



**HEAD OF MARKETING AND PARTNERSHIPS**

**CANDIDATE BRIEFING DOCUMENT**

**AUGUST 2025**

Position Description

Role:	Head of Marketing and Partnerships
Department:	Executive
Classification:	Non-Award
Reports to:	Chief Executive Officer
Approved/updated:	July 2025

Job Purpose

The Head of Marketing and Partnerships provides strategic leadership to Jones Radiology’s marketing, referrer liaison and business commercial function, fostering collaboration with internal teams and external partners to drive innovation across marketing, communications, referrer engagement, and growth opportunities. A critical part of this role is ensuring strong alignment between the Doctors, Executive team and the broader organisation.

This leadership role plays a transformative part in shaping the brand’s impact, championing innovation in service delivery, and advancing Jones Radiology’s position as the provider of choice for patients and referrers across our communities.

Reporting and Working Relationships

Reporting Relationships	Internal Contacts
<ul style="list-style-type: none"><li>• Reports directly to the Chief Executive Officer</li><li>• The following roles report to the Head of Marketing:<ul style="list-style-type: none"><li>○ Marketing and Brand Manager</li><li>○ Referrer Liaison Manager</li><li>○ Commercial Business Manager</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Board</li><li>• Doctor Partners and Associates</li><li>• Executive Management Team</li><li>• Committee Chairs and members</li><li>• All Jones Radiology Staff</li></ul>

External Contacts	
	<ul style="list-style-type: none"> <li>Referring Doctors and Allied Health Professionals</li> <li>Professional Bodies</li> <li>Local communities and Patients</li> </ul>

## Key Accountabilities, Activities and Performance Measures

Key Accountabilities	Activities	Performance Measures/KPIs
<p>1</p> <p><b>Strategic Communications and Marketing</b></p> <p>Provide direction and leadership of the marketing function to enhance brand visibility and ensure effective communication of Jones Radiology's brand and reputation.</p>	<ul style="list-style-type: none"> <li>Oversee Jones Radiology's overall marketing and communication strategy, driving profitable growth across the practice.</li> <li>Lead the direction of the marketing team to create brand awareness and drive revenue through marketing initiatives and advertising campaigns.</li> <li>Work collaboratively with the Chair of the Marketing Committee and members to communicate and lead the strategic direction.</li> <li>Lead the strategic marketing direction and execution to ensure all physical locations effectively represent Jones Radiology's brand identity through consistent and impactful signage, visual branding, and marketing materials, driving a unified brand experience that enhances reputation and patient trust.</li> <li>Lead strategic communications, including media, issues management, public relations and community engagement.</li> <li>Monitor media coverage and public sentiment, providing timely insights and recommendations to leadership.</li> </ul>	<ul style="list-style-type: none"> <li>Positive feedback from the Doctors and Executive Team.</li> <li>Initiatives translate to successful market outcomes.</li> <li>Public relations and brand image strengthened.</li> <li>Improved brand awareness and stakeholder engagement through validated metrics.</li> <li>All communications consistently reflect brand and clinical credibility.</li> <li>Marketing activities contribute significantly to increased referral growth and patient numbers.</li> <li>Effective and collaborative relationships established with internal and external stakeholders.</li> </ul>

