



Media Release

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CMA Says Preventive Health is the Best Medicine

Complementary Medicines Australia (CMA) has today supported the call for a greater focus on preventive health measures, following publication of the [Research Australia 2016 annual public opinion poll](#) which shows that 76 per cent of Australians rank investment in preventive health among the top ten priorities for the Australian Government.

Mr Carl Gibson, chief executive officer of CMA said: “The Australian Government faces the difficult task of ensuring the fair and sustainable funding of healthcare in the face of an ageing population that is dealing with increasing levels of chronic disease. However, consumers are keen to take a more active role in caring for their health, and they need to be supported via a shift in policy focus towards early prevention, encouraging healthy and active ageing, and empowering individuals to take control over their health.”

“Australia’s complementary medicines sector is experiencing growth due to consumer driven demand. Complementary medicines are paid for fully by the consumer, and alongside their widespread use, this demonstrates that Australians are willing to invest in improving their health and want to have an active role in their healthcare.”

“Consumers use complementary medicines alongside conventional medical treatments, to help improve health and wellbeing, with about half of this use being in relation to the management of major chronic diseases.”

“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, and potentially less reliance on the hospital system and the PBS.”

“Keeping individuals out of the acute medical system has to be one of the key goals for Australia, and supporting people to use complementary medicines safely and effectively is an essential element in achieving that goal.”

“Cooperation and collaboration between policy makers, industry, health professionals and researchers is vital to ensuring that complementary medicines fulfil their potential of contributing to the overall health of all Australians,” said Mr Gibson.

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