




Ageing Australia Conference 2025

**The future of aged care in Australia:
Having no AI strategy IS an AI strategy**

A large, solid orange parallelogram is positioned in the lower right quadrant of the slide. It is composed of two overlapping rectangular shapes, creating a stepped effect.

September 2025

Introducing our team....



Vivek Odhav

Digital Health & AI Lead
Director

“The AI Enthusiast”



Dean Dimkin

Alliance & Ecosystems Leader
Partner

“The Moderator”

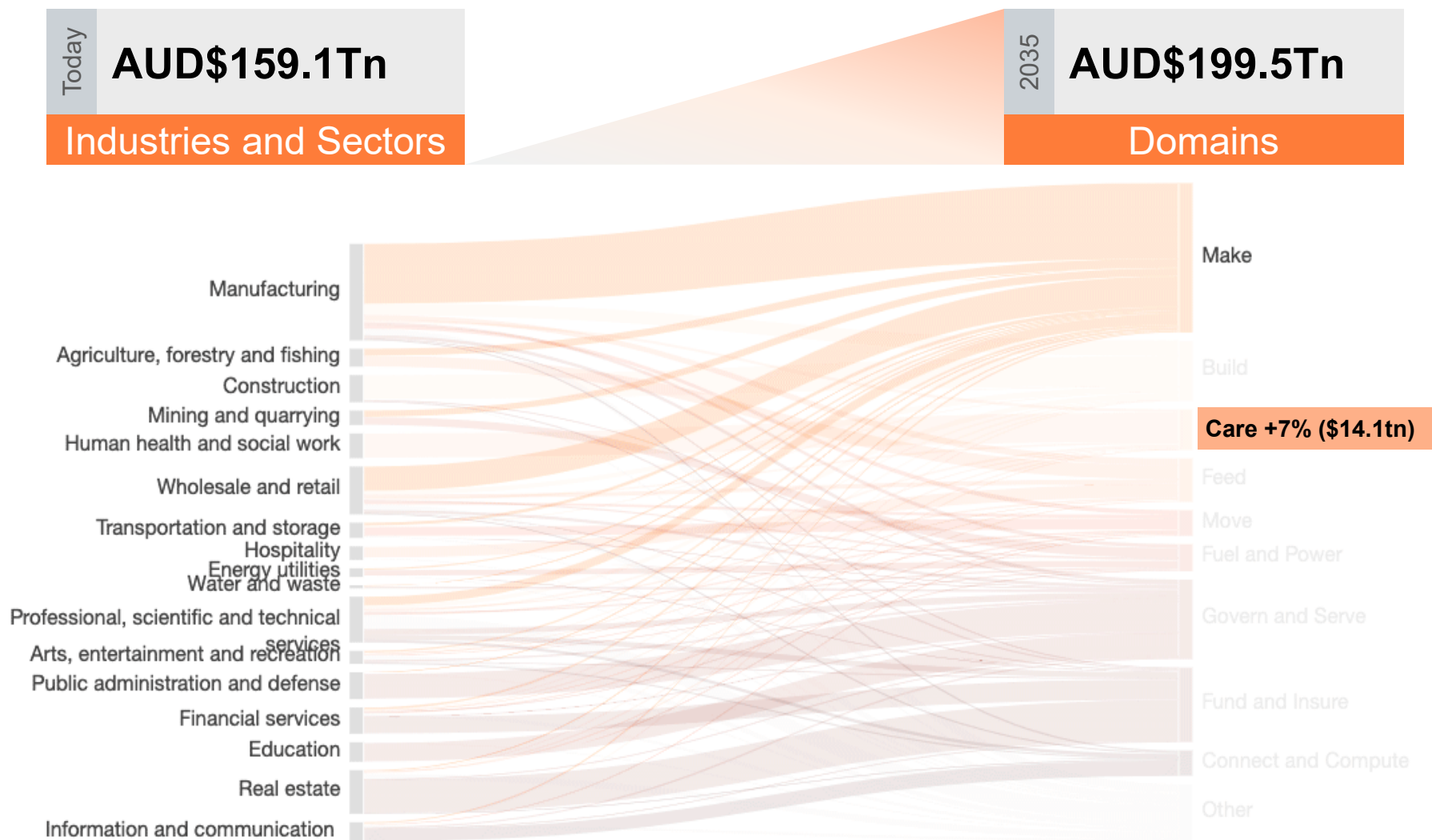


Amy Bryan

Risk & Assurance
Manager Director

“The AI Realist”

In a largescale reconfiguration, traditional industries today are shifting and evolving into new areas of growth in the future



Industries are evolving

Traditional industries (e.g. Manufacturing and Retail) are breaking down and shifting into new forms of work and innovation

New domains will emerge

Instead of rigid industries, future markets or value pools will be organised around broader needs (e.g., “Care”) or functions (e.g. Fund and Insure)

Future areas of growth will be unlocked as ecosystems and their associated value chains become broader and more diverse