		<ul style="list-style-type: none"> <li>Lead the digital marketing experience, including website, digital advertising and social platforms to ensure ease of access and strong patient communication.</li> </ul>	
	Key Accountabilities	Activities	Performance Measures/KPIs
2.	<b>Referrer Engagement and Market Development</b>  Drive strategic referrer engagement and market growth to strengthen Jones Radiology's position as a preferred provider.	<ul style="list-style-type: none"> <li>Partner with clinical leaders to create marketing initiatives that strengthen relationships with referrers and expand market reach.</li> <li>Drive market development efforts by identifying and capitalising on new opportunities, expanding Jones Radiology's presence and influence within healthcare.</li> <li>Develop targeted campaigns and educational content to support referral pathways and service utilisation.</li> <li>Monitor and report on referral patterns and market trends to assess the effectiveness of engagement initiatives.</li> <li>Oversee the design and execution of marketing campaigns and outreach programs tailored to referrer needs and preferences.</li> <li>Lead market analysis and competitive intelligence efforts to identify growth opportunities and inform strategic direction.</li> <li>Establish and maintain partnerships with healthcare networks, specialists and community providers to expand referral sources.</li> </ul>	<ul style="list-style-type: none"> <li>Positive feedback received from referring clinicians regarding engagement initiatives and service delivery.</li> <li>Effective implementation and measurable outcomes of targeted marketing campaigns and outreach activities.</li> <li>Provision of regular, accurate reporting on referral patterns, market trends and campaign effectiveness.</li> <li>Expansion and maintenance of strategic partnerships with healthcare providers and networks contributing to referral growth.</li> </ul>
3.	<b>Commercial Development and Growth</b>  Identify new commercial opportunities and capture new	<ul style="list-style-type: none"> <li>Contribute to the comprehensive analysis of current and prospective Practice performance, encompassing profitability, revenue streams, pricing strategies, patient experience, and cost management to inform strategic decision-making.</li> </ul>	<ul style="list-style-type: none"> <li>Positive feedback from the Doctor and Executive Team.</li> <li>Evidence of development opportunities achieved and successful.</li> <li>Key projects and task successfully completed and integrated.</li> </ul>

	business prospects within the landscape.	<ul style="list-style-type: none"> <li>Identify and evaluate high-impact opportunities for business growth, including strategic partnerships, the mergers and acquisition environment, and entry into new markets.</li> <li>Provide expert guidance on resource allocation to maximise commercial outcomes and ensure sustainable profitability.</li> <li>Participate in planning and execution of new Practice initiatives, overseeing project governance and strategic communication plans.</li> <li>Maintain deep insights into communities, including competitor activity, and leverage this intelligence to inform competitive strategies to grow the business.</li> <li>Lead commercial opportunity assessments, developing comprehensive proposals and delivering high-level presentations to the Board to secure buy-in and guide strategic investments.</li> </ul>	<ul style="list-style-type: none"> <li>Timely and accurate updates on community trends and competitor activities where appropriate.</li> <li>Effective and collaborative relationships established with internal and external stakeholders that contribute to business growth.</li> </ul>
4.	<b>Doctors and Committee Partnerships</b>  Establish key relationships with the Doctors and Executive committee to build trust and confidence in the effectiveness of Jones Radiology.	<ul style="list-style-type: none"> <li>Engage with Doctors and Executive Committee's to communicate brand, marketing and growth strategic direction and plan.</li> <li>Facilitate transparent and timely reporting on marketing initiatives.</li> <li>Actively seek and incorporate feedback from the Doctors to refine strategies and operational approaches.</li> <li>Build and sustain open channels of communication to foster mutual trust and partnership.</li> <li>Provide insights and recommendations to the Doctors based on contemporary marketing approaches, market trends, and competitive analysis.</li> </ul>	<ul style="list-style-type: none"> <li>Positive feedback from the Doctors and Executive Team.</li> <li>Demonstrated responsiveness to Doctors with tangible adjustments or improvements to strategy.</li> <li>Successful alignment of initiatives with Doctor priorities, evidenced by joint decisions or endorsements.</li> </ul>
5.	<b>Relationships Management and Teamwork</b>	<ul style="list-style-type: none"> <li>Contribute to a positive and productive team environment through effective communication, teamwork and establishing strong working relationships with colleagues.</li> </ul>	<ul style="list-style-type: none"> <li>Positive feedback from direct reports and staff.</li> </ul>

