

firstline

Spring 2013

Positive insights into better healthcare PR
Quarterly news from Palin Communications

“Haydos” helps PCFA with Big Aussie Barbie

Mathew Hayden leveraged his “legend” status among Aussie blokes into greater awareness of prostate cancer in September. Hayden signed up as the official ambassador for the 2013 Big Aussie Barbie campaign following his father’s diagnosis with prostate cancer.



Matthew Hayden chatting with Karl on TODAY.

He has been encouraging Australians everywhere to fire up the barbeque and support the work done by Prostate Cancer Foundation of Australia. PCFA hopes the barbecue initiative acts as a vehicle to encourage all Australians – not just men in the high risk age group – to discuss prostate cancer and be aware of the risks.

The Big Aussie Barbie - proudly supported by national sponsor The Commonwealth Bank – was officially launched in Sydney at Customs House on Tuesday 20th August ahead of International Prostate Cancer Awareness Month (September).

Matthew Hayden was invited into the TODAY Show studios on the morning of the campaign to chat about the cause. The national campaign launch was also covered on ABC 24 Breakfast, Fox Sports News Breakfast, 2CH, 2GB, 2UE and a range of other stations across NSW. There have been over 100 pieces of coverage over the course of the campaign to date. PCFA and Matthew urged people to get together and turn up the heat on prostate cancer throughout the month of September (see www.bigaussiebarbie.com.au).

AusHSI: 2013 Thought Leaders Forum “The 12Billion Health Fix”

Greater use of community input and an independent authority charged with responsibility for making non-political decisions about how we get the best “bang for our buck” in healthcare were among the ideas debated at the “\$12B Health Fix” forum convened by The Australian Centre for Health Services Innovation (AusHSI) at the Queensland University of Technology (QUT) in Brisbane for their 2013 Thought Leader’s Forum on Thursday 29 August 2013.

The debate was convened to encourage creative ideas on how we allocate scarce healthcare dollars to meet competing demands and service needs. Each speaker was given the brief to be creative and granted 12 minutes to spend the \$12 billion QLD health budget to improve healthcare, followed by audience questions and vote.

Palin Communications handled the PR for the event. The debate was covered in Pharmacy Daily, Hospital and Healthcare Bulletin and Ethics and Law Health News among other online news websites.



AusHSI Academic Director Nick Graves, outlined his “12B Health Fix” at the AusHSI 2013 Thought Leader’s Forum.

Professor Nick Graves was interviewed on ABC 612 in Brisbane as well as National Radio News and Professor John Fraser spoke on 4BC Brisbane’s Breakfast program about the forum and health efficiencies.

Overall the panel discussion triggered 108 tweets on the night and in the few days after the event. People also retweeted about the debate over 139 times.



Dr Ginni Mansberg launched the GP Weight Loss Alliance at the National Obesity Forum in Sydney.

Dr Ginni Mansberg launches GP education campaign at first National Obesity Forum

Media medico Dr Ginni Mansberg helped iNova launch their GP education campaign and the newly formed “GP Weight Loss Alliance” to a captive audience of over 260 GPs at the National Obesity Forum in Sydney.

The campaign aims to encourage GPs to be more proactive in speaking to their patients about weight loss. Delegates at the forum also generated a consensus statement after data was presented that suggested only half of the obese patients visiting their GP were having their weight recorded. The consensus statement from the Forum emphasised, the importance of weighing patients regularly, the need for GPs to be promoted as an important resource for Australians who want to lose weight and the need to encourage overweight Australians to “talk to their GP” about effective weight loss options.

Australian General Practitioners across the country are also being encouraged to sign up for the Alliance. This is an initiative via which GPs will be featured in local media activities to promote the role of GPs in weight management.

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Where evidence-based PR drives health-related change



Dr Ralph Bright helps Big Terry Archer get back on the balls of his feet with stem cell therapy.

Boxer gives Fox Sports exclusive view of stem cell therapy

Former Australian heavyweight boxing champion Terry Archer has been suffering from the brutal training he put his knees through in his younger years. He now has severe osteoarthritis.

Fox Sports got the inside look at stem cell therapy as they followed Terry through his "Stromed" stem cell therapy procedure. They also filmed him at his newly established gym, Synergy Active, coaching young boxers who are disadvantaged or are juvenile offenders and helping them get back on track.

Terry is hoping the stem cell therapy helps alleviate his chronic knee pain and get him back in the ring to coach his boys better than ever. Fox Sports will check back in with Terry in five weeks to see how his treatment has gone.

We're all hoping for the best for the big guy, so stay tuned for his results.

Palin presents in defence of disease awareness

Martin recently presented at the Festival of Ideas in Melbourne defending the benefits of disease awareness campaigns in the community.

He explained his frustration that somehow "disease awareness" has become such a dirty phrase in the face of critics who linked it to disease mongering and over diagnosis of illness.



Martin and Natasha Mitchell from Radio National humour industry critic Ray Moynihan in an interactive session at the Festival of Ideas.

"What used to be a noble enterprise done for good public health reasons – alerting Australians to diseases and letting them know what they can do to avoid them - is now in some contexts the subject of derision," said Martin.

Martin's talk brought attention to the benefits of disease awareness and the good things that come from intervening earlier in diseases. He explained that to constantly emphasize the risks is to deny that good public health policy and clinical practice is a balancing act.

"It's a balance between the potential harm of the intervention that might come from identifying an early sign of the condition – perhaps some biomarker or screening image - versus the potential public health benefits that come from early diagnosis and treatment."

Martin concluded his talk: "Awareness campaigns are driven out of genuine concern for patients in light of the evidence that confirms the enormous benefits that can accrue from early intervention. Every alleged risk associated with what the naysayers call 'disease mongering, medicalization or over-diagnosis' carries the prospect of tantalising benefits in the form of reduced disease, healthier lifestyles, more time with loved ones and longer lives."

To see the video blog version of Martin's talk go to www.palin.com.au

QBIOTICS completes \$6.35M via prospectus

QBiotics Limited is once again in the news having closed its Prospectus offer after successfully raising \$6.35m from over 270 investors.

The capital raise has put QBiotics into a strong position with over \$10m to invest into its product pipeline of two oncology drugs and a wound healing treatment in development as human and veterinary pharmaceuticals.

The offer was managed by the company's Corporate Finance Manager Reuben Buchanan with PR support from the Palin Communications team.

"A result of \$6.35m from private investors in the current market is an outstanding result. I know that there are many small cap ASX companies would love to achieve a result like this," said Buchanan.

The result has so far been reported in the Courier Mail, The Cairns Post, BRW, Pharmacy Daily, The Australian Financial Review online, Pharma Dispatch and Biotech Daily.

QBiotics CEO Dr Victoria Gordon is excited about the result. "These extra funds will support QBiotics to reach some key milestones which could deliver significant value to our shareholders," said Dr Gordon.



Dr Victoria Gordon, CEO of QBiotics.

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