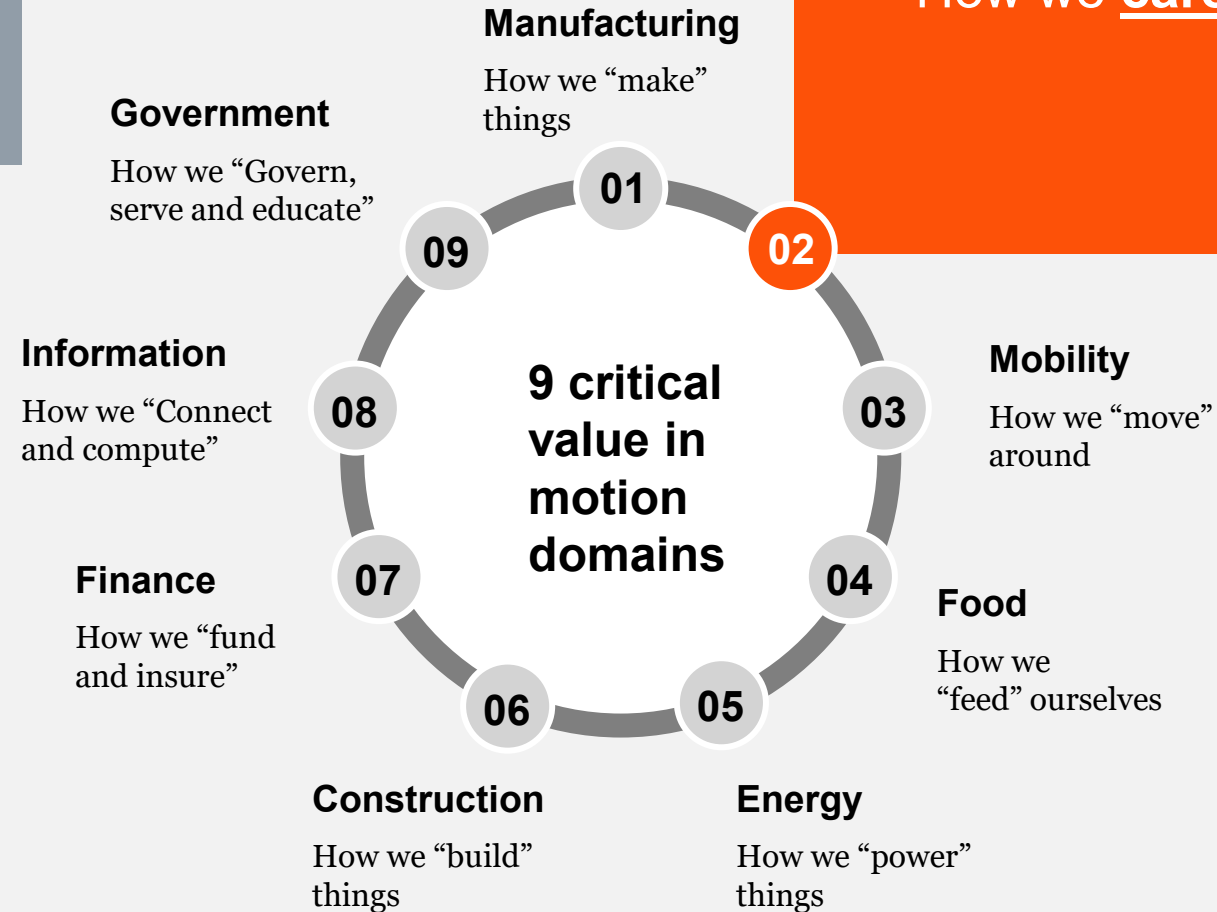
Megatrends have set value in motion

Value pools are converging around domains of human need like 'care'