	Develop and maintain strong working relationships with team members, internal and external stakeholders.	<ul style="list-style-type: none"> <li>• Maintain effective working relationships with doctors and all staff across the Practice.</li> <li>• Maintain effective working relationships with key external stakeholders and other relevant organisations and providers.</li> <li>• Develop and foster positive partnerships across the business to improve and support business outcomes.</li> <li>• Demonstrate commitment to learning through evaluation and review of own performance, team performance and development of skills and knowledge and utilisation of knowledge and information.</li> <li>• Role model a positive and proactive results focused 'can do' attitude and behaviour.</li> <li>• Perform other duties as required to support the objectives of the role and Jones Radiology.</li> </ul>	<ul style="list-style-type: none"> <li>• High levels of engagement measured through participation, feedback and internal communication.</li> <li>• Demonstrated influence on internal communication strategies aligned with strategic priorities and values.</li> <li>• Successful delivery of brand and engagement initiatives that strengthen both internal and external perceptions.</li> </ul>
6.	<b>Quality, Compliance and Risk</b>  Comply and adhere to quality, compliance, and risk management measures that promote a safe, equitable, and legally compliant work environment.	<ul style="list-style-type: none"> <li>• Ensure all marketing and communication activities uphold Jones Radiology's standards of clinical quality, meet regulatory compliance requirements, and proactively manage reputational risk to protect and enhance the Jones Radiology brand.</li> <li>• Ensure all marketing communications and patient-facing materials accurately reflect the quality of care provided and are aligned with clinical standards.</li> <li>• Ensure compliance with all statutory, legal and ethical obligation and compliance audits</li> </ul>	<ul style="list-style-type: none"> <li>• All compliance and audit requirements are met.</li> <li>• Timely implementation of risk management strategies aligned with best practice and policy.</li> </ul>
7.9	<b>Work Health and Safety</b>  Promote and maintain a safe, healthy and compliant work environment by adhering to all WHS policies and procedures.	<ul style="list-style-type: none"> <li>• Take reasonable care and act in a manner that does not place your own health and safety or that of others at risk.</li> <li>• Comply with all Jones Radiology Work Health and Safety policies and procedures and all legislative requirements.</li> <li>• Report all hazards, incidents, injuries, unsafe acts or conditions in line with Jones Radiology procedures and comply with any reasonable instruction.</li> </ul>	<ul style="list-style-type: none"> <li>• Compliance with all Jones Radiology WHS policies, procedures and relevant legislative requirements.</li> <li>• All hazards, incidents and injuries reported promptly and accurately in accordance with Jones Radiology's procedures.</li> </ul>

			<ul style="list-style-type: none"> <li>• Demonstrated commitment to maintaining a safe working environment through active participation in safety initiatives and training.</li> <li>• Timely response to WHS instructions and corrective actions when issued.</li> <li>• Positive contribution to a culture of safety, evidenced by proactive identification of risks or unsafe conditions.</li> </ul>
--	--	--	---

### Technical Skills, Knowledge and Experience

- A relevant qualification with subsequent experience; or an equivalent combination of relevant experience and/or education/training.
- An advanced degree in marketing, business, or a related discipline (MBA or equivalent) is preferred.
- Proven success in leading marketing and/or business development initiatives focused on strategic growth and market expansion.
- Strong analytical acumen with the ability to apply data-driven, innovative thinking to complex business challenges and opportunities.
- Demonstrated ability to lead, mentor, and inspire high-performing teams, with 3–5 years of senior leadership experience in a marketing or related role.
- A strong passion for customer-centric strategy, combined with an entrepreneurial mindset and a drive for innovation.
- Deep expertise in marketing strategy and brand enhancement, ideally within a regulated or healthcare environment.
- Exceptional communication, stakeholder engagement, and influencing skills, with a strong ability to contribute to and lead strategic discussions at the executive level.



## HOW TO APPLY

Applications including a cover letter and CV should be addressed to Andrew Reed and Justin Hinora. Please visit [henderconsulting.com.au](http://henderconsulting.com.au) to apply.

For a confidential discussion, please call (08) 8100 8849.

### **Please Note**

Your application will be automatically acknowledged by a return email.





