

firstline

Winter 2014

Positive insights into better healthcare PR
Quarterly news from Palin Communications

PM opens new Shepherd Centre facility

Prime Minister Tony Abbott showed his support for children with hearing loss by officially opening The Shepherd Centre's newest early intervention centre in Newtown, Sydney.



Tony Abbott addresses guests at the official opening.

The official opening of the centre saw a full house of major metro media outlets. All major outlets attended including Channel 10, Channel 9, Sky News, ABC, AAP and 2GB. They witnessed our PM pay homage to the work of The Shepherd Centre. There were also a number of emotional and moving speeches from parents of deaf children and past graduates who affirmed the value The Shepherd Centre's early intervention therapies provide for children with hearing loss and their families.

ABC 24 TV News aired the PM's official opening speech live, Channel 10 compiled a positive segment about the importance of The Shepherd Centre and the value it brings to deaf children and their families, 2GB interviewed the PM and ran some news grabs with CEO Jim Hungerford. ABC radio aired the news of the official opening on "The World Today" and the Inner West Courier ran a great story about the opening which was syndicated to the Daily Telegraph.

The Palin team was on board to assist The Shepherd Centre in managing media interest and generating media coverage.

There was also a flurry of social media activity with blogger Mrs Woog, Channel 10 journalist Jess Turner and many news outlets happily posting and tweeting with the official hashtag throughout the event.

Garvan Research Foundation puts the spotlight on fundraising

For more than fifty years, Garvan researchers have helped Australia cement its place at the forefront of medical breakthroughs and scientific research. Many of the Garvan's ground-breaking research projects would not have come to fruition without ongoing donations made by corporate Australia and individuals.

While many Australians applauded the Federal Government for announcing the establishment of a new multi-million dollar Medical Research Fund as part of its 2014 Budget allocations, the Garvan Research Foundation took the opportunity to remind Australians that philanthropy and fundraising for medical research is still vital.

The Palin team has been working with the Garvan Research Foundation throughout May and June to generate editorial media coverage about the importance of fundraising to sustain some of the country's most cutting edge research. Interviews and photo opportunities were arranged with the Garvan Research

Foundation's Chief Executive Officer Andrew Giles and some of Garvan's leading researchers.



Fundraising is a key to progressing research breakthroughs via the Garvan Research Foundation.

The editorial activity spear-headed by Palin Communications supported the Garvan Research Foundation's annual tax appeal activity and secured national and local media stories.

Westfund Health wraps up a successful quarter

It has been a busy few months for Westfund Health and the Palin Communications team. The regional private health insurance fund has embarked on several initiatives that have helped to boost the fund's already thriving media and public profile.



Westfund CEO Graham Danaher speaks to media outside the newly-opened Maroochydore branch.

Westfund opened the doors to its first Queensland head office in Maroochydore on the 7 April. The media launch attracted many Westfund supporters including the Federal Health Minister Peter Dutton, Sunshine Coast Mayor Mark Jamieson, Clive Palmer MP and other government dignitaries. Palin Communications managed to secure positive media coverage with WIN TV, Seven News, Sunshine Coast Daily, Maroochy Weekly, Sea FM and Mix 92.7FM. Conversations about the Maroochydore launch extended onto Facebook and Twitter in the days following the official launch.

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drives health-related change



Federal Health Minister Peter Dutton helped to open Westfund's new head office on the Sunshine Coast.

Westfund has also engaged in national discussions about the 2014 budget announcement. In the lead up to the 13 May announcement, Westfund offered media valuable commentary on the National Commission of Audit Report and provided clarification on how the budget decisions would impact individual Australians.

The Palin team has also helped Westfund continue its advocacy work for improving dental services in regional Australia. Westfund spoke to WIN TV news and regional newspapers about the positive decision to keep overseas-trained dentists on the Skilled Occupation List.

There are no signs of slowing down with Westfund getting ready to launch some new and exciting initiatives in the next few months. Stay tuned!

Bisolvon launches Sachets just in time for winter

Boehringer Ingelheim worked with Palin Communications from May – August 2014 to help launch the new Bisolvon® Chesty Forte Liquid on-the-go Sachets. The innovative, pharmacy only product hit pharmacy shelves from 1 June – just in time to mark the first day of winter.

The product does not require a measuring cup as each sachet contains a single dose of 8mg bromhexine, the same strength as Bisolvon® Chesty Forte Liquid per 5mL, the #1 selling product in the Cough category1.

The new product is part of the company's continuing commitment to helping pharmacists and pharmacy assistants better meet the needs of their customers.

To help celebrate the launch of the new Sachets, Palin Communications developed and ran a competition for Pharmacy staff giving them the chance to win one of ten Virgin Australian travel vouchers to get them on-the-go to their next holiday.

The Palin team helped coordinate media relations activity around the launch announcement, communicated with Pharmacy staff via email and fax outs alerting them to the competition, and developed a supporting competition page on www.postscript.com.au to drive entries during the open period.

The competition generated a range of positive media coverage in healthcare professional media and achieved over three thousand competition entries!

Always read the label. Use only as directed. If symptoms persist see your Healthcare Professional.



Billy Blob helped launch Bisolvon's Chesty Forte Liquid on-the-go Sachets with his signature style.

Evolution of the Palin team

The much admired and respected Palin PR pro Karina Durham has been promoted to Account Director. This is clear acknowledgment and due reward for her role in managing a range of award winning campaigns at Palin Communications over eight years. She takes on increased roles in strategy development, creative responses to client briefs and mentoring the up-and-coming young guns in the Palin team.

Speaking of which, there have been changes at the Account Executive level as well. Talented Canadian import Sonya Friesen is using her skills and energy to support PCFA, Shepherd Centre and a range of other projects. Charles Sturt graduate Rochelle Ritchie has turned an enthusiastic stint as an intern into a role as an Account Executive. She is doing a great job supporting our work in bowel cancer, men's health and other projects.

Onward and upward as the Palin Communications team evolves.



Karina (top), Rochelle (middle) and Sonya (above) are key members of the flourishing Palin team in 2014.

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