



MUMS MATTER
Psychology

End of 2024 Update and 2025



A perinatal mental health service

*Improving the mental health of
expectant and new parents*





MUMS MATTER
Psychology

Contents



- Achievements and Impact in 2024
- Goals for 2025
- Whats coming in 2025





Achievements and Impact in 2024



Achievements
Impact

Awards



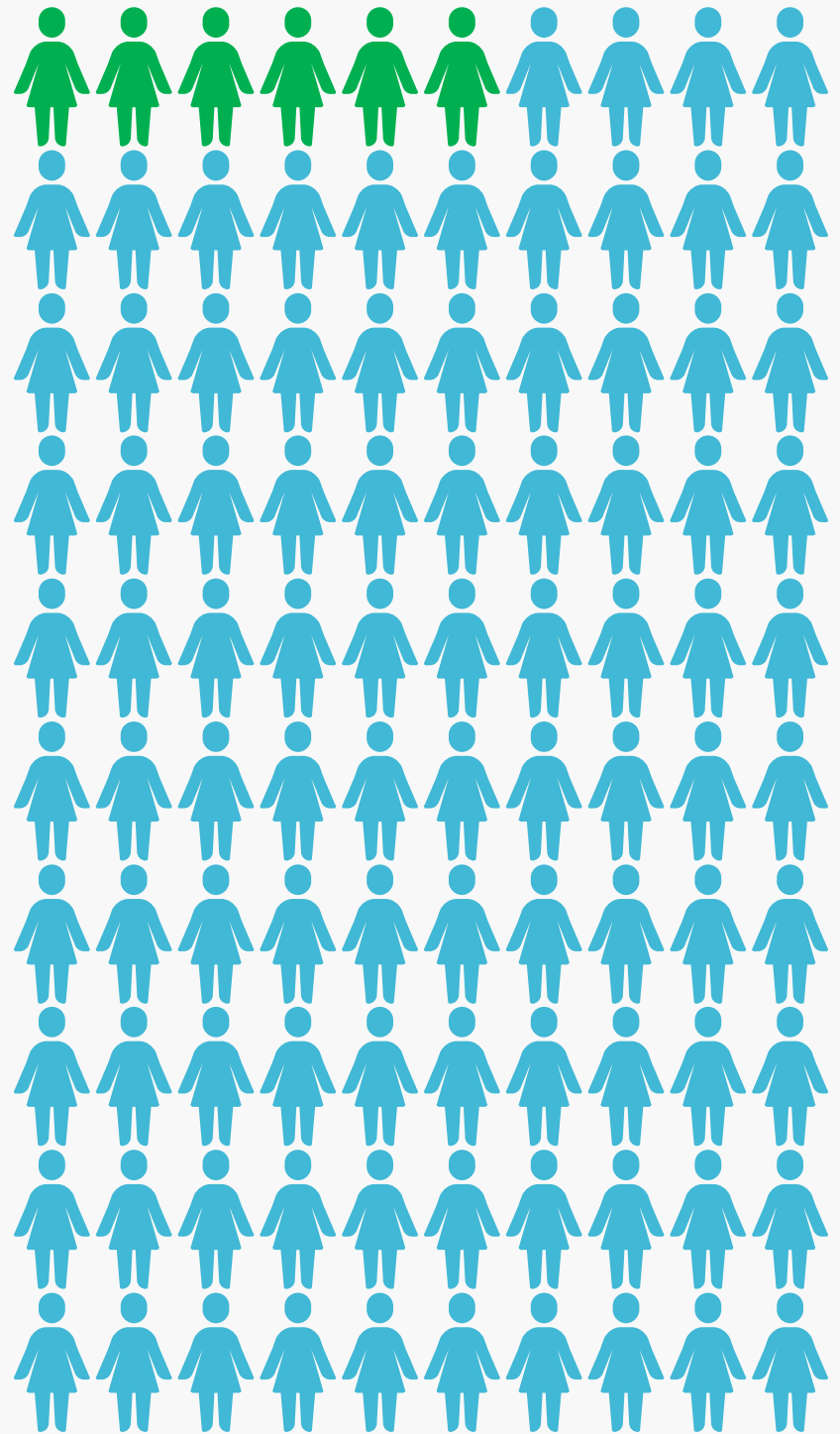
Cartier Women's Initiative
Fellowship

Women's Agenda Small Business
Leader of the Year



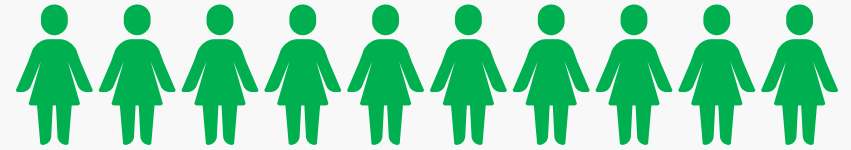
Our Reach

58,000 Women per year with a perinatal mood disorder in Australia of we reached 6.6%