This widens the aperture on strategy in our sector

Health and Aged Care

How we care for each other

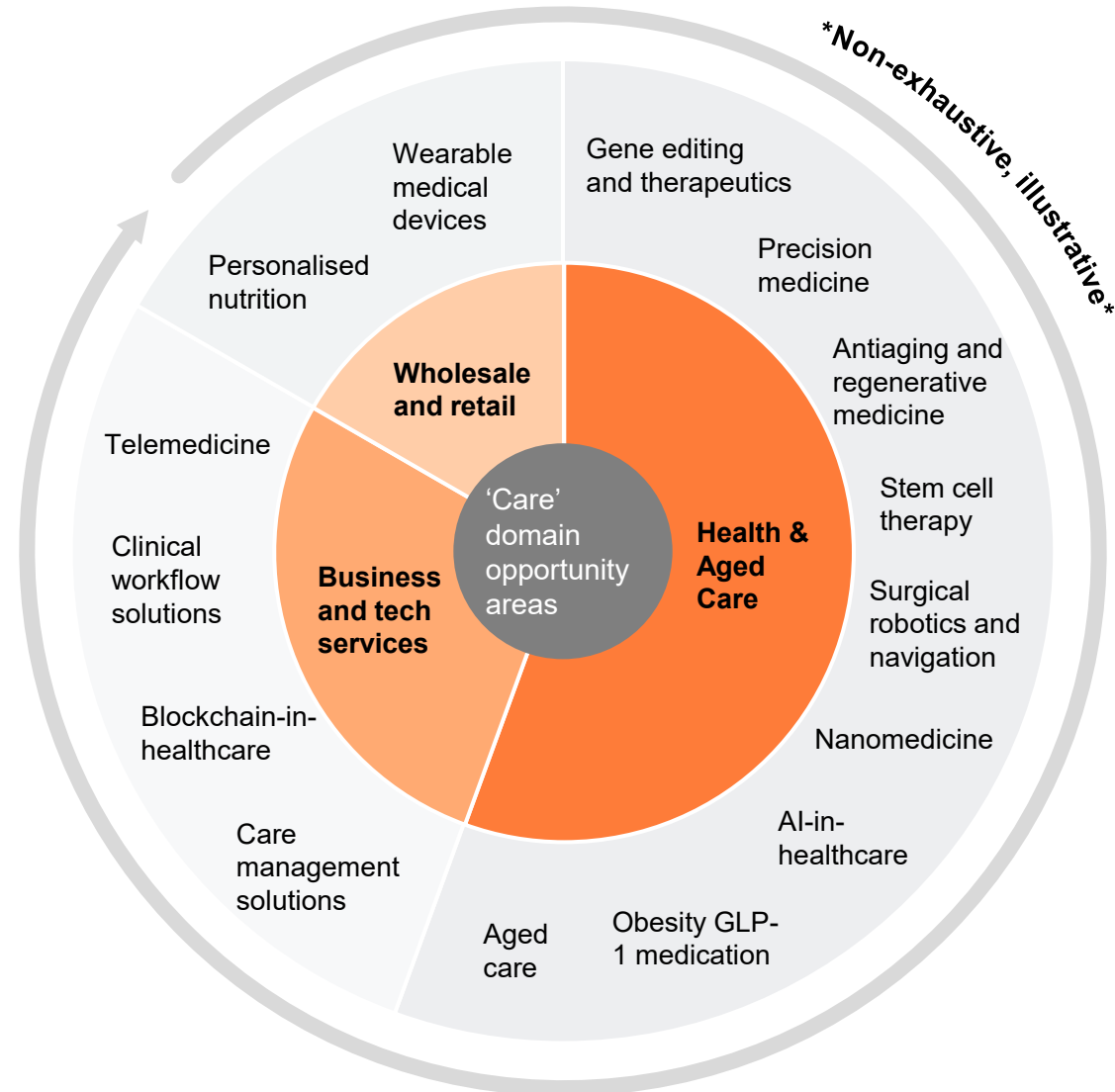


The 'Care' ecosystem is comprised of opportunity areas that span traditional industry boundaries and benefit from new business models

The new tech and AI-enabled health and aged care ecosystem

The new tech-enabled health and aged care ecosystem will be:

- **Personalised:** Care shifts from today's one-size-fits-all approach to one tailored to individuals' unique needs
- **Preventative:** Care to address disease risk factors to avoid deteriorations and keep people well for longer
- **Predictive and proactive:** Care to switch from being largely reactive to intervening proactively before issues become critical
- **Focus on Point-of-care:** Care to be flexible in where, how, and by whom it is delivered



New business models

(non-exhaustive):

01

Personalised & preventative care platforms

The convergence of wearables, robotics, IoT sensors, genomics and AI makes individualised health guidance accessible to all

02

Partnerships & ecosystems of care


Assisted Living Villages, partnering cross sector to provide a wholesome ecosystem of health, wellness, social connection and care.

03

In-home ambient smart and robot care homes

Health, support, companionship and monitoring in home; i.e. chemo, dialysis, post-operative care.

Are you using AI in your role today?



There is a divide between the ‘ambition’ and ‘reality’ of AI adoption in the Australian aged care sector.

66%

of CEOs had a strong desire to integrate generative AI into their operations in three years however, just 25% of CEOs have adopted generative AI technologies – our sector, the lowest of all sectors measured

Fast forward a year later....

