

# DR. SANTOSH KAUR

Founder & CEO, SmartHeal | AI HealthTech  
Leader

"EMPOWERING HEALTHCARE WITH COMPASSION AND CODE"





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## ABOUT *Santosh*

Dr. Santosh Kaur is a registered nurse and doctor with over 18 years of expertise in healthcare across two nations. She is a clinician at heart. She first obtained practical expertise in operating rooms and large hospital departments before moving on to senior positions in elder care.

After observing gaps in wound care, Santosh established SmartHeal, a point-of-care platform that enables AI and wound healing at the patient's bedside. Under her direction, the start-up has obtained several funding, established an international advisory board, and introduced an award-winning prototype.

Today, she continues to serve as a Justice of the Peace in Whittlesea, sits on the Northern Health Foundation board, and is an Entrepreneur in Residence at La Trobe University. A passionate advocate for domestic violence survivors, gender equality, and women in STEM, she mentors start-ups and champions inclusivity.



# Key Note Topics

## AI IN HEALTHCARE: SHAPING THE FUTURE OF PATIENT CARE

Explore how AI can transform healthcare systems by enhancing diagnostic capabilities, improving patient outcomes, and optimizing clinical workflows. Dr. Santosh will discuss cutting-edge AI innovations in medical care and their potential to revolutionize global health systems.

## WOMEN IN STEM: EMPOWERING THE NEXT GENERATION OF INNOVATORS

A motivational talk focused on bridging the gender gap in science, technology, engineering, and mathematics (STEM). Dr. Santosh shares her journey, challenges, and the importance of fostering female leadership in the tech-driven world.



## INNOVATING FOR GLOBAL HEALTH: SCALING HEALTHTECH ACROSS BORDERS

This keynote focuses on building health-tech solutions that not only innovate but also create a lasting impact. Dr. Santosh shares her experience in taking a healthtech startup from idea to reality, navigating challenges, and scaling innovations with a purpose-driven vision. Dr. Santosh, an Indian innovator in Australia, discusses the importance of cross-border collaboration and partnerships between countries like India and Australia in driving global health innovations. She highlights the role of technology in scaling healthtech solutions and addresses the challenges of expanding globally, including cultural differences, regulatory hurdles, and the need for tailored solutions.

## CREATIVE PERSISTENCE IN HEALTHCARE: BREAKING BARRIERS FOR INNOVATION

Innovation in healthcare is filled with obstacles, but creative persistence is the key to overcoming them. Dr. Santosh talks about how perseverance, creativity, and a problem-solving mindset are crucial in driving change, especially in highly regulated sectors like healthcare.

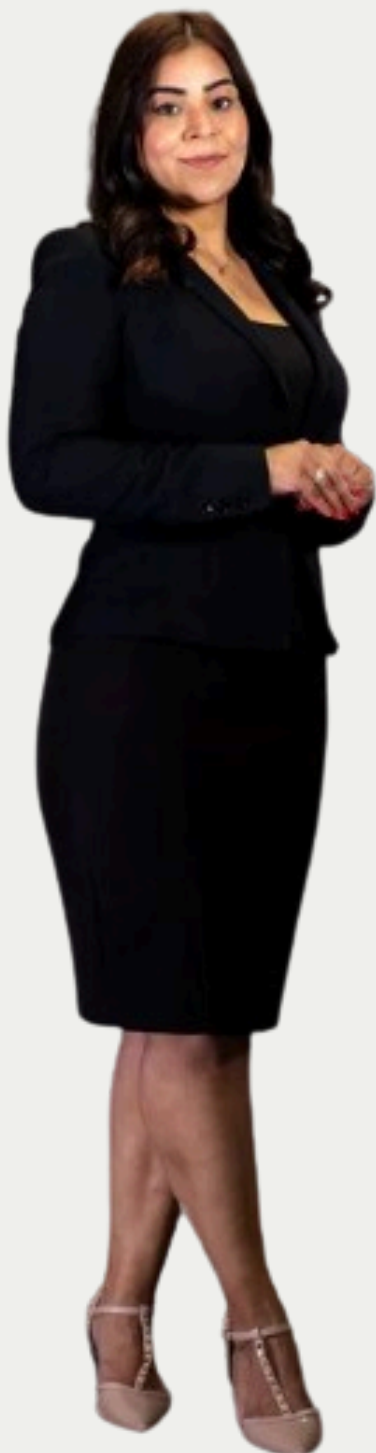
## BREAKING BARRIERS: WOMEN LEADING INNOVATION IN TECH

Dr. Santosh shares her personal journey as a woman in the tech industry, focusing on the importance of leadership, resilience, and representation. This talk emphasizes how women leaders are driving innovation and the need to create more opportunities for women in STEM fields, especially in health tech.

