



Creating Positive Impact Across Healthcare Workers

Speaker 1:

This is a podcast by Lumina, the perfect space to innovate, collaborate, and grow in health, science, and tech.

Rebecca Griffin - Host:

Yupin Robson, welcome to Health Tech Talks.

Yupin Robson - Guest:

Well, thank you so much for having me, Rebecca.

Rebecca Griffin - Host:

Yupin, you're the CEO and Co-Founder of Edify Medical, which is what we are going to talk about today, but before you started down the entrepreneurial path, you worked in the healthcare industry for both pharmaceutical and medical device companies in medical sales and marketing. Clinically, you're trained as a microbiologist and you have a research background in virology and cost-effectiveness, and you're a business and science postgraduate. But let's start with Edify Medical. Can you explain what it is?

Yupin Robson - Guest:

Yes, absolutely. Edify Med is a multilingual medical education training app. We've designed it in a way to actually allow people to help reach the audiences that they want to actually do training in that don't have English as a first language.

Rebecca Griffin - Host:

Can you give us an example?

Yupin Robson - Guest:

Yeah. So when I first started thinking about the challenges of language with training, I was thinking outside of Australia because my heritage is from Thailand and then I spent a lot of time working overseas. And so I worked with a lot of people that didn't speak English. But what I've discovered in the last six months journey of building Edify Med is that, here at home, a lot of the front facing healthcare workers that we actually have supporting our health system in Australia, English is actually not their first language. And when we look at the aged care healthcare provider setting, a lot of the people who are actually doing the hard work taking care of the most vulnerable of our patients, the majority of them are actually foreign born and foreign trained health workers.

So Edify Med is really there to support their education and learning to actually be able to help bring them up to speed with the knowledge and the skills to actually best take care of our patients. And we just want to create a level playing field for these individuals because, when you actually don't have English as a first language, it takes you longer to learn. The burden is always on the learner for correct



understanding and learning. So we just want to actually remove some of those barriers for them, give them that correct information in their first language.

Rebecca Griffin - Host:

How did you discover the need for such a service?

Yupin Robson - Guest:

I used to be the Asia Pacific Manager for a very large medical device company, and when we did training globally, I would be standing in front of a room and there would be 10, 12 people from all different countries with 10, 12 different languages. And yet we used to train everybody just in English. And being bilingual Thai, the poor old Thai community used to always cop it from me because I would test them in Thai. Did you understand what I said? What did I actually say to you? Repeat it back to me. And because I spoke Thai, I was able to actually see firsthand that they missed a lot of information they didn't understand. And so it was really clear to me that if you wanted efficiency and speed to training, continually doing the same thing that we've always done, which is just push everything out in English, wasn't really a very effective way of doing it.

Rebecca Griffin - Host:

So are your customers, the businesses, training the staff or the actual staff needing the training?

Yupin Robson - Guest:

The customer, the paying customer, is the business, the business that wants to scale their training to reach their global workforce or their diverse workforce here at home. So we just assume that, again, people speak English. And people do speak English. You have to have a certain proficiency to be able to actually live here in Australia, but that proficiency doesn't really actually capture what technical difficult medical information actually is required. And most of the time when we are actually doing training, businesses are in some way ticking a box to say that it's been done, which is what a lot of the learning management system is really about. You've watched that, you've signed this to say that I've done it. What Edify Medical has actually developed is a learning management system, but it's not about compliance. Ours is about inclusion, diversity, and scalability to reach the global diverse audience. So we've built a tool for businesses that's actually going to be valuable for their learners.

Rebecca Griffin - Host:

Because it's much more than just, as you say, ticking a box saying, "I've done that." It's about understanding what you've done.

Yupin Robson - Guest:

And having confidence in your work. So imagine if you are a nurse and you are in the middle of the pandemic in the aged care facility and you have a language proficiency in IL School of 5.5, which is actually all you need to work in the health sector. And now you are presented with really complex information about managing a patient's viral load. And we give that in English. We give it in written



form. We are assuming people can read. We are assuming people can understand. So absolutely for us, the end of the day, all of this is actually about patient safety, which is why we're in this. Why do we train people really well? Because ultimately we want the patient to have the very, very best outcome.