53%

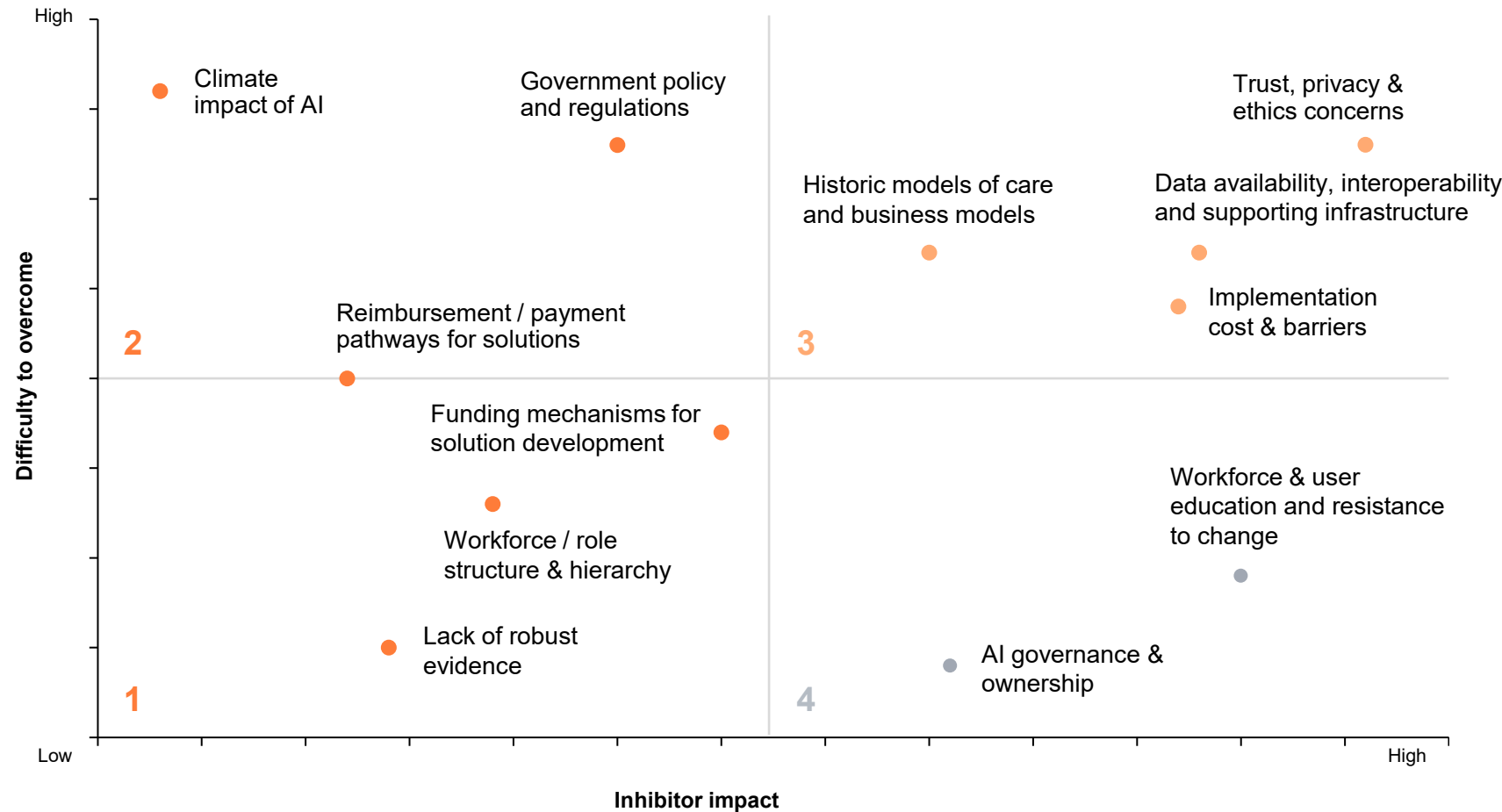
of CEOs reported that AI has
made employees efficient