## ENTREPRENEURIAL MINDSET: HOW TO WIN THE INNER MONSTERS

Every entrepreneur faces external challenges — but the toughest battles are often internal. In this honest and inspiring keynote, Dr. Santosh Kaur explores the mental resilience needed to lead, build, and innovate. Drawing from her journey as a first-generation founder, and an immigrant woman in tech, she shares how to conquer self-doubt, fear, and burnout. A must-hear for anyone navigating uncertainty while striving for impact.

# METRICS WE WILL *Measure*



## ENGAGEMENT RATE

THIS METRIC MEASURES HOW MANY PEOPLE ARE INTERACTING WITH YOUR CONTENT. IT INCLUDES LIKES, COMMENTS, SHARES, AND OTHER FORMS OF ENGAGEMENT.



## AUDIENCE GROWTH

THIS METRIC INDICATES HOW SUCCESSFUL YOUR SOCIAL MEDIA STRATEGY IS IN TERMS OF EXPANDING YOUR REACH TO NEW AUDIENCES.



## CONVERSION RATE

THIS METRIC MEASURES HOW MANY PEOPLE ARE TAKING THE DESIRED ACTION AFTER VIEWING YOUR CONTENT. THIS COULD INCLUDE SIGNING UP FOR AN EMAIL LIST, MAKING A PURCHASE, OR DOWNLOADING AN APP.



## COST PER ACQUISITION

THIS METRIC MEASURES HOW MUCH IT COSTS TO ACQUIRE A NEW CUSTOMER OR USER. THIS CAN BE AN IMPORTANT MEASURE OF RETURN ON INVESTMENT FOR SOCIAL MEDIA CAMPAIGNS.



## REACH

THIS METRIC MEASURES THE TOTAL NUMBER OF PEOPLE WHO HAVE BEEN EXPOSED TO YOUR CONTENT.



“Believe in yourself and constantly remind yourself why you have chosen to do what you do. If you don’t like what you are doing, make the change.”

— Dr. Santosh Kaur

## Core Values



### EMPOWERMENT

EMPOWERING OTHERS IS AT THE HEART OF DR. SANTOSH’S WORK. AS A WOMAN WHO OVERCAME SOCIETAL AND PERSONAL BARRIERS, SHE BELIEVES IN EMPOWERING OTHERS TO RISE ABOVE AND MAKE MEANINGFUL CONTRIBUTIONS TO SOCIETY. SHE IS COMMITTED TO FOSTERING CONFIDENCE IN WOMEN, ESPECIALLY THOSE IN TECH AND HEALTHCARE.



### SELF CONFIDENCE

A SELF-ASSURED WOMAN IS UNSTOPPABLE. DR. SANTOSH ADVOCATES FOR SELF-BELIEF AND CONTINUOUSLY REMINDS HERSELF AND OTHERS THAT CONFIDENCE IS THE FOUNDATION OF ACHIEVEMENT. SHE ENCOURAGES WOMEN TO TRUST THEIR INSTINCTS AND BE BOLD IN PURSUING THEIR DREAMS.



### RESILIENCE

LIFE’S CHALLENGES ARE INEVITABLE, BUT RESILIENCE IS A CHOICE. DR. SANTOSH’S JOURNEY, BALANCING LIFE AS A HEALTH-TECH INNOVATOR, EXEMPLIFIES HOW RESILIENCE SHAPES A SUCCESSFUL, IMPACTFUL CAREER. SHE INSPIRES OTHERS TO PERSEVERE NO MATTER THE OBSTACLES.



### EDUCATION

DR. SANTOSH’S DEDICATION TO LEARNING AND GROWTH IS REFLECTED IN HER EFFORTS TO MENTOR AND TEACH FUTURE LEADERS IN HEALTH-TECH AND ENTREPRENEURSHIP. SHE BELIEVES EDUCATION IS THE KEY TO EMPOWERING OTHERS AND CREATING SOCIETAL CHANGE.