Rebecca Griffin - Host:

Yupin, was this your first startup business?

Yupin Robson - Guest:

Yes, in its true sense, it's certainly is, where I've gone through the whole program of the Accelerator, capital raising, all of that fun stuff, having business partners. But I did start my entrepreneurial journey very early on in primary school selling Avon. But also, when I transitioned from high school into university, I actually started a little training program to actually help support high school students move into university. And so I forgot about all of those things until just more recently of, how did I actually start this journey? I guess it started a long time ago, but has culminated to this.

Rebecca Griffin - Host:

And so you applied to participate in the first LuminaX Accelerator Program delivered by Cohort in 2021. Why did you decide to apply for the program then?

Yupin Robson - Guest:

Like many things in life, sometimes you just trip over opportunities, and actually recognizing that the opportunity is there is half of the challenge I think. So when we were pre-Lumina, because we were the inaugural group that came through, we were actually introduced to Cohort by some friends that actually are in the startup ecosystem and they wanted us to meet some really amazing people that already were here at Cohort. I met a couple of amazing founders and there was actually a pitch night that was happening in November. And so I was invited to actually see if we can actually pitch on that night. So we put it in a really short video done that afternoon and were accepted.

We actually did the pitch night November 1st, and that was the first time actually got up to articulate the business concept and the idea out loud to the audience. So from that then I guess the relationship with the group at Cohort, it started to develop and they were telling us about the fact that there was going to be an Accelerator Program. And so we were really excited to actually apply for that and luckily we were accepted.

Rebecca Griffin - Host:

What stage were you at with your business then?

Yupin Robson - Guest:

Completely early, early conceptual stage. And what the program actually did for us was we actually paused all development till after the Accelerator. So we were already registered, we had the idea, we had a few materials, we talked to a lot of customers, did a lot of investigation, but what we didn't do was actually invest any money in the development of the technology until post the program. And as I've



said before, I feel like having actually the community really helped direct us, saved us a lot of time and a lot of money in actually doing things that probably wouldn't have created any more value. And so we took the learning from the group rather than make those mistakes ourselves.

Rebecca Griffin - Host:

Yeah, it's so worth it, isn't it? And so what were the tangible outcomes from LuminaX that you were able to bring to the business?

Yupin Robson - Guest:

I mean, there've been so many outcomes. So I think, first and foremost, the legitimacy of what we're trying to do. Having the structure and the support of both the government, the council, the university, and all of the individuals who are surrounding and supporting this program around us in a way I think has given our investors a lot of security. I mean, they were really investing, I guess, in me as a founder, but having the knowledge that there is actually a whole lot of people that are actually supporting us through this I think has allowed us to, we're currently doing a second raise at the moment. We've actually got follow on investment from our initial investors, but beyond that, actually, the community of other founders.

So the friendship and the collaborative work and the continuum, and I will call it the concierge service that happens where you are being introduced to people that can actually help open doors or people who know people or people who can hone in your conversation, those are things that never would've I think happened had we not actually come to be part of the community here on the Gold Coast. I think the Gold Coast is a very unique place compared to certainly other places around Australia. It's certainly a much more baby program compared to the bigger kids in the bigger town. But I think that's actually really our superpower, actually, because we're not lost in the system. I think we are actually a small enough community that allows you to still be seen and you're not a number.

And the community, I guess like any regional community, it actually has a really strong family feel about it. And I do think that that's actually what makes the Gold Coast extremely unique and I'm so grateful that Edify Medical, actually, we tripped over this opportunity and we were able to be part of it.

Rebecca Griffin - Host:

Meant to be. Did you have your business partners at that stage?

Yupin Robson - Guest:

Yes, already. So we had already set up our corporate and legal structure. Adrian Marshall and Bianca Garcia are the other two Co-Founders for Edify Medical. Bianca and I actually worked together in a medical device company for almost 10 years, and we both actually got our redundancy within a few months of each other. And I remember ringing Bianca up on the first day after she was enjoying her morning cup of coffee day one from her redundancy saying, "Hey, what are you doing? You want to do something?" where she's like, "Okay, that sounds amazing. Let's do that." We both managed to rope in Adrian. He's our sensible one in the team.

