

Mr Greg Lyubomirsky Chief Executive Officer, Healthy Bones Australia, **SYDNEY**

Mr Greg Lyubomirsky is Chief Executive Officer of Healthy Bones Australia – a position to which he was appointed in 2015.

He is passionate about providing patients with support, achieving better patient outcomes, and raising the local and international profile of bone health.

Originally trained as a doctor, Mr Lyubomirsky has decades of health sector experience. He has developed innovations in chronic disease management and held senior commercial and marketing roles in the healthcare industry in Australia and across the Asia Pacific region.

Mr Lyubomirsky won the 2019 International Osteoporosis Foundation (IOF) President's Award presented at the World Congress of Osteoporosis in Paris, for his exceptional commitment and contribution to advancing knowledge and awareness of osteoporosis. He was the third Australian only to receive the award.



Since assuming the CEO role of Healthy Bones Australia, Mr Lyubomirsky has worked continuously to raise the profile of bone health in Australia by:

- Developing and launching the *Know Your Bones* online self-assessment for consumers, in partnership with the Garvan Institute of Medical Research;
- Releasing Community Risk Reports utilising outcomes from *Know Your Bones* program to highlight gaps in care and opportunities for action
- Securing bipartisan political support for World Osteoporosis Day awareness with Federal politicians;
- Delivering broad activity under the National Strategic Action Plan for Osteoporosis, including multiple stakeholder input and undertaking pilot project of fracture liaison service in primary care.

"Early diagnosis of osteoporosis is critical to reduce fractures which hugely impacts individuals and the community, and costs our healthcare system. We must make the prevention of fractures the focus of our efforts.

"Healthy Bones Australia remains committed to improving bone health in the community. The *Know Your Bones* self-assessment is an important tool for all Australians to understand risk factors and prompt a discussion with their doctor as required," said Mr Lyubomirsky.

"The Third edition *Community Risk Report*, based on outcomes from the *Know Your Bones* online self-assessment, highlights the case for prevention, early diagnosis, and prompt treatment."

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