Madeline O'Donoghue

Chief Corporate Affairs Officer, Pathology Technology Australia, ***SYDNEY***

Madeline O'Donoghue is a leading communications, government affairs, and policy strategist in Australia's diagnostics sector, serving as Chief Corporate Affairs Officer at Pathology Technology Australia (PTA) – the national peak body representing the manufacturers, suppliers, and innovators of in-vitro diagnostics. Here she plays a central role in shaping evidence-based policy, national regulatory settings, and the strategic positioning of diagnostic technology within Australia's health system.

Madeline's expertise spans molecular biology, health communication, and sector-wide advocacy for diagnostic reform. Her work focuses on strengthening the policy environment for advanced pathology technologies, ensuring innovators can bring high-value diagnostics to market, and supporting sustainable, patient-centred access frameworks Australia-wide.

She is a trusted adviser and sector representative on several national health panels, including the Genomics Australia Expert Advisory Group and the Department of Health and Aged Care's Point-of-Care Testing Working Group. In these roles, she contributes to the development of forward-looking strategies in genomics, diagnostic accessibility, and system stewardship.

Madeline's experience across diagnostics, start-ups and scientific organisations blends technical depth with strategic communication and policy skills, helping bridge industry, government and clinicians to advance access to innovative diagnostics.

Through her leadership at PTA, Madeline is recognised as a prominent voice in the diagnostics community, and a champion for Australia's diagnostic technology ecosystem. Her work reflects a strong commitment to transparent policymaking, cross-disciplinary collaboration, and advancing equitable patient access to innovative diagnostic solutions that improve health outcomes nationwide.

"Australia must modernise how we assess diagnostics and medical technologies. Global leaders like the US and Germany have already shown that early access, paired with real-world evidence, delivers faster adoption without compromising safety.

"If we want to unlock the true value of diagnostics – improved productivity, avoided hospitalisations, prevention rather than reaction – then our reimbursement frameworks must be as innovative as the technologies they evaluate," said Madeline.

"Every year we delay access to proven diagnostic technologies is another year Australians miss out on earlier detection, targeted treatment and better outcomes.

"There are examples of delays between 8-12 years when it comes to diagnostic technologies. This isn't just an administrative issue; it's a lost opportunity to save lives and reduce long-term system burden.

"Diagnostics offer answers at the start of the care pathway, and when those answers arrive late, everything downstream suffers," Madeline said.

"We often see the consequences of slow reimbursement in diagnostics. In the instance of funding for gene expression profiling for breast cancer, this took more than a decade and 12 separate MSAC applications before patients could access testing without paying thousands out of pocket.

"During that time, countless women underwent avoidable chemotherapy or lived with avoidable anxiety.

This is the human cost of outdated processes, and we cannot continue to repeat it," Madeline said.

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To coordinate an interview with Madeline O'Donoghue, please contact:

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