### SUSTAINABILITY

TRUE IMPACT IS SUSTAINABLE. DR. SANTOSH ADVOCATES FOR SUSTAINABLE HEALTHTECH SOLUTIONS THAT NOT ONLY ADDRESS PRESENT NEEDS BUT ALSO CONSIDER LONG-TERM SOCIETAL BENEFITS. HER WORK FOCUSES ON CREATING SOLUTIONS THAT STAND THE TEST OF TIME, BOTH ENVIRONMENTALLY AND SOCIALLY.



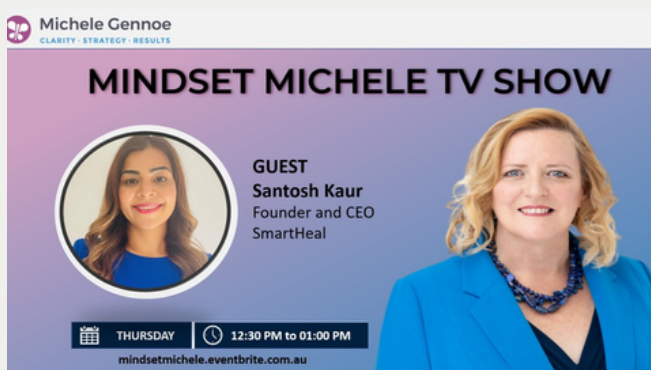
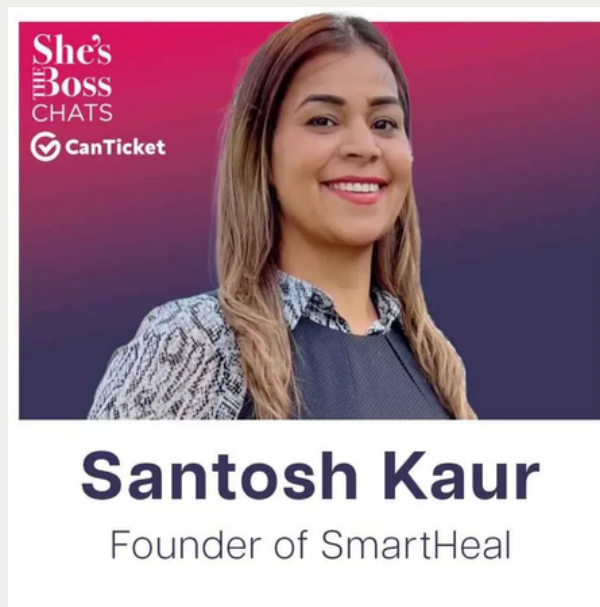
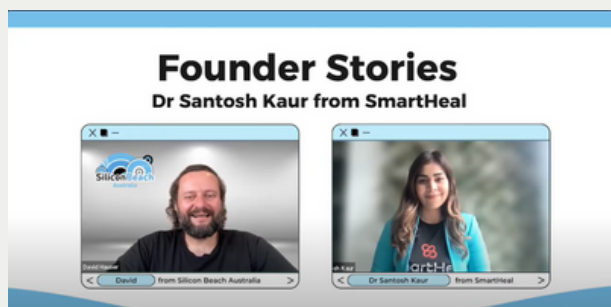
### AUTHENTICITY

