

## Media Release

2 February 2017

### **Complementary Medicines Australia Supports Health Prevention Focus**

Complementary medicines Australia (CMA) has been heartened by Prime Minister Malcolm Turnbull's comment made at the National Press Club yesterday that the Australia Government will implement "in 2017, a new focus on preventive health."

"CMA has long called for a change in health focus from supporting an ailing and expensive illness model to a wellness model that empowers Australians to take a new approach to healthcare; an approach that promotes well-being," said Mr Gibson, ceo of CMA.

"Current health policy in Australia is still focused on the treatment of people after they become unwell, resulting in vast social and economic costs associated with chronic disease. This is costly in monetary terms and in terms of the impact on productivity and quality of life. Preventive health is an essential move towards improving the cost-effectiveness of the Australian healthcare system and alleviating pressure on the Government's health budget."

"As the peak industry body in Australia for vitamins, minerals and supplements - known as complementary medicines – our members and industry associates are leaders in preventive health. CMA represents an industry devoted to improving the health of the Australian community through the promotion of sustainable health and wellbeing."

"Complementary medicines have the ability to contribute to a more sustainable, prevention-focused health system in Australia. The use and further development of complementary medicines provides an opportunity to counteract spiralling health care costs through more effective disease prevention and preventable chronic disease management," Mr Gibson went on to say.

ENDS

#### **For Media Interviews or Further Information Contact:**

CMA, Chief Executive

Carl Gibson

+61 457 028 974