

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 experience in the health sector. 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 role of CEO 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, and subsequently achieving more than 89,000 self-assessment completions to date;
- Creating an Inaugural Community Risk Report, using *Know Your Bones* data, launched by the Federal Health Minister, The Hon. Greg Hunt MP, prior to World Osteoporosis Day 2018;
- Consistently securing bipartisan political support for World Osteoporosis Day awareness with federal politicians;
- Engaging with Federal and State Health Ministers to advocate for re-fracture prevention services in Australia;
- Issuing submissions to the Federal Government to seek funding for a range of fracture and prevention and screening initiatives;
- Developing a Healthy Bones Australia-driven National Strategic Action Plan for Osteoporosis on behalf of the Federal government involving broad stakeholder input; and
- Launching the 'Know Your Bones Community Risk Report – Second Edition 2021' on World Osteoporosis Day 2021.

"At Healthy Bones Australia, we are committed to improving Australians' bone health. The data contained in the second edition of the *Know Your Bones Community Risk Report* provides timely and valuable insights on osteoporosis for health professionals, policy makers, and the community at large," said Mr Lyubomirsky.

"Fractures impose a huge cost on the Australian healthcare system. The cost of fractures (including hospital costs, emergency department, rehabilitation, aged care and community services) is estimated to reach AUD 2.59 billion in 2022. We need to educate the community about the risk factors for poor health, and ensure adults with risk factors are investigated as part of a routine medical check-up."

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