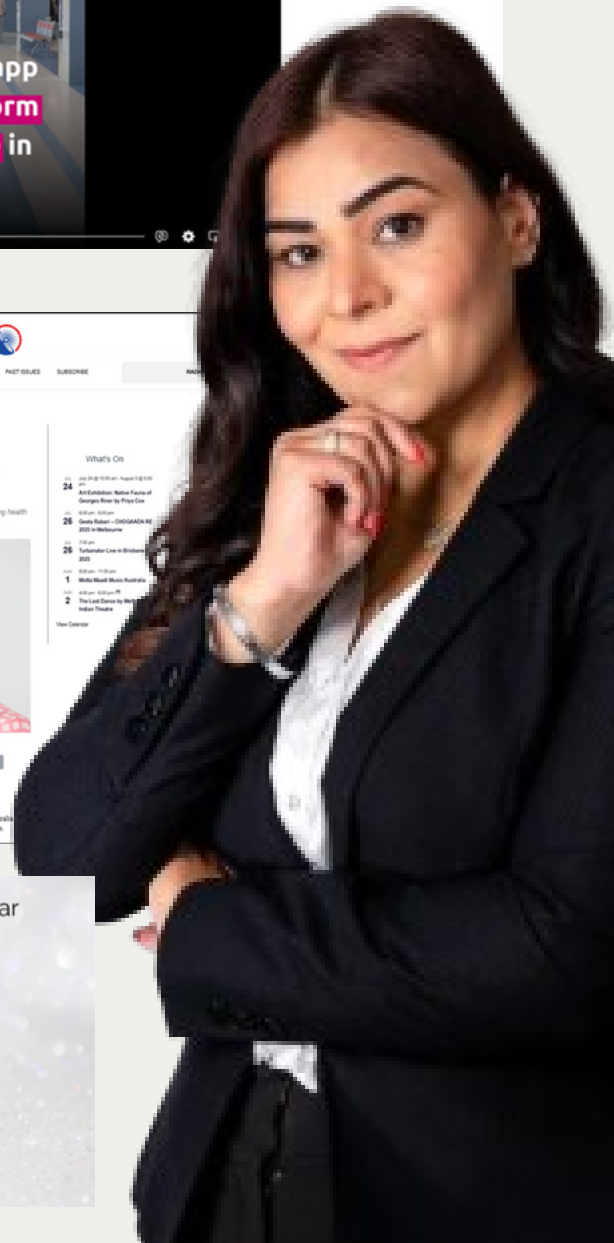
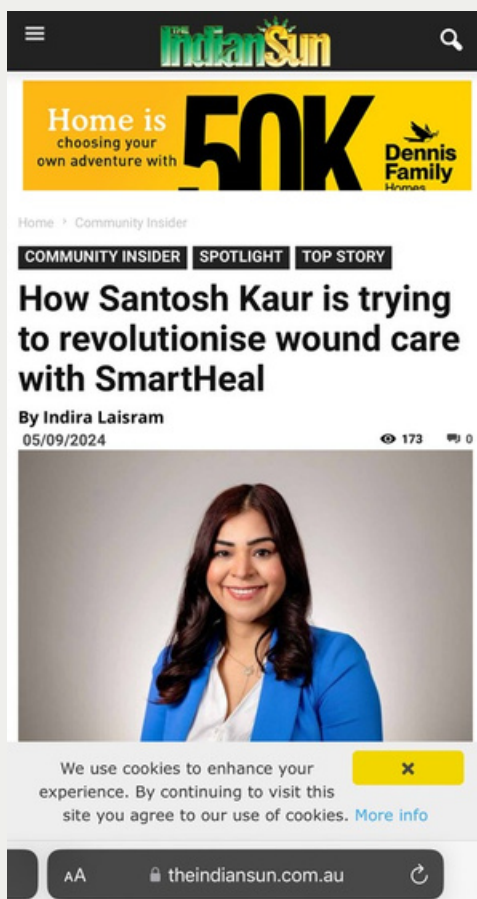
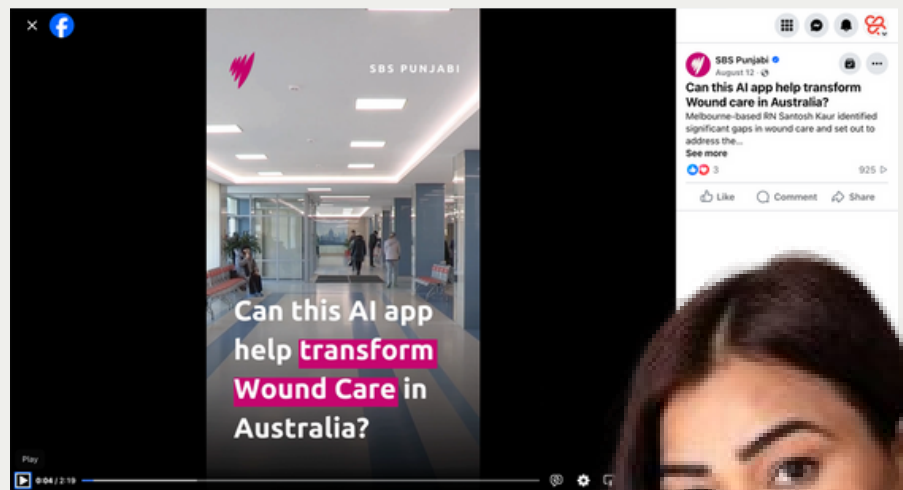
DR. SANTOSH LIVES AND LEADS BY THE PRINCIPLE OF AUTHENTICITY. SHE VALUES HONESTY, INTEGRITY, AND STAYING TRUE TO HER CULTURAL ROOTS AS AN INDIAN WOMAN IN AUSTRALIA. SHE ENCOURAGES OTHERS TO EMBRACE THEIR TRUE SELVES, WHICH IS KEY TO SUCCESS AND FULFILLMENT.

