

# Tanya Hall, CEO & Founder – Hearts4heart

*Early detection of heart issues, and patient access to therapies is Tanya's north star. Her passion to raise awareness of heart diseases and ensure patients have access to proven therapies has driven her need to establish relationships with influential stakeholders across the domains of the medical healthcare profession, politics, and innovative medicines.*

*Never forgetting her purpose, that lived experience fuels progress, and without a need there is no change. Tanya is a pioneer for patient empowerment and the voice of a lived health journey.*



## CEO hearts4heart 2011 – Present

**Career summary:** Tanya is the founder of patient advocacy charity hearts4heart. It was through her own experience of living with heart disease that prompted her to establish a national organisation for patients, supporting, educating and advocating for Australians living with heart disease. Through Tanya's commitment and dedication, hearts4heart is a well-known expert voice in the field of patient advocacy seeing exponential growth, and expanding to cover New Zealand in recent years. Tanya is respected by her peers and is regularly requested to present at Parliament, clinical, research and medical innovation industry conferences with her unique patient advocate perspective. She regularly delivers this expertise and commentary on heart related matters as a media spokesperson to broad audiences, including extensive television and radio appearances.

**Successful collaborator, lobbyist and campaigner:** Most recently in 2023 her success in campaigning and lobbying the Government connected a network of organisations to lend support to the continuing availability of Medicare funded heart health checks. This saved the Australian Government nearly \$62 billion in proposed healthcare costs, and \$79 billion in indirect costs, by keeping the heart health check on the Medicare Benefits Scheme (MBS). Due to her persistence, the initiative continues to be subsidised by the Commonwealth - not only to continue to be freely available for eligible Australians, but also to include the addition of a simple stethoscope check to identify potential arrhythmias, a small but crucial diagnostic oversight of the original program.

She regularly collaborates with the medical industry including clinical associates, medical device and pharmaceutical companies through roundtable meetings and teleconferences, to bring a single voice to the issue and centralising that around patient lived experience and need. Tanya has also made significant contributions through her involvement in Political circles, forming the Parliamentary Committees of 'Friends of Heart & Stroke' & 'Friends of Medicine'.

**Role:** Tanya has contributed over 15 years work within the not-for-profit sector. Tanya is a highly experienced accomplished Executive and Board Director with a broad range of skills as CEO. She is a passionate leader with strong networks and a track record of delivery across the community and health industries. As CEO of the only cardiac patient advocacy group actively involved in market access discussions with Government, Tanya has been successful in re-energising the Australian cardiac community in the discussion of patient access to therapy.

Hearts4heart have initiated many events and campaigns to raise the profile of AF and arrhythmias, Heart Failure, Heart Valve Disease and ASCVD over the years. In 2017 launching a White Paper in Federal Parliament in partnership with the Parliamentary Committee Friends of Heart and Stroke with the aim of bringing together key stakeholders to reach a consensus of the growing epidemic of AF in Australia. It highlighted the costs to the economy and outlined savings demonstrated through improved screening, early diagnoses and enhanced patient access to therapy.

Hearts4heart continues growing patient services and reach through international AF awareness/screening events, improving AF detection, the management of AF, Heart Failure and Heart Valve Disease in Primary Care, involvement of cardiac reviews and conferences, public awareness, media campaigns and advocacy in Parliament.

**Contributions to the field:** Heart Health Checks allow healthcare professionals, policy makers and researchers to track heart health assessment across Australia, identifying trends and risk factors that may need to be addressed on a larger scale. When it comes to health policy and access to treatment, Australia is a largely federated nation of smaller states with health policy and influence, so the existence of national data that is current and relevant is crucial for implementing change and measuring progress.

She has run workshops in the US on advocacy and has mentored likeminded people wanting to make a difference in their own communities.

Over the past 8 years, hearts4heart have successfully facilitated free Atrial Fibrillation (AF) and heart valve disease screening and education events across Australia and New Zealand in hospitals, pharmacies, Primary Care Medical Centres and the Commonwealth Australian Government Parliament - screening thousands of people potentially at risk. As such, there has been a huge public response and profile raising of heart diseases.

Through hearts4heart campaigning, a significant increase in public engagement and awareness on the importance of early diagnosis and patients access to therapies has been demonstrated.