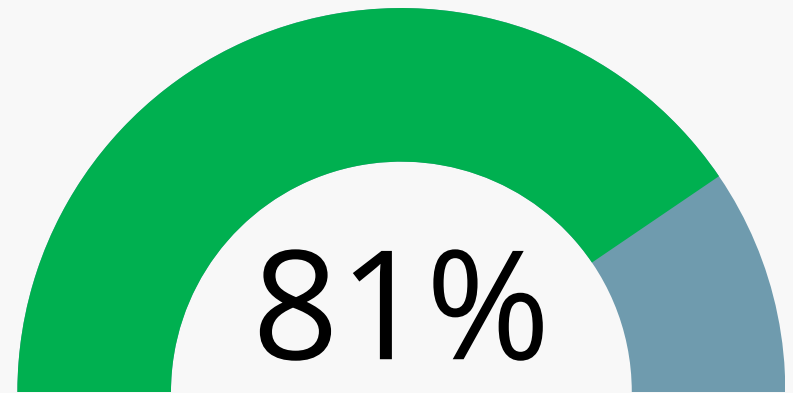


Our Impact

Last 12 months



3937 Clients



Clinically Significant
Improvement

\$57.3M

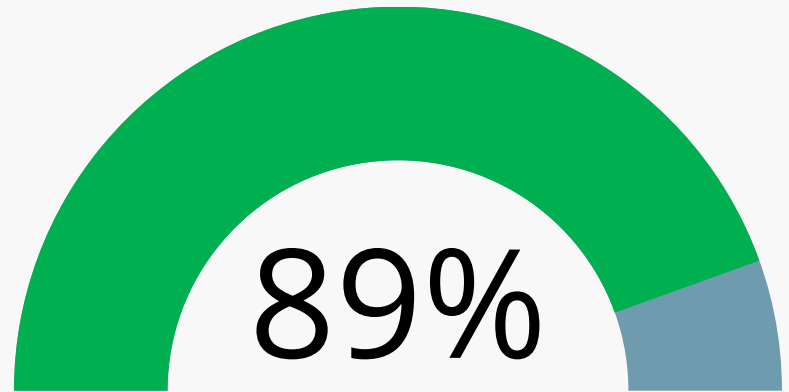
Economic Savings



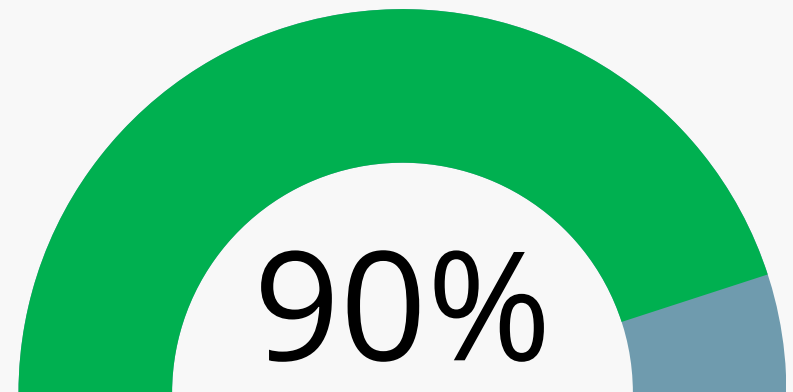
Client Experiences



And our clients are experiencing positive and in some cases life saving journeys.



Agreed or strongly agreed they had addressed the problems they came to therapy for



Likely or very likely to refer the service to someone else in a similar situation to them



Client Experiences



And our clients are experiencing positive and in some cases life saving journeys.



