

## Tanya Hall

Founder & CEO of hearts4heart  
living well with atrial fibrillation, **PERTH**

Tanya Hall is the Founder and CEO of the not-for-profit charity and peak body, [hearts4heart](#). Through her own experience of living with congenital heart disease and associated complications, Tanya founded hearts4heart in 2011, as the national organisation supporting, educating, and advocating for Australians living with heart disease.

Living with congenital heart disease has led to several complications, including Atrial Fibrillation (AF), the most common type of cardiac arrhythmia or irregular heartbeat. It occurs when the upper chambers of the heart beat erratically and fail to pump blood around the body as they should. Left untreated, AF can lead to blood clots, stroke and heart failure.<sup>1</sup>



Hearts4heart has grown significantly since its launch 14 years ago, including expanding into New Zealand. Supported by both Australian and New Zealand cardiologists and heart healthcare professionals, the organisation is now considered an expert voice in the field of patient education and support for heart disease, including arrhythmias, heart valve disease and heart failure.

Tanya has a passion for raising awareness of heart disease and ensuring patients have access to proven treatments and therapies, and her work advocating for the heart community is tireless. She has also established relationships with clinicians, politicians, and health industry members worldwide.

As CEO of the only cardiac patient advocacy group across both Australia and New Zealand, Tanya is actively involved in discussions with government. She has been successful in re-energising the Australian cardiac community in discussions on patient access to therapies, and has made significant contributions in this area, as well as participating in government reviews.

Tanya has more than 15 years of professional experience in the not-for-profit sector. She frequently fulfils requests to present at clinician, research and industry conferences, and performs many cardiac-related media interviews.

She has recently been elected to the [World Heart Federation Board](#), sitting on numerous committees within this position. She has been involved in cardiac committees across Australia, including the Cardiac Devices Registry Steering Committee of the Cardiac Society of Australia and New Zealand (CSANZ), and was a co-author of the [Australian Atrial Fibrillation Clinical Guidelines](#),

She has also made significant contributions within political circles, forming the Parliamentary Committees, '[Friends of Heart & Stroke](#)' and '[Friends of Medicine](#)'. Tanya's leadership and advocacy have been widely recognised. In 2025, hearts4heart was named NGO of the Year by *Health Industry Hub*, celebrating innovation, excellence, and contributions driving positive change across Australia's healthcare sector. The recognition highlights hearts4heart's impact in elevating the lived experience voice and championing improved patient outcomes.

In 2021, Tanya was the recipient of a Community, Action, Leadership, and Inspiration (CALI) Award, and was a finalist for the *Body+Soul* Woman of the Year in 2013. In 2015, she won the Medical Technology Association of Australia Outstanding Achievement Award and the Global Bakken Invitation Award, recognising individuals contributing to international communities through charitable services.

"In Australia, the journey from diagnosis to receiving life-changing medical technology can feel like a marathon. Patients can often wait for weeks, months, or even years, and not because solutions don't exist, but because the pathways to approve and fund innovative technologies moves too slowly for the realities of many patient conditions.

"Every single day matters to a patient who is facing a progressive or life-limiting condition or disease. As a patient advocate, I see firsthand how delays in reimbursement mean delayed care and compromised quality of life," said Tanya.

"This report highlights the imminent need for change to the current approvals system and is a vital step towards the body of evidence to improve patient access to innovative medical technologies.

"The current HTA review must take a holistic approach, not just focusing on the PBAC and PBS, but considering the entire healthcare system.

"Medical devices and diagnostics are essential to modern care, and their reimbursement pathways should be as agile as those we advocate for pharmaceuticals," said Tanya.

"By broadening the HTA review's scope, we can ensure patients have timely access to life-changing treatments.

"I strongly support the report's call for a more patient-centred, streamlined approach to innovation," Tanya said.

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## **Reference**

1. Nesheiwat Z, Goyal A, Jagtap M. Atrial Fibrillation. [Updated 2023 Apr 26]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2025 Jan-. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK526072/>