



Press Release

6th August 2015

Media Statement from PHA President, Rob Bransby

Private Healthcare Australia's Chief Executive Officer, Dr Michael Armitage, will retire from the position at the end of October, after ten years representing the Private Health Insurance Industry at the highest levels of Government and across the Australian health sector.

The President of Private Healthcare Australia Chair, Rob Bransby, thanked Dr Armitage for his outstanding service to the private health insurance sector over the past decade.

"The Private Health Insurance Industry has been fortunate to have been led by someone with Dr Armitage's experience and expertise. His background as both a medical practitioner and State Government Cabinet Minister has meant he has been uniquely qualified for the role.

"Dr Armitage has been at the helm of Private Healthcare Australia through a particularly challenging period, when changes in government policy have threatened the interests of insurers and members and despite this there has been a steady rise in the number of Australians who have taken up private health insurance during the decade he has led PHA.

"He has consistently been a strong advocate for all Australian health consumers. He has championed the case for an expanded role for private health providers for the benefit of all Australians, and his focus on improving quality and safety in Australian healthcare is now a key part of the private healthcare agenda," he said.

Mr Bransby said Private Healthcare Australia would be looking to appoint a new Chief Executive in coming months.

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