# Clearer Picture

Jones  
Radiology

Subspecialised Care  
PAGE 6

Investing in Our Future  
PAGE 8

Organisational Strength  
PAGE 12

# Table of Contents

4	Introduction
6	Subspecialised Care
8	Investing in Our Future
10	Corporate Social Responsibility
11	Sporting Partnerships
12	Organisational Strength
14	Our Doctors
15	Our Vision



## Celebrating 100 Years of Excellence in Radiology

---

In 2025, Jones Radiology proudly celebrates 100 years of delivering high-quality medical imaging to South Australians. Since our founding in 1925, we have grown from a small, pioneering service into the state's leading radiology provider. Our centenary is not only a milestone of longevity, but a testament to our commitment to clinical excellence, innovation, and the people and communities we serve. This year, we reflect on the incredible contributions of our past and present teams, and look ahead with confidence and energy to the future of radiology.



Celebrating  
a century

# Introduction

Jones Radiology is South Australia's leading medical imaging practice and the provider of choice for hospitals and their clinicians.

Jones Radiology is majority owned by our radiologists who work and live in Adelaide. We are focused on exceptional clinical outcomes and invest in our people, our relationships and our clinics for the long term.

We are committed to being at the forefront of clinical practice, technology, innovation and subspecialisation with leading radiologists across all specialties, including Oncology, Neurosurgery and Neurology, Body Imaging (including Urology, Colorectal, Hepatobiliary), Breast and Women's Imaging (including Obstetrics and Gynaecology), Musculoskeletal and Sports Medicine, Respiratory and Chest Imaging, Paediatrics, and Research Imaging.

Our services are differentiated from other providers in several ways but notably by our radiologist and technologist specialisation. Individual or teams of specialised fellowship trained radiologists work with referring specialists to provide their patients with the optimal diagnosis and management.

We lead Multi-Disciplinary Team meetings (MDTs) in both public and private sector hospitals, contributing to both clinical education and optimal patient outcomes.

Our subspecialised radiologists are recognised as leaders in their field by the key South Australian referrers.

Working with our radiologists are a team of over 700 technical, nursing, administrative and support staff. Jones Radiology is proud to be a private radiology practice with integrated partner and executive management approach, multi-disciplinary Clinical Committee and dedicated Continuous Improvement and Digital Innovation Strategies.

As the leading medical imaging provider in South Australia, we have a track record of developing and building stand alone, integrated specialty, private hospital, regional and peri urban radiology centres across South Australia and Northern Territory.



Dr Mitchell Raeside, Chair of the Board



Professor Susan O'Neill, Chief Executive Officer

**We have a track record of delivering significant projects in the local radiology industry. Examples include:**

- Calvary Adelaide – A \$20.0M CAPEX project and one of the largest investments ever made by a South Australian private radiology practice. The project was delivered within both operational and budgetary expectations and in line with SA Health Hospital licensing and governance requirements.
- SAHMRI – a \$13.0M collaboration between Jones Radiology and SAHMRI to deliver clinical and research imaging services to South Australia known as the Clinical & Research Imaging Centre (CRIC).
- Our Stepney clinic adjacent Burnside Hospital Stepney (formerly Sportsmed) – Adjoining the hospital and situated for optimal access to referring GPs this clinic is tailored to the needs of the local orthopaedic and sports GP referrers as well as being the focal point for our high-end musculoskeletal service across the state.
- Contracts with Public Hospitals at Pt Augusta, Wallaroo, Pt Lincoln, Alice Springs & Tennant Creek, Whyalla, Victor Harbor, Gawler and Mount Barker.

We have recently established two new clinics to support regional demand in Victor Harbor and specialised women’s health imaging at 337 South Terrace, Adelaide.

We are also the chosen provider of multiple other hospital partners and specialty centres:

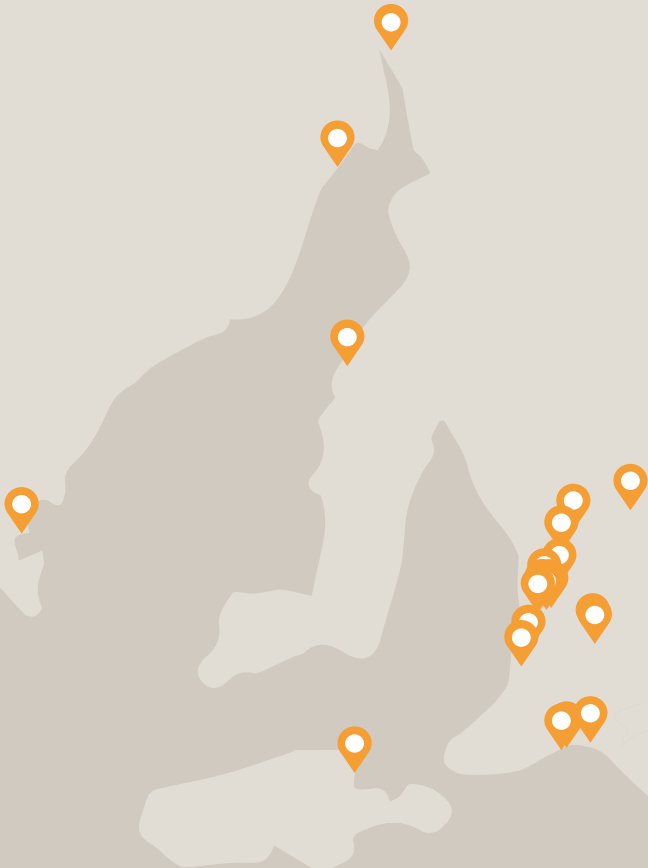
- St Andrew’s Hospital.
- Burnside War Memorial Hospital.
- The Tennyson Centre.

With 30 clinics across the state including 16 hospital sites we are well versed in both the requirements for accreditation and the interplay with our clinical partners.

Our experience, innovation, specialisation, values and processes contribute to Jones Radiology being a valued partner to consultant referrers, hospitals, healthcare professionals and patients.

**Dr Mitchell Raeside**  
Chair of the Board

**Prof. Susan O’Neill**  
Chief Executive Officer



Metropolitan and regional clinic locations



# Subspecialised Care

## Quality of Care Framework

Jones Radiology have developed a quality strategy and framework with our staff that encompasses all elements of our practice. A dedicated Clinical Manager ensures that our quality focus is embedded, continually improved and communicated. Specific processes have been developed with hospital partners including patient identification, consent and team timeout; patient handover; and infection control.

## Fellowship trained specialised Radiologists

Specialisation is inherent to our quality focus and a key point of difference between Jones Radiology and other medical imaging providers. Specialisation means that we have recruited and further developed radiologists who can support the needs of specific specialities as experts.

Our collegiate team approach ensures this knowledge is shared across all radiologists, with referrers benefitting from service consistency across all reporting radiologists.

These specialist areas include Oncology, Neurosurgery and Neurology, Body Imaging (including Urology, Colorectal, Hepatobiliary), Breast and Women's Imaging (including Obstetrics and Gynaecology), Musculoskeletal and Sports Medicine, Respiratory and Chest imaging, Paediatrics, and Research imaging.

## Professional development framework for Radiologists and all staff groups

Consistent with our Quality and Staff related strategic pillars, our teams participate in formalised development programs. Unique to Jones Radiology is a clerical CPD program covering topics such as customer experience, clinical awareness, emotional intelligence and customised leadership programs.

Dr Kirsten Gormly and Dr Deepa Jayakaran



# A clearer picture

## Doctor driven clinical outcomes

As a doctor owned and controlled practice, we ensure all decision making is based on ensuring the best clinical outcomes. This is fundamental to the Jones Radiology ethos and can be evidenced by the unrivalled quality of service and investment in further quality improvements.

## Engagement with clinicians

The South Australian clinicians are well known to Jones Radiology through clinical relationships and via our existing and extensive clinical coverage across the state. We regularly host RACGP accredited GP education events for local clinicians, supporting the best outcomes for patients.

Our Doctors also participate in more Multi-Disciplinary Team meetings than any other provider in South Australia across both the private and public sector. This encourages integration and collaboration between the radiologist and teams of clinicians across the following body areas: Colorectal, Breast, Urology, Neurology, Oncology, Lung & Respiratory, Head & Neck, Lymphoma, Interstitial Lung Disease and Neuro-Oncology.