My psychologist is absolutely amazing. I'm sure I wouldn't be here today if it wasn't for her. As a Mum of 4 young children, a nurse and a student- access to healthcare can be difficult due to the lack of flexibility, unfriendly environments for children, and can be so costly that you don't end up getting help. **You have made accessing mental health services easy and affordable."**



"My only wish is that I came across Mums Matter earlier! **Thank you for creating such an important, impactful and high-quality service. I am so grateful. You probably saved my life."**



Clients and Referrers



Appointments - ~600 per week

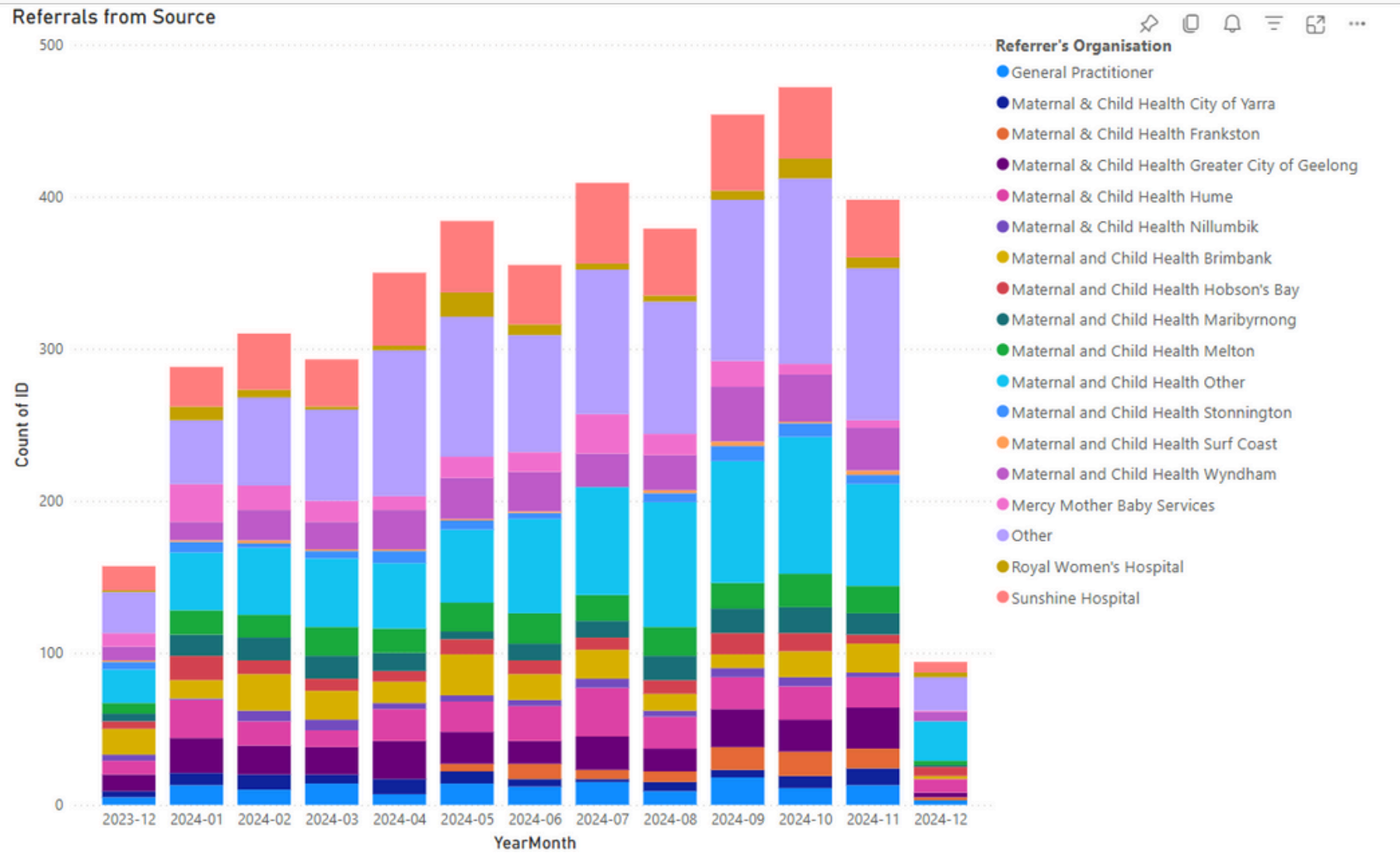
67% Google Meet 33% Telephone

Diagnosis at Discharge (Over all time)

- 40% Anxiety
- 21% Depression
- 15% Adjustment
- 5% Relationship Difficulties
- 4% Grief/loss

Referrals

- 4188 online referrals
- 5% of online referrals coming from NSW
- 5% of online referrals coming from QLD