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*Brands I've  
Worked  
With*







# Testimonial



**Shannon Ryan** • 2nd  
Managing Innovation & Entrepreneurship / Partnership De...  
7mo •

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On Thursday night I had the opportunity to reconnect with Dr. [Santosh Kaur](#).

I'm inspired by her vision, expertise, and the incredible strides she's making with [SmartHealOfficial](#).

Her dedication to advancing healthcare solutions and addressing critical challenges in the industry is extraordinary.

What's even more exciting is each conversation we have uncovers new opportunities to collaborate and innovate. Whether it's exploring ways to improve patient outcomes, leveraging technology for better healthcare delivery, or identifying partnerships to create real impact, there's always a spark of possibility when Santosh is involved.



**Mohana Ryan** • 2nd  
Innovative Program Manager • Senior Project Manager ...  
8mo •

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I had the privilege of meeting [Santosh Kaur](#) who delivered the Keynote Speech at yesterday's MIME Symposium into Investment in Med tech Innovation [Monash University](#)  
Congratulations Santosh. Your story on your journey creating SmartHeal was funny, inspirational and extremely honest.



**Jane Burns** • 2nd  
Workplace Wellbeing Consultant | Chief Wellbeing Officer |...  
2yr •

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Hearing from [Santosh Kaur](#) about wound management for people with [#diabetes](#) - preventing amputation [#smartheal Diabetes Australia Safer Care Victoria](#) [ANDHealth Shelley Jackson](#) Janelle Devereux - technology to reduce medical error, technology to enhance evidence based care, technology to reduce hospital admission



**Jules Brooke** • 2nd  
Award winning business mentor, Founder of She's The Bos...  
2yr •

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Did you know that wound care, in hospitals and on location, has been a pretty imprecise process to date? Done with rulers and visual approximations. Until now...

My guest for this week's episode of the [She's The Boss Chats podcast](#) is the wonderful [Santosh Kaur](#), founder and CEO of [SmartHEAL](#).

Santosh is such an inspiration!

After growing up in the Punjab in India, the daughter of a businessman and an academic mother, Santosh had loads of female role models who were doctors and academics on her maternal side, making medicine an easy choice for her when she finished school.

From there she moved to Delhi and started her own private practice as a Doctor, and also ran a Health Clinic, before deciding to move to Australia.

Once she got to Australia, she decided against completing another 6 years of study to qualify as a doctor again (why do we do this?!), and instead, she worked as a nurse and focused on aged care.

This led to her 'lightbulb moment' when she realised that with the advance of technology, there had been so many improvements to the medical profession, but wound care was still a very manual process, based on anecdotal evidence and experience.

She wanted to change that!


SmartHeal is a clever new app that uses AI and can measure the length and depth of wounds, and provide advice on the best way to manage the wound. It also allows the users (currently Doctors and nurses), to access help remotely if needed.

Santosh is determined to leave an impactful legacy, where she has made a difference, and there is no doubt that she will do that.

She's amazing and you will be inspired by her story!



TO INVITE DR. SANTOSH KAUR FOR YOUR NEXT EVENT, WORKSHOP, OR SUMMIT —  
EMAIL OR VISIT [WWW.SANTOSHKKAUR.ORG](http://WWW.SANTOSHKKAUR.ORG).

 @SANTOSHKKAURSMARTHEAL

 @SANTOSHKKAUR4WHITTLESEA