

Osteoporosis Australia CEO clinches 2019 IOF President's Award at World Congress on Osteoporosis

Osteoporosis Australia's CEO clinched the prestigious 2019 International Osteoporosis Foundation (IOF) President's Award for his exceptional contribution to the bone field at the World Congress of Osteoporosis in Paris on April 5, 2019.

Mr Greg Lyubomirsky is only the third Australian to receive the award, which acknowledges one's outstanding commitment and contribution to advancing education and awareness in osteoporosis.

When presenting the award to Mr Lyubomirsky during a special ceremony at the World Congress, IOF President, Professor Cyrus Cooper, Switzerland said "this award is reserved for individuals who set an example and advance the bone field in line with the principals of the International Osteoporosis Foundation."

Reflecting on this once-in-a-lifetime achievement, Mr Lyubomirsky said "receiving the 2019 IOF President's Award is a great honour. It recognises our significant achievements in the bone health arena to date and further signals the importance of doing more to help reduce the impact on patients, their families and the healthcare system.

"We must all, collectively, take action to prevent fractures."

The IOF award recognises Mr Lyubomirsky's significant work and key achievements in raising the profile of bone health in Australia, including:

- 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 50,000 self-assessment completions.
- Creating an Inaugural Community Risk Report, using *Know Your Bones* data, launched by Federal Health Minister, The Hon. Greg Hunt MP, in the lead up to World Osteoporosis Day (October 2018).
- Bi-partisan political support for World Osteoporosis Day awareness with Federal politicians (2018 and 2019 respectively).
- Engaging with Federal and State Health Ministers to advocate for re-fracture prevention services in Australia.
- Submissions to the Australian Government seeking funding for:
 - re-fracture prevention pilot services in hospitals and general practice; and
 - a screening program for patients aged over 70 years using the existing Medicare rebate.
- Osteoporosis Australia's development of a National Strategic Action Plan for Osteoporosis on behalf of the Federal Government involving broad stakeholder input.

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There were an estimated 165,000 fractures due to poor bone health in 2018. Up to 70 per cent of the overall cost of osteoporosis relates to direct fracture costs, yet many patients (up to 80 per cent) remain un-diagnosed and un-treated following a fracture. Reducing fracture numbers is a core commitment of Osteoporosis Australia's.

About The International Osteoporosis Foundation (IOF)

The International Osteoporosis Foundation (IOF) is dedicated to the prevention, diagnosis and treatment of osteoporosis. IOF members, including committees of scientific researchers and 240 patient, medical and research societies in 99 locations worldwide, work together to make fracture prevention and healthy mobility a worldwide health care priority.

Core IOF international activities include:

- World Osteoporosis Day (WOD) held on October 20 each year, which is dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis.
- Hosting international/regional medical conferences to gather experts in the field who present and review the latest research, as well as biannual Patient Society Conferences to review prevention programs and advocacy work.

Osteoporosis Australia is a longstanding member of the IOF.

To learn more about Osteoporosis Australia, head to www.osteoporosis.org.au.

To learn more about The International Osteoporosis Foundation, visit www.iofbonehealth.org.

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