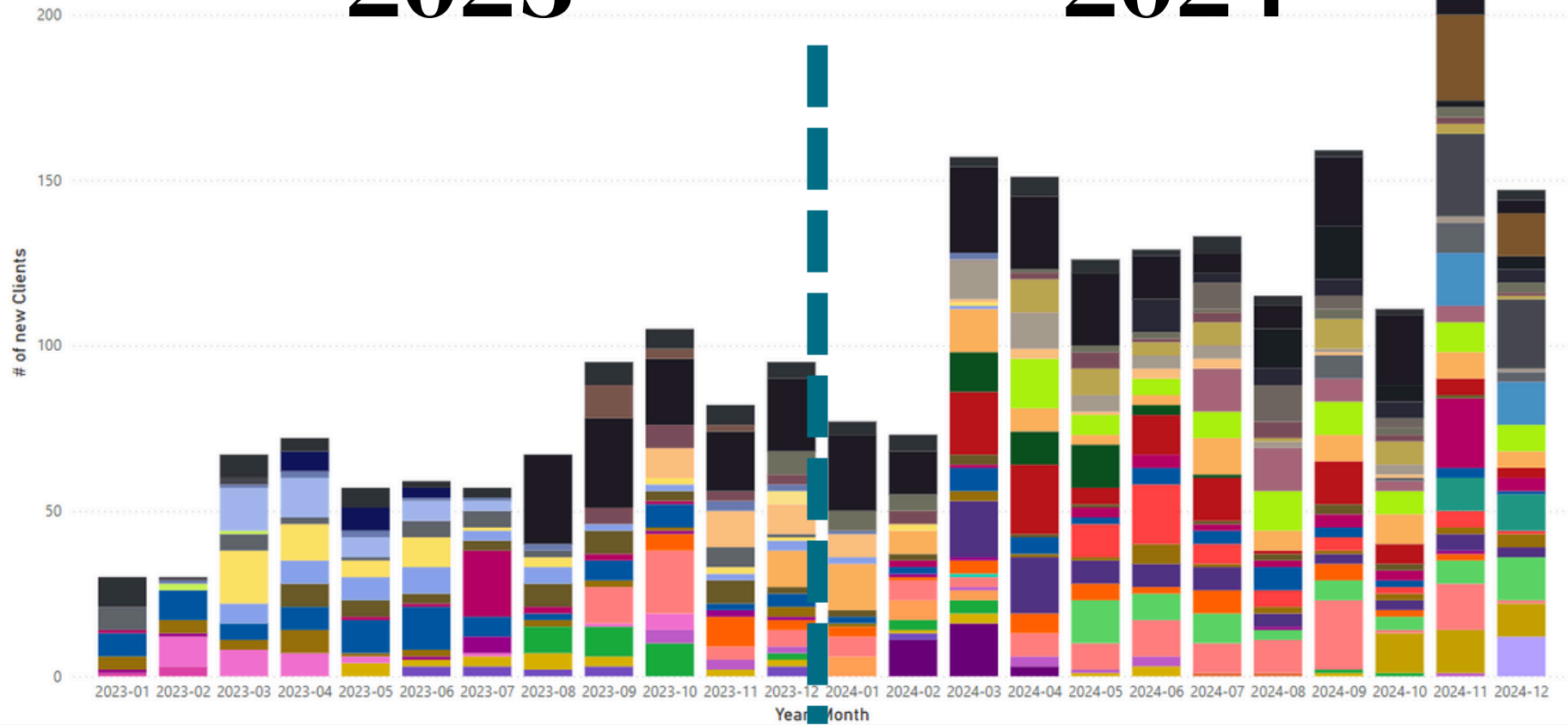


Highest Referrals from “Other” and “Maternal and Child Other”

