



Experienced Chair to lead PHA Board

Private Healthcare Australia has appointed industry expert and experienced CEO, Mr Rob Bransby as Chair of the PHA Board.

PHA Chief Executive Dr Rachel David said the industry was extremely fortunate to retain Mr Bransby's skills and experience following his retirement from his long term position as Managing Director of WA's largest health fund, HBF.

"Mr Bransby's expertise in the industry is unparalleled and his continued involvement and contribution to the PHI reform process will be of great value to the Australian health system," Dr David said.

Prior to his appointment Mr Bransby served as President and Vice President of Private Healthcare Australia. He recently retired as Chief Executive Officer/ Managing Director of HBF Western Australia, Australia's fourth largest private health insurer, general insurance and financial services business and WA regional health fund, HealthGuard.

Mr Bransby is a highly regarded strategic leader and business developer, who has had a very successful career in financial services. He has 25 years of experience with financial services organisations in both Western Australia and New South Wales in addition to extensive high level experience in health.

His other Directorships include Director of Synergy, the Insurance Commission of WA, Australian Digital Health Agency, and Commonwealth Bank Advice Subsidiaries.

Dr David said the recently elected PHA Board will steer PHA through the challenges of private health sector reform. The PHA Board has great expertise and skills and represents a cross section of the industry of both profit and not for profit health funds from across the country.

The PHA Board comprises Deputy Chair Rhod McKenney (nib); Andrew Wilson (Medibank); Dwayne Crombie (Bupa); Mark Valena (GMHBA); Gerard Fogarty (Defence Health); Byron Gregory (Health Partners); and Rob Seljak (TUH).

Private Healthcare Australia represents Australia's private health insurance industry. Our member funds provide health benefits to over 13 million Australians.