



Media Release

Health economics research from Deloitte Access Economics confirms the economic merits of fish oils supplements

Presented at Launch of *Complementary Medicines Today*

The Complementary Healthcare Council of Australia (CHC) will be launching a B2B Complementary Medicines Industry Magazine and will also formally release and present research findings from Deloitte Access Economics into the use of fish oils in the prevention of heart disease.

Complementary Medicines Today is Australia's first B2B magazine focusing on Australia's high growth, innovative, export driven Complementary Medicines manufacturing industry. Published in conjunction with Roxby Media, an integrated media service consultancy, the dynamic business focused magazine provides insight into an industry generating a positive impact on both the Australian economy and the health of the Australian population.

Looking ahead to the launch CHC Executive Director Dr Wendy Morrow noted that attendees would include top industry executives and expert speakers in their fields, mirroring the content of the magazine.

"The involvement of key industry leaders in this magazine, including Professor Avni Sali, Foundation Director of National Institute of Integrative Medicine in Melbourne and renowned as one of the key drivers of our Industry, conveys the level of support for our magazine. The quality of the content also speaks for itself."

The magazine includes a mix of interviews with industry leaders and key statistics and information around various aspects of the industry supply chain— from raw materials to retail. Targeted at business leaders across manufacturing, innovation, trade, science and technology, the magazine showcases the Complementary Medicines Industry and secures its position as a frontrunner of Australian Industry.

Speaking at the event will be Lynne Pezzullo, Director of Deloitte Access Economics and Lead Partner for Health and Social Policy. The CHC recently commissioned Deloitte Access Economics to assess the cost effectiveness of the use of fish oils in the prevention of heart disease in heart attack survivors.

Announcing the formal release of the report at the launch, Dr Wendy Morrow noted that the findings of the report are a significant step forward in research around the use of Complementary Medicines in preventive health.

"The report has found that the Australian community could be saving up to \$4.19 billion, in terms of costs related to disease burden and premature life loss, through the preventive use of fish oils in Australians with heart disease. This research is of major significance to the Industry, Government and to the health and wellbeing of the Australian population."

The independent report from Deloitte Access Economics analyses the cost benefit to society of the intervention of fish oil use in the prevention of heart disease. Evidence of the benefit of fish oil as an intervention was based on the findings of two large clinical trials. The cost benefit was measured in terms of disease burden on the economy, expressed as the cost of the number of years lost due to ill health, disability or death.



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Dr Morrow went on to note that despite the significant potential savings, fish oil supplements are currently not subsidised by the PBS and are also subject to a GST levy. The impact of the findings on Government health policy is substantial.

“The Government is working towards delivering preventive health outcomes and this research plays an enormous role in achieving this. Not only facilitating savings of up to \$4.19 billion, implementing recommendations from the report and conducting further research of this nature could enable Australians to live healthier, more productive lives. And we want to assist the Government in achieving this.”

Dr Morrow emphasised the clear health benefits that could be achieved through the use of fish oil supplements that are already on the market and readily available to those suffering heart disease or wanting to take preventive health measures.

“The report highlights that just a low dosage of fish oils every day can improve mortality rates associated with heart disease. This research is just the tip of the iceberg in terms of the positive outcomes of research into preventive interventions using complementary medicines.”

concluded Dr Morrow.

The free launch event hosted by Roxby Media will be held on Tuesday 28 February at the Hilton Hotel, Sydney. Download the invitation from the [CHC website](#).

Ends

Media interviews with Lynne Pezzullo, Director Deloitte Access Economics or Dr Wendy Morrow, CHC Executive Director can be arranged prior to the launch.

For those not able to attend the launch event but interested in discussing the report with Lynne Pezzullo, please contact Simon Rushton, National Corporate Affairs and Communications Manager at Deloitte Touche Tohmatsu.

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