New Clients Monthly

2023

2024



Significant increase in "new clients" per month this year



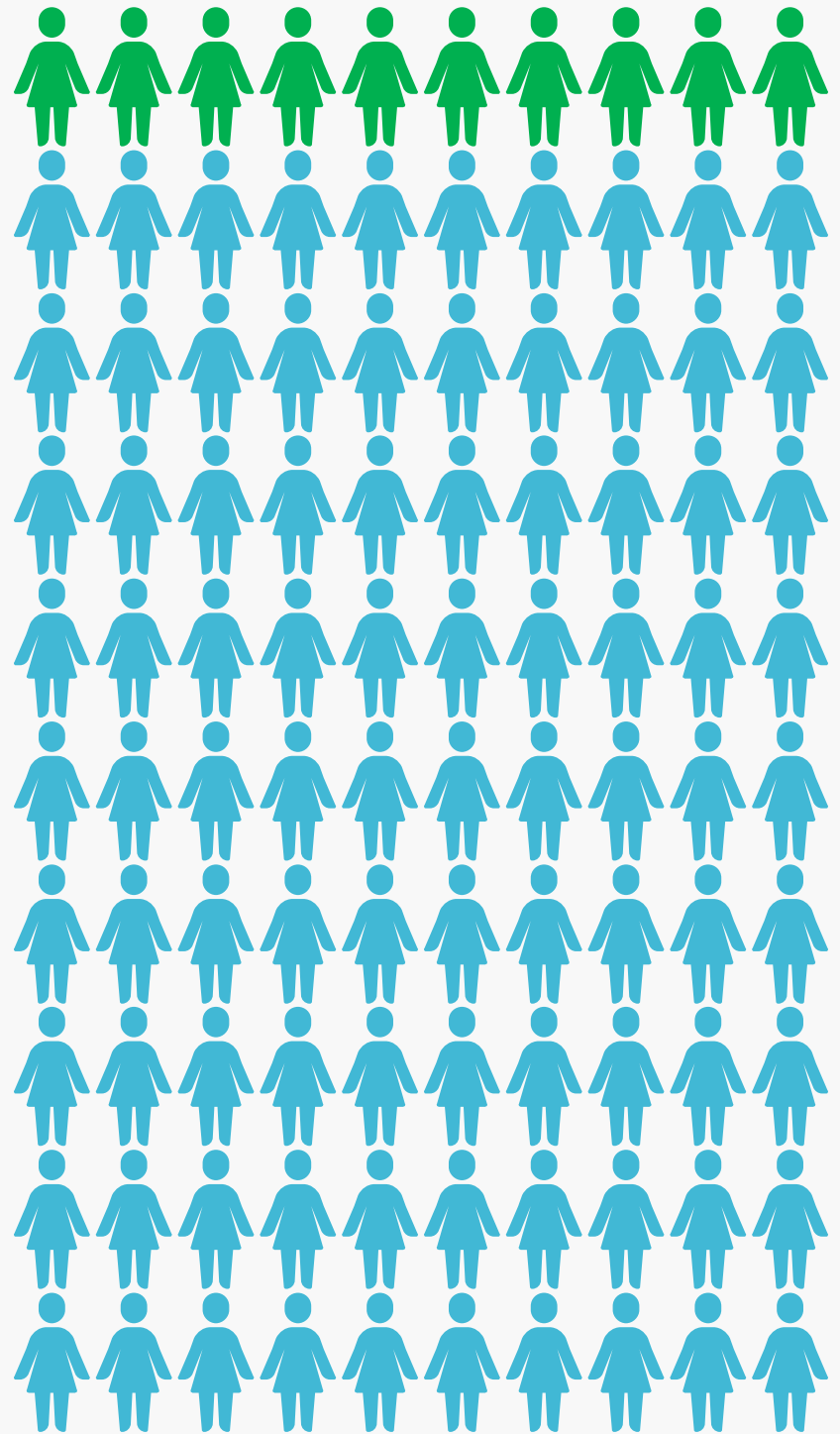
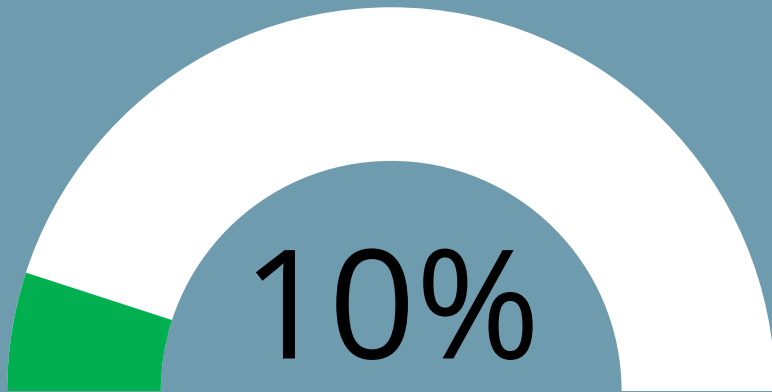
Goals for 2025