HealthTech Talks Podcast Series



Rebecca Griffin - Host:

You're listening to Health Tech Talks, a podcast series delivered by Lumina. To find out more about Lumina, visit the website, luminagoldcoast.com.au, and sign up today to receive your Lumina Opportunities Pack. If you hadn't done LuminaX, where do you think you would be with Edify Medical now?

Yupin Robson - Guest:

I think less focus. It's actually really easy to be distracted in developing something and I think it's been a very grounding place. I think we would've overdeveloped the tech. I think we would've taken longer and agonized over things a lot more. I think we would be more scattered in actually trying to find a home for the technology or the partnership whereas, having done the program, it's been very grounding for us. It's very easy within this startup ecosystem to be lost in the matrix of it all. I always talk about the blue and the red pill, and it is, you drink the Kool-Aid of the startup system and in a way, when you step back into your friends and your trusted colleagues, the glamour of just the program slips away. Because it's not just about the demo night and the rah-rah. It's actually the people who are really genuinely interested in seeing you succeed that grounds you back into, "All right, we actually just need to get customers. We just need to get revenues. And how do we all focus on taking those next steps?"

Rebecca Griffin - Host:

Yupin, what's been the greatest challenge as an entrepreneur in the health industry?

Yupin Robson - Guest:

First and foremost, I think the financial pressure of being an entrepreneur is incredible. I gave up a very lucrative full-time financial career to earn pretty much no money. So I think that financial hardship, it's real. It's real that we all face. It's a choice. I know that everyone's at different stages in their life that allows them to be able to make some of those hard decisions. So that's absolutely real. The other really challenging part of it is the emotions are very extreme. You have really, really high days where you are kicking goals and you feel completely euphoric and invincible. And then the reverse happens where you've had a knock back and you feel like the ground couldn't get any deeper into the earth.

Rebecca Griffin - Host:

You question your path on those days.

Yupin Robson - Guest:

Well, you just feel terrible. You feel as high as you go is as low as you can go and the imposter syndrome comes in. And then, obviously, for the founders who've taken on investment from friends and family and institution, the burden of actually the responsibility with that money. Not everybody's putting in money to make money, but people are putting in money to perhaps do something valuable with their money, and so the burden and the responsibility of making sure that you are delivering. I'm really hard on myself, so every now and then I need to just remind myself that it's okay. It's one step at a time. And I did actually go through that this last month of, and I won't swear online, but I did actually say, "Calm down, Yupin. Just take a breath. We can just one step at a time." Whereas I'm wanting to leap 10 steps



ahead, and sometimes when you're leaping, you actually take a bit of a wrong turn when you leap off a bridge.

Rebecca Griffin - Host:

Well, I think starting a business can really teach you patience. Certainly my experience.

Yupin Robson - Guest:

Absolutely. And, for me, it's probably the thing that I've had to learn the most, is actually just slowing down, not stopping but slowing down in a sense. Because when you are rushing, there's a very different set of energy that comes with that. And I know that I have a very big energy and when I'm in a, let's close this off energy, it's quite overwhelming. And I've actually watched probably myself overwhelm people the last month of actually trying to close things off because I'm way ahead at the end game already. And so actually reminding that you are as a business owner taking everybody on a journey with you because the problem is real that we are trying to solve. But people haven't spent 23 hours of their day for the last two years thinking about it. So actually taking people on that journey without overwhelming them to make big decisions has been a really big learning for me to just pull that back in.

Rebecca Griffin - Host:

Yupin, what's your advice to other entrepreneurs and self-starters thinking to enter the industry?

Yupin Robson - Guest:

So my advice for people who are wanting to do this is, firstly, you should absolutely do it. You live once and what you don't want to do is actually regret. I'm not saying that, do you have to do it now? Okay, maybe not. But actually I think if there is actually a passion there for people to start something, then absolutely do it. Do it with an open mind and an open heart because, certainly, Edify Medical in its initial idea of the problem we thought we were solving has shifted and changed slightly, and we've discovered even bigger problems, which actually is closer to home that we can solve more. I was very much externally looking and then found out that actually here at home we have a huge problem. So being really open to actually staying true to the problem that you're solving, but the way you deliver that tool should be fluid.

