

2025 MIPS Seminar Program

 16 July

 12:00 to 1:00 pm

 LT3

PATIENTS AS PARTNERS: TRANSFORMING HEALTHCARE PATHWAYS THROUGH PURPOSEFUL ENGAGEMENT - *AN INDUSTRY PERSPECTIVE*

Cathy Sertori



Cathy is a Patient Advocacy expert and Public Relations professional with over 25 years of experience in the life sciences sector, including roles at Gilead, AstraZeneca, and Merck Serono. She is the founder of Creative Advocacy Solutions, a consultancy focused on supporting the pharmaceutical industry, patient organisations and communities to drive meaningful change in healthcare policy and practice.

Cathy is passionate about embedding the patient perspective across the full medicine lifecycle—from clinical development and trials through to access and commercialisation—as a foundation for better patient outcomes. She has served on the Consumer Advisory Working Group with Medicines

Australia and is currently an Advisory Committee member of the Patient Voice Initiative, advocating for the integration of patient voices in Australian healthcare decision-making, including health technology assessment.

With deep expertise in strategic planning, government affairs, stakeholder engagement and patient access, Cathy is a trusted collaborator and thought leader in the patient advocacy space.