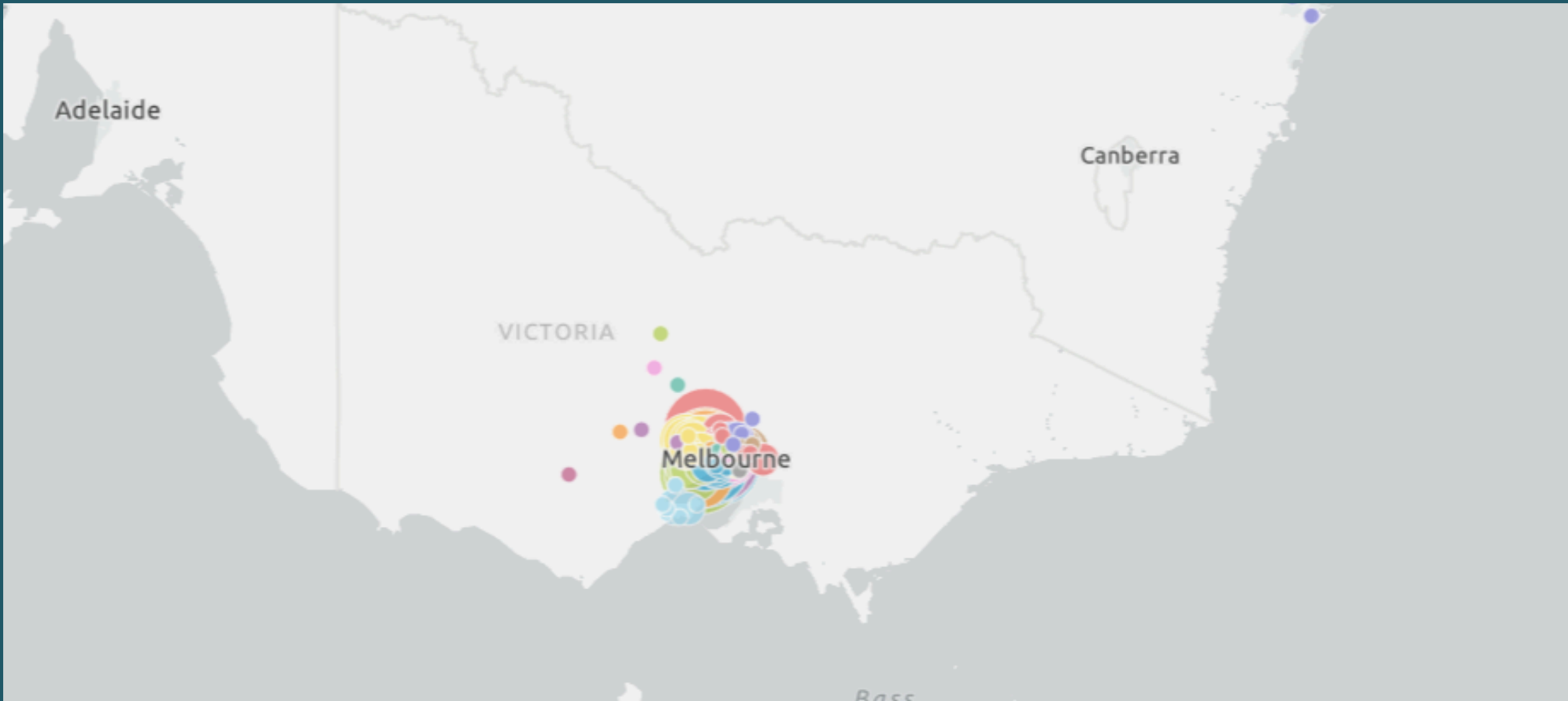


Impact
Outcomes

Reach

58,000 Women per year





Our Current Reach



6.6% of Total addressable market in Australia



Coral
Sea

A U S T R A L I A

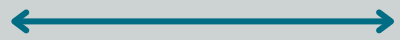
Brisbane

Perth

Sydney



Our Room for Reach



	Today	End of 2025 Goal
Clients	3937 (6.6%)	6000 (10%)
Appointments	17416	27500
Significant Improvement	Over 75%	Over 75%
Impact	\$57M	\$87M

Impact Goals



We hope to expand out reach to more women in 2025
Delivering approximately an extra 840 appointments per month or 5.2EFT



