

# Celebrating 21 years of protecting Aussie bones & announcing the latest innovation in fracture prediction

This **Thursday, October 13**, Healthy Bones Australia will announce its **21<sup>st</sup> anniversary of protecting Aussie bones**, and its new partnership with a local company, to develop a **breakthrough diagnostic fracture prediction tool**.

Two decades ago, osteoporosis was largely overlooked, and untreated.

Thanks to Healthy Bones Australia's pioneering bone health work, osteoporosis is now recognised as an **important chronic disease**, and a **national health priority**.

Over the past 21 years, Healthy Bones Australia has:

- advocated for broader access to osteoporosis treatments;
- educated Australians about the importance of bone health;
- teamed with GPs to promote early diagnosis;
- partnered with government to better prioritise bone health policy; and
- financially supported Australian bone researchers;



Healthy Bones Australia is now focusing on **innovations**, such as this **new diagnostic tool**, to **pave the way for earlier detection, and treatment of osteoporosis**.

For more on Healthy Bones Australia's focus for the next five years, including the new diagnostic tool set to help doctors both identify, and treat, a fracture before it occurs, tee up an interview with a spokesperson below.

- This year (2022), a fracture is occurring every 2.9 minutes,<sup>1</sup> resulting in 183,105 fractures per year.<sup>1</sup>
- The projected total cost of poor bone health among Australians aged 50+ years this year is an est. AUD 3.84 billion.<sup>1</sup>
- Early diagnosis of osteoporosis is crucial to reducing fracture rates, their subsequent impacts, and costs.

<b>EXPERTS</b>	
<b>Mr Greg Lyubomirsky</b>	CEO, Healthy Bones Australia, <b>SYDNEY</b>
<b>Associate Professor Peter Wong</b>	Head, Dept of Rheumatology, Westmead Hospital, Chair, Healthy Bones Australia Medical & Scientific Advisory Committee, <b>SYDNEY</b>
<b>Professor Peter Ebeling, AO</b>	Chairman, Healthy Bones Australia, & Board member, International Osteoporosis Foundation, <b>MELBOURNE</b>
<b>Professor Ego Seeman, OAM</b>	Medical Director, CurveBeam AI, Professor & Endocrinologist, Departments of Medicine & Endocrinology, Austin Health, University of Melbourne, <b>MELBOURNE</b>
<b>HEALTHY BONES AUSTRALIA PATRON</b>	
<b>Helen Dalley</b>	TV presenter, journalist & podcaster, <b>SYDNEY</b>
<b>AUSTRALIANS LIVING WITH OSTEOPOROSIS</b>	
<b>Marilyn, 67</b>	Graphic designer & classic car enthusiast diagnosed with osteoporosis after falling & fracturing her arm, <b>SYDNEY</b>
<b>Carole, 68</b>	Retired business consultant who has sustained multiple bone fractures & loss of height, <b>CENTRAL COAST NSW</b>
<b>Elaine, 58</b>	Consumer advocate, GP practice manager, mum & grandmother living with severe osteoporosis, <b>MELBOURNE</b>
<b>Ainslee, 44</b>	Disability advocate diagnosed with congenital osteoporosis at 35 years of age, <b>GEELONG</b>
<b>Renee, 42</b>	Cancer survivor who sustained broken bones & was diagnosed with osteoporosis, <b>GEELONG</b>
<b>Kimberley, 42</b>	Wife & mother-to-two diagnosed with pregnancy-related osteoporosis following the birth of her second child, <b>BRISBANE</b>
<b>DIGITAL MEDIA KIT</b>	<a href="http://www.healthybonesmediakit.org">www.healthybonesmediakit.org</a>
<b>BROADCAST VISION</b>	<a href="http://www.healthybonesmediakit.org/videos">www.healthybonesmediakit.org/videos</a>
<b>MEDIA CONTACTS + INTERVIEWS</b>	Kirsten Bruce & Tanya Younan, VIVA! Communications M 0401 717 566   0410 340 421 T 02 9968 3741   02 9968 1604 E <a href="mailto:kirstenbruce@vivacommunications.com.au">kirstenbruce@vivacommunications.com.au</a> / <a href="mailto:tanya@vivacommunications.com.au">tanya@vivacommunications.com.au</a>

To learn more about Healthy Bones Australia, head to [healthybonesaustralia.org.au](http://healthybonesaustralia.org.au), or for help and support, call 1800 242 141.

Follow Healthy Bones Australia on:

**Facebook:** [www.facebook.com/HealthyBonesAustralia](http://www.facebook.com/HealthyBonesAustralia)

**Twitter:** [www.twitter.com/healthybones\\_au](http://www.twitter.com/healthybones_au)

**LinkedIn:** [www.linkedin.com/company/healthy-bones-australia](http://www.linkedin.com/company/healthy-bones-australia)

#### **Reference**

1. Watts, J., Ambimanyi-Ochom, J, & Sander K, *Osteoporosis costing all Australians: A new burden of disease analysis 2012-2022*. 2013, Osteoporosis Australia.