## Formalised referrer, patient and staff feedback processes

Our quality strategy requires objective measurement of our performance. As such, we have developed formal processes including patient surveys, Net Promotor Score monitoring with our referring clinicians, online patient feedback mechanisms and our staff engagement survey.

## I-MED Radiology Network

Jones Radiology benefits from having I-MED, Australia's largest medical imaging group as our minority investor. Whilst maintaining our local control and decision making, with this investment, we benefit from:

- National Clinical Management Committee (NCMC) providing collaboration and clinical benchmarking.
- Utilisation of the I-MED technology systems providing benefits to hospitals and clinicians including lifetime image storage, data protection and 24/7 support to referrers.
- National contracts that direct patients to our clinics and partner hospitals.
- Risk management infrastructure and management against national benchmarks.

# Investing in Our Future

## Exciting potential

The future of radiology holds exciting potential with advancements in technology and data driven approaches. As improvements in image quality and clarity through innovations in hardware and software occur, more accurate and early diagnoses will be made available.

## Expediting diagnostic processes

Artificial Intelligence and Machine learning will play a crucial role in augmenting image analysis and expediting diagnostic processes, all while reducing human errors.

As personalised medicine evolves, imaging precision, timelines, early detection and specialisation will continue to grow.

## Investing in the best equipment

We have demonstrated our commitment to providing the South Australian community with access to the best medical imaging equipment in the world.

**Recently, Jones Radiology has twice brought first in southern hemisphere imaging equipment into South Australia.**

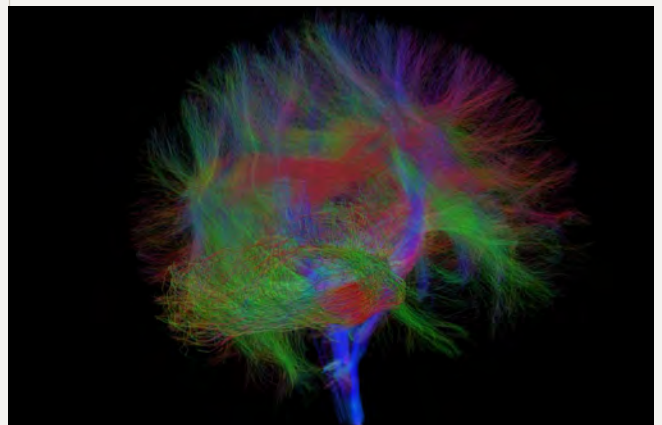
This a testament to our cutting edge approach to research and radiology advancement. For example, in July 2023, in collaboration with Siemens Healthineers and Federal and State Governments, we launched the world's second ever Cima.X MRI machine, the strongest 3T magnet on the planet. In October 2022 the same collaboration team launched the southern hemisphere's first Photon Counting CT scanner.

Jones Radiology has a history of introducing cutting edge equipment into the private sector and into local communities early, for example introducing the first MRI in private practice in SA in 1990, the first private PET/CT in SA at the Tennyson Centre in 2009, and Medicare eligible MRI into Mount Barker in 2014.

## South Australia's first digital PET

Continuing our dedication to delivering state-of-the-art medical imaging services to South Australians, we are pleased to announce the installation of the states first digital PET scanner at our Kurralta Park clinic.

Digital PET provides many benefits to both patients and referrers with lower dose, improved image quality and increased appointment availability with a significantly reduced scan time.



Human brain scanned on Cima.X. Image courtesy of NIF.





## Commitment to Research

Jones Radiology provides support for numerous clinicians with their research projects by creating imaging access and implementing specific protocols and reporting as required.

Our SAHMRI clinic is the leading clinical research site in South Australia and part of the National Imaging Facility (NIF), where the research-clinical partnership delivers world-leading imaging to support clinical trials and new medical products.

## Friends of Jones

The patient journey is extremely important to us, and we are constantly seeking ways to enhance our services.

We recently established a patient focus group that we affectionately refer to as "Friends of Jones".

