

press release

New collaboration strengthens wellbeing support for rural NSW health practitioners

Sydney, Australia, 19 August 2026: [Novo Nordisk](#) today announced a new collaboration with [Rural Doctors Foundation \(the Foundation\)](#) to expand the [GPs4RuralDocs program](#) into New South Wales (NSW), helping more rural doctors, nurses and allied health professionals access independent and confidential healthcare services.

The two-year collaboration will support the rollout of the GPs4RuralDocs program in Southern NSW, funding three clinics in a rural community each year, complemented by telehealth support between visits. The program is expected to provide up to 30 consultations for local health professionals, helping them access confidential healthcare closer to home while preserving more than 600 patient appointments for the communities they serve.

The expansion comes at a time when many rural and regional communities across New South Wales continue to face health workforce pressures, including GP shortages, workforce burnout, and challenges attracting and retaining healthcare professionals. As Australia's most populous state and home to the nation's largest rural and regional population, ensuring access to a sustainable health workforce remains a priority for communities across NSW.¹

The Hon. Ryan Park MP, NSW Minister for Health and Minister for Regional Health, said, "We welcome any initiative that boosts access to primary care in the regions. While primary care is a responsibility of the Commonwealth, the NSW Government is playing its part by doubling rural health incentives, allowing rural doctors to practice both in GP surgeries as well as hospitals, and investing over \$200 million into key health worker accommodation."

Expanding a proven model into NSW

Building on the program's success in Queensland where the Foundation has delivered more than 110 primary care consultations to rural health practitioners, the NSW expansion will extend support to more healthcare professionals while helping strengthen workforce resilience in rural communities.

¹ NSW Health. NSW Regional Health Strategic Plan 2022-2032

Amanda Roser, Chair of Rural Doctors Foundation said the expansion into New South Wales responds to growing demand for services that support the people responsible for caring for rural communities.

"Rural and remote healthcare professionals dedicate their lives to caring for others, yet many struggle to access confidential healthcare for themselves. In small communities, concerns about privacy, long travel distances and workforce shortages can create significant barriers to seeking care.

"GPs4RuralDocs was created to address this gap. By bringing independent healthcare directly into rural communities, we are helping healthcare professionals access the care they need while remaining available to the patients and communities who rely on them. This partnership with Novo Nordisk represents an exciting next chapter for the program and will allow us to extend these important services into Southern New South Wales."

Michael Azrak, General Manager of Novo Nordisk Oceania said, "Healthcare doesn't begin and end with medicines. At Novo Nordisk, we're committed to being a trusted healthcare partner and working alongside like-minded organisations such as Rural Doctors Foundation to help address broader challenges across the health system.

By supporting initiatives such as GPs4RuralDocs, we can help strengthen clinician wellbeing, support workforce sustainability, helping improve access to care for people living in regional and rural communities."

Strengthening the rural health workforce

Around seven million Australians live in regional, rural and remote communities, where access to healthcare remains a significant challenge². Yet many of the healthcare professionals serving these communities face barriers to accessing care themselves.

Rural Doctors Foundation research found that 42% of rural and remote medical practitioners need to travel out of town to access independent and confidential healthcare, with one in five travelling more than 800 kilometres to receive care.³

² Australian Institute of Health and Welfare (AIHW) 2025, *Rural and remote health*, AIHW, Australian Government, viewed 24 July 2026, <https://www.aihw.gov.au/reports/rural-remote-australians/rural-and-remote-health>

³ Rural Doctors Foundation 2023, *Rural practitioner health report*, Rural Doctors Foundation, viewed 24 July 2026, <https://ruraldoctorsfoundation.org.au/wp-content/uploads/2025/11/Rural-practitioner-health-report.pdf>

Delivered by GPs experienced in rural practice, doctor-to-doctor care and mental health, the GPs4RuralDocs program is designed to support clinician wellbeing while helping to retain a sustainable healthcare workforce in rural and remote Australia.

Rural Doctors Foundation is currently undertaking consultation and scoping activities with local communities and stakeholders across Southern NSW to identify the location for the program's first NSW site, which will be announced in the coming months.

About Rural Doctors Foundation

Rural Doctors Foundation is a national charity dedicated to improving health outcomes in rural and remote Australia by supporting the health professionals and communities that rely on them. Working alongside rural communities, the Foundation delivers practical programs that strengthen access to healthcare, support workforce wellbeing and help build more resilient health services.

Its work includes GPs4RuralDocs, which provides confidential healthcare for rural doctors, nurses and allied health professionals; the Better Rural Ear Health Program, which equips clinicians with essential ear health equipment and training; emergency relief and practical support for rural health professionals and communities facing hardship; and research and advocacy that informs solutions to rural healthcare challenges.

Grounded in the experiences of people living and working in rural and remote Australia, Rural Doctors Foundation partners with healthcare providers, community organisations, Primary Health Networks, corporate partners and donors to create sustainable, community-led solutions that strengthen the rural health workforce and improve access to care. For more information, visit www.ruraldoctorsfoundation.org.au

Healthy health professionals. Stronger rural communities.

About Novo Nordisk

Novo Nordisk is a leading global healthcare company founded in 1923 and headquartered in Denmark. Our purpose is to drive change to defeat serious chronic diseases built upon our heritage in diabetes. We do so by pioneering scientific breakthroughs, expanding access to our medicines and working to prevent

and ultimately cure disease. Novo Nordisk employs about 68,800 people in 80 countries and markets its products in around 170 countries.

Novo Nordisk has been operating in Australia since 1976. We deliver medicines to more than 1.6 million patients in Australia for the treatment of diabetes, obesity, rare diseases and other serious chronic diseases. For more information, visit www.novonordisk.com.au

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