1 in 3

CEOs don't trust
the technology, highlighting the
need for responsible AI

Top AI inhibitors in health and aged care

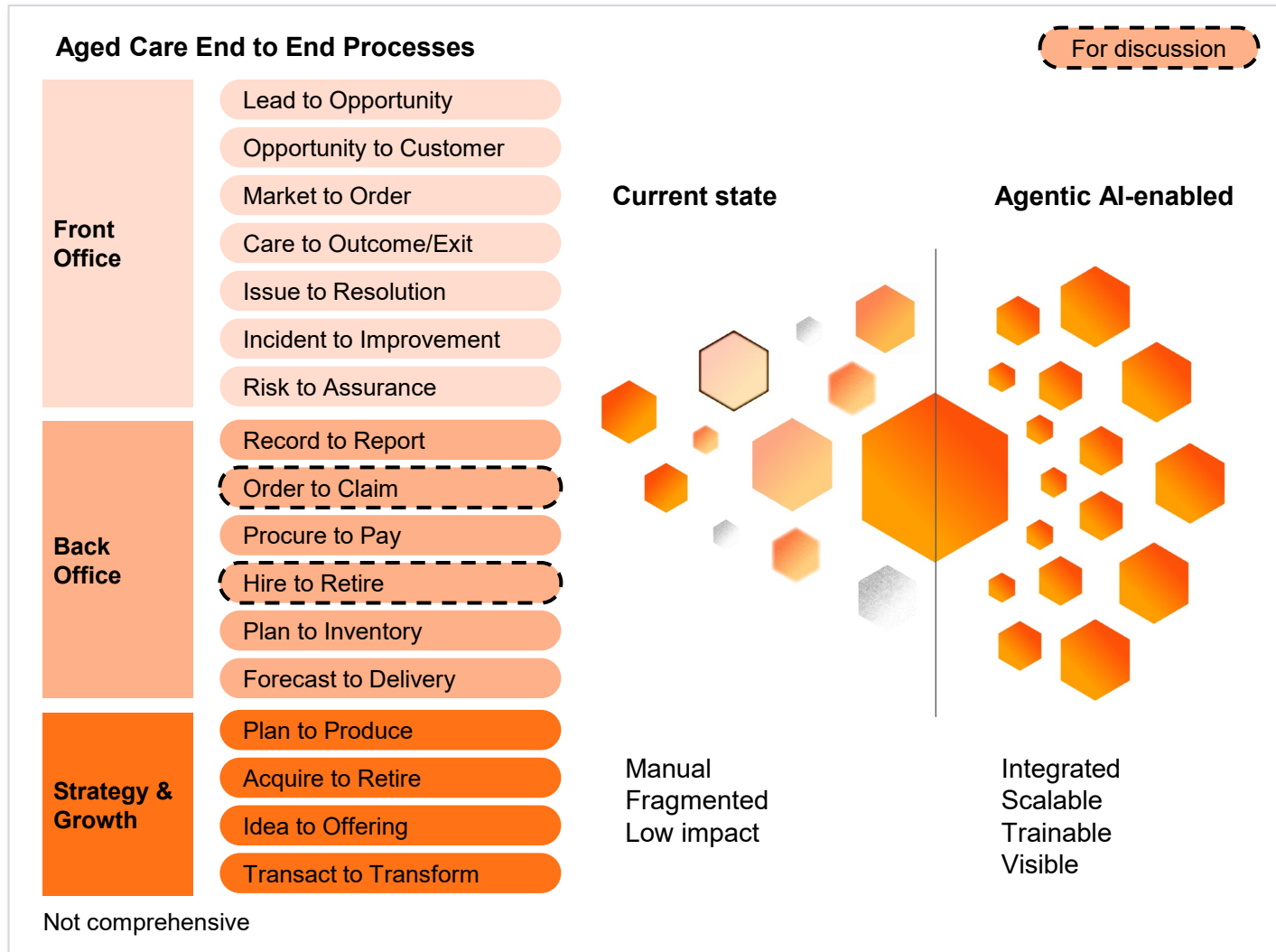
Together with the University of Technology Sydney, we asked senior leaders across Australia to share their view on the top inhibitors they face in AI adoption and comparative complexity to overcome.



74%

of senior leaders believe that Trust, privacy and ethics concerns is the biggest barrier to AI adoption... and the most difficult to overcome

AI can be used to augment your workforce across end to end value chains; establishing agentic processes supported by risk and monitoring



PwC's Process Reinvention for Aged Care

01 Redefined end to end processes

New integrated, digital processes automating manual repeatable tasks with AI Agents augmenting your workforce and humans in the loop, on the loop or at the helm.

02 AI use case / Agentic Process automation

Tailored application of AI and automation technologies to drive business value:

- Generate new or increase revenue
- Reduce cost or increase productivity
- Optimise risk management
- Improve staff and client experience

03 Built in risk and governance controls

Governed AI usage with automated risk and monitoring controls, giving your board and executive confidence that AI is being used safely and securely.

Launching soon....

Having NO AI strategy IS an AI strategy!



Want to know more?

Get in touch!



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