Care**

**Sydney, 7 March 2025** – Mirus Australia, a leader in data-driven solutions and advisory services for the aged care sector, is excited to announce a partnership with Management Advantage (ManAd). This partnership unites two trusted organisations with a shared commitment to supporting aged care providers in delivering exceptional care through innovative tools and expertise.

The partnership between ManAd and Mirus Australia represents a significant step forward for the aged care sector. For over 30 years, ManAd has been a trusted partner for aged care providers, offering an intuitive care management system designed to simplify complex processes and support regulatory compliance arising from the sector reforms. By integrating this legacy with Mirus Australia's strengths in funding, workforce, accommodation tools, and advanced analytics, the partnership will deliver even greater value to aged care providers.

#### **Honouring a legacy, building the future**

Management Advantage was founded by Ruth Staples in 1992, a former Director of Nursing and then CEO of SA Baptist Homes for the Aged, Ruth's valuable skills formed a solid foundation for the company in South Australia. The business was transferred to Melbourne when Ruth married Peter Staples who served as Federal Minister for Housing and Aged Care and later as Federal Minister for Aged, Family and Health Services, where he was instrumental in shaping policies to improve aged care services across Australia. Peter joined the business in 1996 at the conclusion of his parliamentary career, to continue his mission to support the sector.

"Our shared vision of empowering aged care providers through innovation is the foundation of this partnership," said Robert Covino, Founder of Mirus Australia. "Together, we're building on Ruth and Peter's legacy to deliver smarter, integrated solutions for aged care providers. To this extent, Peter will continue his contribution as a member of the Board."

#### **Customer-focused integration**

The ManAd brand will be thoughtfully integrated into Mirus Australia over time to ensure continuity for customers. The transition will prioritise seamless service delivery and enhanced solutions for current and future clients.

"Our customers are at the centre of this partnership," said Peter Staples, CEO of ManAd. "I am confident this evolution will allow us to continue supporting providers with innovative tools while enhancing what we can deliver together working with the Mirus Australia team."

This partnership underscores Mirus Australia's broader strategy to provide aged care providers with comprehensive technology and advisory solutions that support providers in effective aged care operations.

## **A shared vision for the future**

The combined expertise of Mirus Australia and ManAd positions the partnership to play a pivotal role in shaping the future of aged care technology. By leveraging data, technology, AI, and industry insight, the two organisations will work together to provide a robust suite of integrated tools designed to meet the challenges of today's aged care providers.

"We're looking ahead to the future of aged care—one where innovation, collaboration, integration, and data-driven solutions define how providers deliver exceptional care," added Covino.

Mirus Australia and ManAd will be launching the evolution of their combined technology with a new platform – Mirus Plus - at the ITAC Summit in Melbourne on the 12<sup>th</sup> of March.

### **Quotes:**

Robert Covino, Founder of Mirus Australia:

*"This strategic partnership is about honouring the incredible work of ManAd while charting a new course for innovation in aged care. Together, we're combining decades of experience, a passion for supporting providers, and a commitment to delivering smarter, more integrated solutions. We're excited to work with ManAd clients and the broader industry to shape the future of aged care."*

Peter Staples, Founder of ManAd:

*"I'm incredibly proud of what ManAd has achieved and the trust we've earned from aged care providers over the years. Joining forces with Mirus Australia is an opportunity to enhance the value we deliver while maintaining our core commitment to the providers we serve. I'm confident this partnership will empower our clients with even more tools and insights to navigate the challenges of today and tomorrow."*

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### **For media enquiries:**

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### **About Mirus Australia**

Mirus Australia leverages Agentic AI-driven technology, data analytics, and expert advisory services to support the aged care sector. Our mission is to enhance financial sustainability and operational efficiency, using AI to unlock smarter decision-making and improved care outcomes for providers and residents alike.

### **About ManAd**

Manad Plus, developed by Management Advantage Pty Ltd, is a comprehensive aged care software management system designed to provide real-time insights and a management advantage to aged care organisations. With over 30 years of experience in the industry, the company combines deep sector knowledge with continuous product development to stay ahead of industry changes.