Led by CEO Prof. Susan O'Neill and our Executive team, the group provides invaluable feedback and guidance from a patients' perspective.



Southern Hemisphere's first photon-counting CT (PCCT) at SAHMRI clinic.  
World's second ever Cima.X MRI machine, the strongest 3T magnet on the planet.



# Corporate Social Responsibility

Jones Radiology believes in our practice demonstrating a strong community and social responsibility. We have a variety of programmes providing support to associated organisations.

## Under Our Roof

As part of our community commitment, we are pleased to support country cancer patients by sponsoring The Hospital Research Foundation Group's Under Our Roof project. Under Our Roof provides accommodation for regional cancer patients and their families who need to travel to Adelaide for their treatment.

We believe the Under Our Roof homes are a much-needed asset for the community and make a real difference to the lives of rural families living with cancer. Since 2016, our sponsored house in Woodville has provided patients, their families and support networks a place to call home.

"The house was absolutely beautiful and had everything we needed and more. It has been an unexpectedly expensive year with medical services for us so the use of the house at no cost was just amazing". - Breast cancer patient who stayed in our Under Our Roof home.

## Prostate Cancer Awareness Month (September) and Breast Cancer Awareness Month (October)

Each September for Prostate Cancer Awareness Month, we donate \$10 from each Prostate MRI or PSMA/PET scan to Australian Prostate Cancer. During October, we have a similar commitment, for Breast Cancer Awareness Month by donating \$10 for each mammogram we perform to Australian Breast Cancer Research.

Australian Prostate Cancer and Australian Breast Cancer Research are charities that belong to The Hospital Research Foundation Group. Our donations go towards vital medical research into the detection and treatment of these diseases.

## NeuroSurgical Research Foundation

Jones Radiology has supported the NeuroSurgical Research Foundation (NRF) for over 10 years. The NRF is a South Australian charity whose objective is funding research into the cause, diagnosis, prevention and treatment of disease or malfunction of the brain, spine and nerves.

Each year we support various initiatives run by the NRF including:

- Grey May, where we donate \$10 for each brain tumour MRI performed during May to the NRF.
- NeuroSurgical Awareness Month.
- NeuroSurgical Training Meetings.



Prof. Susan O'Neill with Ginta Orchard, Executive Officer, NeuroSurgical Research Foundation (NRF) and peers at a Government House donors and sponsors reception.



# Sporting Partnerships

We are proud of our long-standing partnerships with South Australian sporting clubs, from grassroots to elite. Through these partnerships we provide a comprehensive range of diagnostic and interventional radiology services to ensure your favourite player's road to recovery is as quick as possible.

In addition to these long-standing partnerships we are pleased to provide support to sporting events such as the rugby international, Adelaide International tennis tournament, Tour Down Under and international cricket.



# Organisational Strength

## Board of Directors

Jones Radiology is steered by highly skilled and carefully selected individuals who comprise our Board of Directors.

They include both radiologists and industry experts, all committed to improving the future of radiology and advancing the practice.



**Dr Mitchell Raeside**  
Managing Partner / Chair of the Board

Dr Raeside graduated with a Bachelor of Science and a Bachelor of Medicine and Bachelor of Surgery with Honours (BMBS). In 2015, Dr Raeside was awarded a Fellowship of the Royal Australian and New Zealand College of Radiologists.

Dr Raeside has been Managing Partner since 2022.



**Rosina Hislop**

An AICD Fellow, Rosina serves on Boards across health, education and aged care. A Chartered Accountant and former partner at Ernst & Young, she has an executive background leading global companies in corporate strategy, finance and business model innovation.



**Mark Simpson**

Experienced executive who has held senior Operations and General Management roles within the I-MED Queensland and Regional business units. Through his current role as I-MED's GM Government Relations and External Partnerships he is leading I-MED's involvement with industry groups and State/Federal Government relations. Additionally holds a position on the Board of Australian Diagnostic Imaging Association (ADIA).



**Dr Geethal Malalagama**

Dr Malalagama completed his radiology training through the South Australia radiology training program and joined the Practice in February 2020.