And I think sometimes, as founders, we get emotionally and financially and physically attached to things that we find it really hard to listen to what people are saying is needed. So I think my advice is to surround yourself with genuine individuals who have done it, who are not talking about it, they don't have a financial stake in your success, but they have an emotional and a personal stake in wanting you to succeed. So surrounding yourself with really good people is actually really important. And actually the other thing that, certainly, I haven't myself been caught up in because I think having 20 plus years of corporate experience has taught me not to get sucked up into the time-wasting situation, so I guess my advice is be very focused. It's actually very easy to get caught up in the rah-rah and you lose days, weeks, and months serving the purpose of other people's requirement and losing vision on actually what it is that you're needing to do.

And so the most important thing I think is to actually focus on building a business, a business that has revenue and a business that has value, and everything else is actually a bonus.



Rebecca Griffin - Host:

That's great advice. Yupin, we're talking today from the Lumina development on the Gold Coast. How do you think Lumina can keep supporting other health tech entrepreneurs like yourself?

Yupin Robson - Guest:

I'm so, so excited for the Gold Coast. The Lumina precinct, I have the privilege of being in the team that was put together by Ariana for the Advanced Queensland/Queensland Connect Program. And what it's actually shown me is that this isn't just happening. This is a 40-year plan that the state government has had for this area of free land where we can create and grow our precinct, which is actually within walking distance to a university and two hospitals. It is completely unique around Australia. The only other place that I can think of that's remotely like this is Boston. So we have an opportunity here where the supporting of the startups or the SME or the scale up has an opportunity to work with university to help research, to tap into the health professionals, doctors, nurses, executives to actually validate our ideas and concept. And I know that the team with the Health and Knowledge Precinct is really about, how do we concierge the businesses to take advantage of the actual ecosystem itself?

My partner is actually developing a building in the area called the North Star, so I've been lucky enough to actually be part of the actual LuminaX Accelerator, part of a development in the site and part of the team that is really out there championing the connection of the Gold Coast to be the star in Queensland, and if not Australia. And one of the things we really highlight is the Gold Coast already as a city, people come here to holiday and to play. So you can come here, be part of this ecosystem. Your kids can go to Dream World, have a fantastic time. Your partner can go to the beach. You can come here and get some stuff done and then actually go back or, even better, move here to the Gold Coast.

Rebecca Griffin - Host:

I love it.

Yupin Robson - Guest:

It's a great place to live.

Rebecca Griffin - Host:

Yupin, applications open this month, so February 2023 for the 2023 LuminaX Accelerator Program. It's open to Australian wide startups and entrepreneurs to apply. Listeners can go to luminax.com.au to find out more. What's your advice to listeners thinking about applying?

Yupin Robson - Guest:

I was thinking about this question earlier, and I think it's going to be harder than certainly it was when we were actually the first program. The news wasn't out there yet, so we feel like we had an easier run. I think it's going to be pretty competitive, so I would advise businesses that are interested to reach out to the community, whether it's the startups that have been through the last two programs, perhaps some of the mentors, and actually have a talk to them about whether you are a good fit for this and why this would actually be helpful for you. And really think carefully about your application because



I think that it's going to be super competitive. There's investment involved. The state government, the university have all signed up for extended long-term partnership to support the program. So I would advise people to do their research like you were applying for any other job to actually do a really good job in your application because the standard is so high because the outcome is so fantastic.

Rebecca Griffin - Host:

And would you recommend that they go for it?

Yupin Robson - Guest:

Oh, absolutely. Not only work hard to apply, but work really hard to actually come here. And if you can actually spend an extended period of time here, it is always better than just flying in and flying out, because a lot of the time the magic does happen at the water cooler as well. So really commit to it. I think those who commit to the full program, time wise, energy wise you'll get so much more from it than if you actually are just fleeting in and out. If you really want the full kit and caboodle, I think commit to the kit and caboodle and you'll get the full outcome.

Rebecca Griffin - Host:

So really immerse yourself in the program.

Yupin Robson - Guest:

Yeah.

Rebecca Griffin - Host:

Yupin, it's been wonderful talking with you. All the very best with Edify Medical.

Yupin Robson - Guest:

Thank you so much.

Rebecca Griffin - Host:

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