

Profile

Dr Greg Lyubomirsky

Chief Executive Officer, Healthy Bones Australia (HBA), &
Executive Committee member, Asia Pacific Consortium on Osteoporosis (APCO), SYDNEY

Dr Greg Lyubomirsky is Chief Executive Officer of Healthy Bones Australia (HBA), and Executive Committee member of the [Asia Pacific Consortium on Osteoporosis \(APCO\)](#), comprising 46 experts from 20 countries and regions in the Asia Pacific, charged with developing tangible solutions to the substantive challenges involving osteoporosis management in the world's most populated and fastest growing region.

Dr Lyubomirsky 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, Dr 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, Europe and across the Asia Pacific region.



Dr 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 HBA in 2015, Dr 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 93,000 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; and
- Developing a Healthy Bones Australia-driven National Strategic Action Plan for Osteoporosis on behalf of the Federal government involving broad stakeholder input.

ends#

MEDIA CONTACT & INTERVIEWS

Kirsten Bruce, VIVA! Communications, Sydney, AUSTRALIA

T +61 (0)401 717 566

E kirstenbruce@vivacommunications.com.au