

Mr Greg Lyubomirsky

Chief Executive Officer, Healthy Bones Australia, **SYDNEY**

Mr Greg Lyubomirsky is the 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 spearheaded 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 to receive the award.

Greg was recognised as one of Australia's Most Influential Leaders in Healthcare 2024 (World Care Magazine) and continues to advocate for fracture prevention domestically and across the Asia Pacific region.

“The figures revealed in the Know Your Bones Community Risk Report (Fourth Edition 2025) are a warning that osteoporosis needs to be prioritised, with a focus on prevention and early intervention,” Mr Greg Lyubomirsky said.

“Every fracture, especially after a minor fall, must be a signal to test, diagnose, and treat.

“We can prevent a large number of these broken bones with improved community awareness and action,” said Mr Lyubomirsky.

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To coordinate an interview with Mr Greg Lyubomirsky, please contact:

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