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HEADLINE: MedTech Leader Says Poor Planning is Dooming Workplace Inclusion Efforts

Queensland, Australia – A leading Australian MedTech startup founder believes that inclusion programs in male dominated industries including construction and manufacturing are being set-up for failure.

James Fletcher founder of 'PHYSIO first' tech platform [Health Stack](#) is finding that inclusion programs targeting workers from non-traditional backgrounds are not accounting for the common physical demands found in these roles in their onboarding process.

This lack of planning or understanding of how pain can turn up onsite, is seeing many workforce diversification programs fall over, with major impacts on productivity and workforce availability.

For James Fletcher, this lack of tailoring, support and preparation around people's individual capabilities to complete certain tasks is proving to be a major hurdle in diversification programs in traditionally male dominated industries.

"I am seeing first-hand that despite the best intentions of employers and government agencies to encourage greater diversification, these initiatives are falling short," said Mr Fletcher.

"Organisations are signing up for these initiatives and then failing to account for how differences in age, gender and demographics may impact the allocation and completion of manual tasks. I am regularly seeing how this is causing greater instances of injury, loss of productivity and negatively impacting workforce culture."

Founded in 2020 during COVID by leading physiotherapist James Fletcher to facilitate digital care when in-person visits were limited, Health Stack utilises a hybrid, 'PHYSIO first' model combining tailored technology solutions and qualified health professionals to deliver its clinician-led digital health programs.

Since its founding, it has rapidly built its reputation working with some of the largest companies in Australia, through its holistic approach to reducing workplace injury and ill-health for the manufacturing, construction, hospitality, transport, and logistics sectors.

According to James Fletcher it is this experience in delivering tailored preventative rather than reactive health programs for some of the country's leading employers that is driving him to call for change.

"Our current model calls for inclusion without preparation, planning or preventative measures that acknowledge physical variation of people – I've seen firsthand how this drove a rise in workers compensation claims for one of our clients," Mr Fletcher said.

"Rather than simply call for inclusion we need to assess how people can effectively perform in certain workplaces and design some tasks to tailor for these differences. Importantly this needs to identify how certain physical tasks can be broken down to allow for their completion, to avoid both injury and rising costs – it is this approach more than anything that will ensure sustainable change."

To learn more, visit healthstack.com

About Health Stack

Founded in 2020, Health Stack is the subsidiary of Safe & Healthy, which has been operating in the corporate health sector since 2013. Its founder James Fletcher is a former rugby player, physiotherapist and exercise physiologist who specialises in breathing techniques to support performance, recovery, and health. He has worked with many athletes from the Australian Institute of Sports, Cirque du Soleil and Olympians.

His core focus is on the 'forcefield' approach to workplace injury and ill-health prevention; this philosophy focuses on treating the body as an interconnected system. It seeks to showcase the links inputs like stress or bad sleep plays in an output like a lower-back injury and treat the issues holistically through its programs focusing on exercises, nutrition and managing stressors.

Its flexible online and hybrid model goes beyond onsite care, delivering real solutions that actually work. We achieve this through our cutting-edge platform and team of healthcare leaders, not just physiotherapists, but nutritionists, psychologists and doctors who tackle the full picture of employee health.

Trained in the cutting-edge LOAD IT rehabilitation model, we don't just treat injuries – we empower recovery and prevent future risks. With locations throughout Australia and New



healthstack.com.au

Zealand we can reach even the most remote areas. Our health professionals' online platforms deliver high quality care with minimal disruption, ensuring your team gets the support they need without leaving the premises.

Forget the old way. Experience workplace health redefined.

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