**Advocacy for Treatment access:** Various medical advisory consultations with Medical Services Advisory Committee, Pharmaceutical Benefits committee, Protheses List Advisory Committee, Health Technology Assessment reform

13 x PBAC submissions  
15 x MSAC submissions  
7 x Protheses List reform  
2 x HTA submission

**Professional Posts** Tanya represents consumers on several key committees including:-

- Therapeutic Goods Administration (TGA) Device Reform committee
- ECG review committee
- ANZACTS Clinical Trials Committee
- Cardiac Society of Australia and New Zealand Australasian Cardiac Procedures Outcomes Registry
- Cardiac Society of Australia and New Zealand Australasian Cardiac Device Outcomes Registry
- AF Ablation percutaneous catheter ablation writing committee
- Global Heart Hub: Heart Valve and Heart Failure Committees
- Continuity of Care Collaboration Committee
- 23 research applications in 2024

### **Impact of research (last 5 years):**

iCARE-AF – Centre of Heart Rhythm disorders collaboration, Steering committee member.

Connecting patient populations to co-create educational material, effectively driving lived patient experience to allow rapid translation of research findings to support change.

OUTCOMES OF AF AWARENESS WEEK: A population screening strategy. Collaboration with the Centre for Heart Rhythm Disorders and industry partners; development of a screening application to increase awareness for atrial fibrillation. This has been successfully run over several years and has been in partnership with the Heart Rhythm Society.

CARDIAC SCAR PHOTOSHOOT- Young adults who have scars from cardiac treatment explored the themes of isolation and social bonding through participation in a ‘power of being together’ photoshoot experience

### **Top papers in the recent 5 years**

- Co Author- Australian Atrial Fibrillation Clinical Guidelines (2018)
- Co Author- Australian Catheter Ablation for Atrial Fibrillation Clinical Guidelines (2023)
- Co Author- Australian Catheter Ablation for Ventricular Tachycardia Clinical (2024)
- Co Author- CSANZ and ACRA Position Statement on Telehealth (2024)
- White Paper- Time to Change the Beat Atrial Fibrillation: A Major Public Health Issue Requiring Immediate Attention and Action (2017)
- IPEC: Policy Targets To Improve Diagnosis And Treatment Of High Cholesterol Identified by People Living with High Cholesterol (in collaboration with Global Heart Hub)

### **Essential Patient resources (in collaboration with Global Heart Hub)**

- Heart Failure Patient Charter
- Heart Failure - A Practical Guide for all Australians
- Heart Valve Disease- Patient Journey Report
- Heart Valve Disease, Heart Failure and Arrhythmias- over 30 downloadable educational resources

### **Awards and recognition**

- Health Industry Hub- NGO of the year 2024 Finalist (winner to be announced in October 2024)
- Health Industry Hub – ‘Catalyst for Change’ Finalist - Advocacy Champion: Patient safety and access to essential cardiac services must take priority over pricing review 2023
- Prime Awards Finalist - NGO of the Year (2023)
- Health Industry Hub – ‘Catalyst for Change’ Semi-finalist - Policy & Advocacy: Driving policy changes in heart disease: Uniting clinician and patient advocacy (2023)
- Third Sector Awards Semi-finalist - CEO of the Year (2023)
- Medical Technology Association of Australia Outstanding Achievement Award (2018)
- Global Bakken Invitation Award, awarded to those who have been implanted with medical technology and are making a difference by contributing to communities all around the world through charitable service (2018)
- CALI (Community, Action, Leadership and Inspiration) Award (2013)

### **Keynote speaking highlights**

- Parliament House- Launch of the Heart Failure Patient Guide
- Parliament House- Impact of Patient Advocacy on Health Policy Reform
- Parliament House- Time to Change the Beat Atrial Fibrillation: A Major Public Health Issue Requiring Immediate Attention and Action
- HTA conference Symposium -Value Creation & Efficiency Gains Through Capacity-Enhancing Innovations To Address Workforce Shortage keynote speaker
- ACvA Heart Failure Workshop keynote speaker
- Global Heart Hub- Unite Summit Barcelona - keynote speaker to open the conference
- Global Heart Hub- Patient Charter Best Practices keynote speaker
- Cardiac Society of Australia and New Zealand ASM- Consumer perspective of evidence implementation in cardiovascular disease and advocacy
- Cardiac Society of Australia and New Zealand ASM- Structural Heart Disease- Patient pathway, advocacy and awareness
- Cardiac Society of Australia and New Zealand ASM- The use of social media to engage patients, politicians and the general public