What's coming in 2025

Team roles

Branding and website update

New practice management and booking system

Updated invoicing process



Partnerships



Partnerships and Collaborations

Ariane Beeston
Ambassador



Perinatal
Stories
Podcast
Rebecca
Martin





Partnerships



Partnerships and Collaborations

COPE

Advanced Training Courses

Possible Internship



Parent Infant Research Institute

BUPA program

BBB program research



Our Updated Logo



Treating our clients like the royalty they are



What inspired the logo

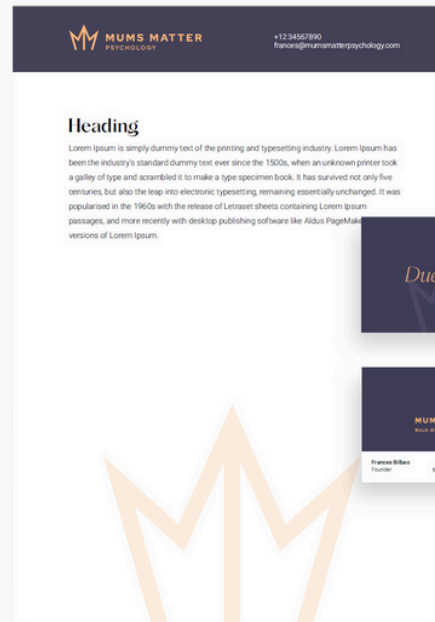


OLYA BLACK™

Logo



Branding



Colours



Stylistic approach



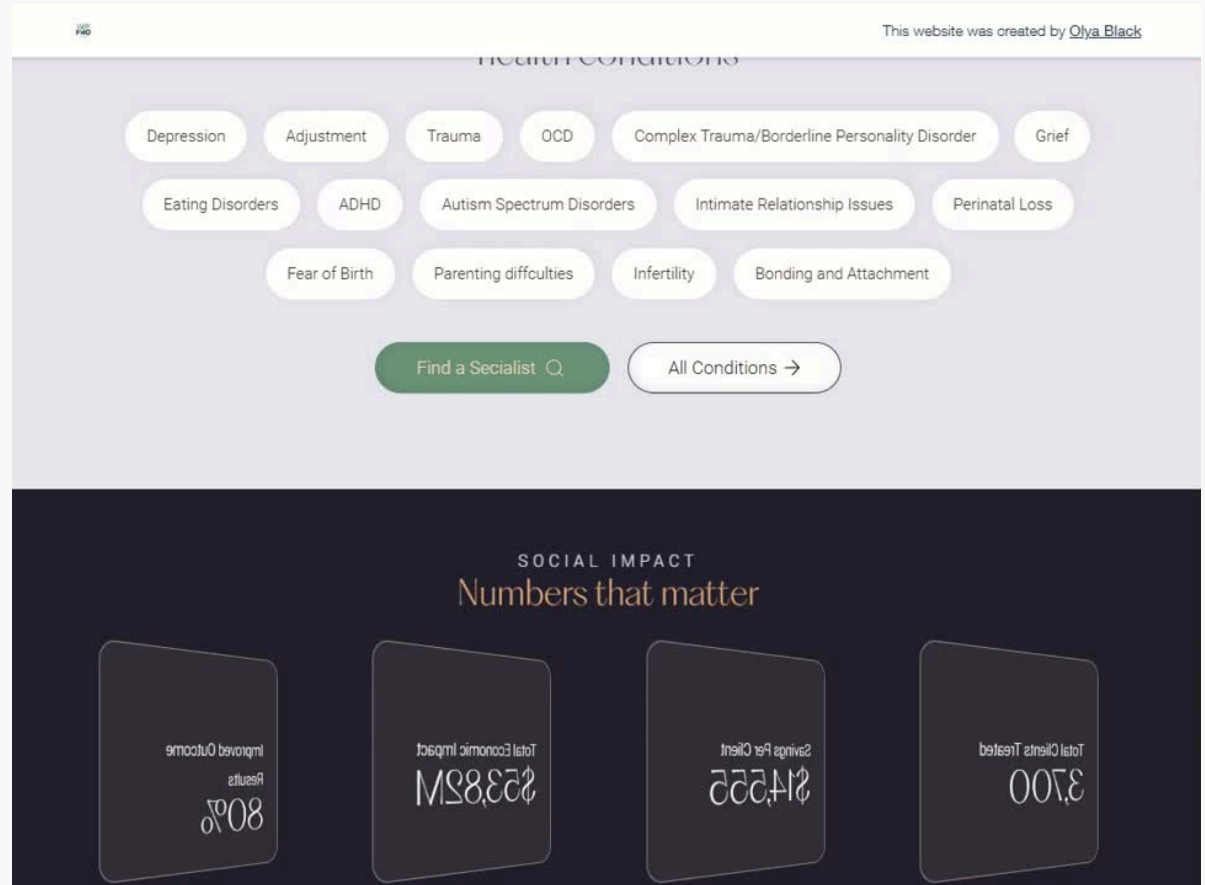
Our Updated Website



Making it easier for patients to navigate and access our services



MUMS MATTER™
PSYCHOLOGY



Our Updated Website



Making it easier for patients to navigate and access our services



MUMS MATTERTM
PSYCHOLOGY

The screenshot displays the Mums Matter website homepage. At the top, there is a navigation bar with the Mums Matter logo (a crown icon and the text 'MUMS MATTER™ BULK-BILLED PSYCHOLOGY'), a search bar, and two buttons: 'Begin Your Journey' and 'Refer a Patient'. The main heading reads 'PERINATAL PSYCHOLOGY Mental Health Support for Pregnancy and Beyond'. Below this is a large image of a woman gently holding a baby's head. The page is divided into several sections: 1. 'Family Forming Support' with a background image of a woman holding a baby, featuring text about supplements and in-person/telehealth appointments. 2. 'Upcoming Events' with two event cards, each showing a photo of a woman and a child, and a 'Details' button. 3. 'Mental Health Support for Fathers' with the text 'Because dads matter too'. 4. 'WE CAN HELP WITH' section listing various mental health conditions in a grid of buttons, including Depression, Adjustment, Trauma, OCD, Complex Trauma/Borderline Personality Disorder, Grief, Eating Disorders, ADHD, Autism Spectrum Disorders, Intimate Relationship Issues, Perinatal Loss, Fear of Birth, Parenting difficulties, Infertility, and Bonding and Attachment. 5. 'MATERIAL PSYCHOLOGY BLOG' with 'Recent articles' featuring four article cards with titles like 'The Crucial Role of Support...', 'Empowering Yourself: Advocating fo...', 'Coping Emotionally with Morning...', and 'Mindful social media and parenting'. 6. A footer with a green bar containing a disclaimer and a 'Get the e-book' button.

Our Updated Website



Making it easier for patients to navigate and access our services



Updated Clinician Page

EXPLORE OUR EXPERT TEAM
Start your journey to a better motherhood

Find a Specialist

Name:

