



Launch of Australia's only one-stop-hub for life sciences industry

Free subscription available to all industry stakeholders

To connect, engage, inspire and thrive. This is the mission of Health Industry Hub – Australia's only one-stop digital hub for the life sciences industry – officially launched today (August 6, 2019).

Striving to connect three sectors under the one umbrella – pharmaceuticals, biotechnology and medical technology – Health Industry Hub features a host of compelling, educational and engaging content available free of charge to all industry subscribers.

The Health Industry Hub aspires to facilitate engagement through centralised, meaningful, newsworthy content; to inspire collaboration to shape the future; and to ultimately, enhance patient outcomes. The platform features daily reports on industry news, including 'breaking news' and trends; provides digital and innovation insights; and reflects upon sector best practice, professional development, market research and social responsibility. Moreover, the hub offers sector-specific service providers, industry organisations, professional associations, medical research institutes and not-for-profits, the opportunity to showcase their respective corporate news, updates, research and innovations.

A more than two-decades-long career in the Australian pharmaceutical and diagnostics industry inspired Sydney-based marketeer, Rozalina Sarkezians (nee Schulze), to develop the hub.

"Working in the life sciences sector for over 20 years has armed me with deep insights into the type of information most valued by industry professionals, key stakeholders and healthcare professionals.

"Connecting the pharmaceuticals, biotechnology and medical technology sectors has been my career-long aspiration," said Ms Sarkezians.

"As members of the life sciences industry, it's critical that we work together, to engage and create new opportunities and rich experiences that can drive innovation, progress, and ultimately, transform patient lives."

According to Director of Healthcare Professionals GROUP, Vanessa Meikle, Sydney, the digital platform enables the sharing of all industry-related information in the one location.

"Information gives value. Health Industry Hub acts as the one source of information that offers value.

"As an industry sharing platform, it will allow people to share insights, services and knowledge," Ms Meikle said.

CEO of Interact Technology, Matt Martin, Sydney, whose two-decade-long career in pharmaceutical marketing propelled his development of a digital communications platform for the industry, described Health Industry Hub as unique.

"There's nothing else like it that currently exists in the market.

"Health Industry Hub centralises all industry-related content into the one hub, and a lot of thought has been invested into the way the digital platform engages," said Mr Martin.

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"Its focus on industry news will allow subscribers to stay up-to-date with the latest information, research, innovations, and what they need to look out for. All members of the life sciences industry should jump on board the platform."

According to Ms Sarkezians, Health Industry Hub further operates as a platform that aims to "do some good", by giving back to those who it serves.

"My sense of community and helping others to thrive was instilled in me as a child, when I moved from a war-torn country to Australia.

"I have therefore, chosen to incorporate shared value and community engagement into Health Industry Hub's business strategy, in order to create positive impact on environmental and social issues," Ms Sarkezians said.

According to Melbourne-based Francesca Manglaviti, a CEO and senior executive whose expertise spans the not-for-profit, health, government and corporate sectors, Health Industry Hub takes "a big picture view" of the life sciences industry, from the overarching technical aspects, to the latest innovations, to the needs of its members, and various communities that it serves.

"Our overarching responsibility, as members of the life sciences sector, is to the patients and various communities who we serve. Collectively, we play a crucial role in changing and maintaining the health and well-being of these individuals, and their respective communities. This cannot be achieved without a fundamental understanding of who they are, their specific needs, and how to partner most effectively with them.

"By bringing diverse industry-related information together onto the one platform, Health Industry Hub should prove an invaluable tool for all members of the Australian life sciences industry," said Ms Manglaviti.

"The platform will minimise the user's need to trawl through various sources to identify information and insights of most relevance to them and their job. It will further, alert the user to things that may not have been on their radar, but could impact their role."

About the Australian life sciences sector

The life sciences sector is a significant contributor to the Australian economy, with the value of the fast-growing pharmaceutical and medical device markets projected to exceed \$36.64 billion combined by 2020.¹

The Australian pharmaceutical market was worth \$22.30 billion in 2015, and is projected to reach \$25.20 billion by 2020, at a Compound Annual Growth Rate (CAGR) of 2%. Conversely, the medical device market was valued at \$8.85 billion in 2015. It is forecasted to grow at a CAGR of 0.1%, to \$11.44 billion by 2020.¹

Last year (2018), the pharmaceutical, medical technology and biotechnology industry added \$4.9 billion in Gross Value Added (GVA) to our economy, and supported 70,000 industry and research jobs. Since 2016, the total number of companies working in the sector has grown by around 2% each year. Moreover, 2017 to 2018 saw a 0.34% increase in the ASX market capitalisation of listed medical technology, biotechnology and pharmaceutical companies.²

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AVAILABLE FOR INTERVIEW

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