He works part time at Jones Radiology and also holds a position at Flinders Medical Centre.



**Lisa Smith**

Commencing with I-MED in 2015 as commercial manager for VIC/TAS, Lisa has a strong background in health care including group manager business planning and Analysis at Epworth Healthcare, finance manager for Ramsay health care, group manager business reporting for Affinity Health and Business Analyst for St Vincent's & Mercy Private Hospital.



## Senior Management

Our senior leadership team is responsible for guiding and developing the Jones Radiology practice.



**Professor Susan O'Neill** Dip Nsg, BNsg, MNs, eMBA, Wharton Fellow, GAICD  
Chief Executive Officer

Commencing in October 2021 Sue is a high performing health executive who has held CEO/Executive roles for more than two decades and driven change across public and private hospital and health services in South Australia, Victoria, and NSW. Susan is a Professor at the School of Medicine and Public Health at Flinders University.



**Mark Evans**  
BAcc, LLB, Chartered Accountant, GAICD  
Chief Financial Officer

Accomplished CFO with over two decades experience practising strategic, commercial and business acumen. Mark previously served a leading global law firm in finance leadership roles in London and Sydney. Credentials include Member of the Institute of Chartered Accountants Australia and New Zealand (ICAAANZ), Bachelor of Commerce (Accounting) and Bachelor of Laws (LLB).



**Sarah Woon** Cert HSM, MBA, GAICD  
Chief Operating Officer

Commencing in October 2022, Sarah has responsibility for the operations of 30 hospital and clinic sites across SA and in Alice Springs.

Sarah has a background as a speech pathologist working with adults with head and neck cancer and neurological conditions and most recently held the position of COO and Executive Director, Allied Health at Southern Adelaide Local health Network.



**Dominic Mensforth** DipAppSci  
(Nuclear Medicine) Clinical Manager

Dom has been with Jones for over 20 years with an extensive background in medical imaging as a Nuclear Medicine Technologist. Over this time, he has developed a passion for quality and safety in the healthcare environment and for patient-centred care, which he applies to his current role as Clinical Manager. Dom has held governance positions with the Aust and NZ Society of Nuclear Medicine at both state and federal levels and has convened their Annual Scientific Meeting.



**Melissa Tong-Fulgueras** B.Mgt, HRM  
Head of People Services

This new role reflects our commitment to strengthening workforce strategy and enhancing employee experience. With over a decade of strategic HR leadership, Melissa brings expertise in talent management, organisational development, and cultural transformation.

Melissa has led large teams & enterprise-wide initiatives across engagement, inclusion, wellbeing, and leadership—helping organisations thrive by supporting their people and fostering positive, high-performing workplace cultures.



**Stuart Campbell** BMedSC, MCom  
Chief Technology Officer

Stuart plays an integral role in reinforcing our commitment to digital innovation and a strong technology strategy.

With over 15 years of experience leading technology teams and driving digital transformation, he brings deep expertise in cloud-narrative architectures, AI, and data-drive decision-making.



A clearer picture

# Our Doctors

Our subspecialised radiologists are recognised as leaders in their field by the key South Australian referrers.



# Our Vision

Jones Radiology is the provider of choice for all hospitals, referrers and patients in our communities.

## Our Purpose

Improve patient health care through accessible, empathetic and innovative imaging.

## Our Values

- We strive for excellence
- We are patient focused
- We are quality driven
- We work as a team
- We invest in our people

We have four strategic pillars to guide our strategic plan:

### Partnerships & Collaborations

Leveraging our key partnerships and collaboration for growth.

### Super Specialised Radiology

Becoming the preferred provider for selected super specialised radiology.

### Doctors and Staff

Developing the best skilled and engaged staff and doctors.

### Transforming Radiology Care

Designing integrated, reliable and quality driven systems and processes.

The strategy is enabled by:

- Building and developing our leaders.
- Investing in continuous improvement.
- Designing robust governance, risk and performance systems and measures.
- Strengthening our digital capability and data based decision making.

JonesRadiology