

DR Barry Frost, PhD

Director, For Benefit Medicines (FBM), *SYDNEY*

Armed with a PhD in pharmacology, Barry Frost has spent the past 35 years working for four different pharmaceutical companies, accruing extensive experience in product registration, clinical trials, marketing and sales.

Throughout his distinguished career, Barry has demonstrated an indefatigable passion for, and commitment to improving the lives of Australian patients through the provision of access to clinically proven medications.

"I'm passionate about providing patients with as much information as possible to ensure they're fully informed of their disease or condition, and the medications they are using," said Barry.



For many years, Barry envisaged establishing a pharmaceutical company that re-injected 100 per cent of profits from the sale of its medications back into local patient support organisations and medical research, rather than lining the pockets of shareholders. His ambition was further propelled by an article published in the Harvard Business Review in 2011, entitled "The For Benefit Enterprise" (<https://hbr.org/2011/11/the-for-benefit-enterprise>), which complemented his vision, and provided the inspiration for the company name, For Benefit Medicines (FBM).

"My vision was to establish an Australian-owned, social enterprise company that markets generic FBM medications approved by the Australian Government's Therapeutic Goods Administration (TGA) and returns 100 per cent of profits to patient support programs in a respective therapeutic area today, and medical research into the same therapeutic area, for tomorrow.

"Given our personal experience of family and friends living with, and surviving breast cancer, FBM co-Director, John Hurley and I elected to source breast cancer medications, in order to kick-start FBM," Barry said.

"We aim to expand our catalogue of FBM generic medications and areas of giving, to continue to distribute further profits generated from the sale of such medications, to additional patient groups and medical research organisations in corresponding therapeutic fields.

"Our future areas of focus include prostate cancer, multiple sclerosis, schizophrenia, depression, Alzheimer's and Parkinson's disease," said Barry.

"In subscribing to the philosophy that 'every cloud has a silver lining', our long-term goal is to fund activities that ultimately improve the health and wellbeing of all Australians."

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To coordinate an interview with Dr Barry Frost, please contact Kirsten Bruce, Ruby Archis or Mark Henderson from VIVA! Communications on 0401 717 566 / 0413 834 906 / 0431 465 004.