Language:

Telehealth OR In-Person:

Available Services:

- Depression
- Adjustment
- Perinatal Anxiety
- Adjustment to Parenting
- OCD
- Trauma

Availability:

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Find a Specialist | Reset

Brooke Smith | Stephan Neuwerk

Please Note: All new clients are required to submit an intake form. Booking is not available until the intake process is complete.

View the Current Client | Intake Form

Advanced search capability including mode, conditions, modalities, work days, locations etc

Once completed you will check your profile

Updated Refer a Patient Page

MUMS MATTER PSYCHOLOGY

Search | Begin Your Journey | Refer a Patient

REQUEST CONTACT
Refer a patient

Please make sure you have read all the information about referral

Referral Info

Request contact by Mums Matter Psychology

Please complete the details of your patient/client who has agreed to be contacted by Mums Matter Psychology by email and SMS regarding psychological services.

Your patient/client will be contacted immediately by email with information about how to book an appointment. They will also receive advice on how to discuss a Mental Health Care Plan with their GP. They will be contacted by SMS if we have not heard from them within 2 weeks of their initial email.

Please note: Interpreters are not currently available

Mums Matter Psychology is not a crisis service. If your patient/client is experiencing severe distress or is contemplating suicide, please instruct them to go to their closest Hospital Emergency Department, call 000 or call Lifeline on 13 11 14.

Patient/Client Name *
First Last
Patient/Client Email *
Patient/Client Mobile Phone Number *
Patient/Client Expedite No. or UR (for your reference)
Referrer's Name *
First Last
Referrer's Organisation *
Please choose...
Referrer's Email *
Referrer's Phone Number *
Submit

This site is protected by reCAPTCHA Enterprise and the Google Privacy Policy and Terms of Service apply.



Clinical Offerings

Mums Matter Psychology
Perinatal Professionals Hub
Parents in the Workplace



Clinical Offerings

Mums Matter Psychology

Individual Sessions

Groups

CBT Postnatal Kickstarter

ACT

Webinars

Raising an Emotionally Intelligent Child

Parental Burnout

Family Forming Support

Return to Work

Intrusive Thoughts

Relationship Counselling

Family Forming Support Service

Perinatal Professionals Hub

Supervision

COPE Online Courses

OCD and Intrusive
Thoughts Workshop

Circle of Security for
Professionals

Circle of Security
Classroom

Parents in the Workplace

Added to new Website





For your dedication



I look forward to a strong end to 2025