

**Wavelink launches new Health Practice**  
*Paul Craven appointed Health Practice Lead*

**September 20, 2016** – Wavelink, a value-added distributor of enterprise mobility and unified communications solutions, today launched its new health practice. Paul Craven has been appointed to lead the health practice, with a focus on bringing together solutions for Wavelink’s partners targeting public hospitals, private healthcare groups, and aged care facilities across Australia and New Zealand (ANZ).

The establishment of the Health Practice provides a level of specialisation to Wavelink’s partners by providing end customers with comprehensive solutions, not just hardware. The premise of the practice is to build solutions from use cases that improve patient care and drive operational efficiency. Examples of such use cases includes location-based services, duress, surveillance, and workflow management. Wavelink is striving to provide technologies to its partners that can relate back to their customers’ needs.

Ilan Rubin, managing director, Wavelink, said, “Building on our extensive foundation in the industry, Wavelink has now formally established the Health Practice and undertaken a number of important steps to ensure an even greater focus on this growing market sector. This not only includes the appointment of Paul Craven, a seasoned industry professional with extensive experience in public health, who will head up the practice, but we have also invested heavily in our product portfolio by bringing on new vendors that can meet the unique demands of the healthcare sector.”

Paul Craven, Health Practice lead, Wavelink, said, “The healthcare sector continues to make significant investment in IT. In the aged care sector alone there are currently 190,000 beds in Australia with an additional 82,000 beds expected to be required by 2022. With the ratio of staff-to-beds not currently mandated, and increased pressure on staff due to the growing number of highly-dependent residents, the need for solutions specifically targeted at this sector is huge.”

To further support the Health Practice, Wavelink will distribute a number of additional related products and applications, which complement its core Spectralink offering, including:

- Australian-based [Olinqua](#) solutions, which deliver duress, messaging, location tracking, and task management into healthcare
- Canadian [SOTI](#) enterprise mobility management solutions encompassing mobile security and device management
- [LAS](#) middleware solutions, which enable wireless devices to communicate with a range of nurse call, messaging, and alarm systems predominantly in the aged care space
- COBS Smart1 DECT (for voice) devices with an integrated Android app platform with Wi-Fi (for data), announced in June 2016.

Ilan Rubin said, “There is a great opportunity for Wavelink to tap into this market through the creation of its Health Practice. The Health Practice will ensure that organisations can deliver the clinical applications needed by healthcare professionals to improve patient care and provider responsiveness now, and in the future.”

**-ENDS-**

**About Wavelink**

Wavelink specialises in the supply, marketing and support of a range of leading edge Enterprise Mobility and UC Solutions. Wavelink distributes a range of products from Spectralink, Fortinet, Extreme Networks, COBS, Digium, Polycom and Purple WiFi. For more information, please contact Wavelink on 1300 147 000.