

firstline

Summer 2012

Positive insights into better healthcare PR
Quarterly news from Palin Communications

Huge media interest in blood test for bowel cancer

Palin Communications teamed up with Clinical Genomics in November to announce a remarkable breakthrough in bowel cancer detection.

An effective, reliable, affordable blood-based test for bowel cancer has been the ultimate aim for many scientists working in molecular diagnostics around the world. Australian biotech company Clinical Genomics announced a major advance in that regard.

The announcement was featured on ABCTV News on Friday the 2nd of

November and immediately set off a raft of supporting tweets and comments.

<http://www.abc.net.au/news/2012-11-02/researchers-develop-blood-test-for-bowel-cancer/4349474>

The test - based on research presented to healthcare professionals earlier this year - is the result of over five years of scientific collaboration between Clinical Genomics, CSIRO and the Flinders Centre for Innovation in Cancer at Flinders University in Adelaide.

The team identified a two gene combination called "Gemini" which was able to detect bowel cancer 76 per cent of the time with an accuracy of 93 per cent in normal patients. The two genes, BCAT1 and IKZF1, were discovered and validated in cancer tissue specimens before research moved to blood testing late last year.

While the initial study reported on a group of 251 patients, a larger study of more than 2,500 patients is presently underway and will be complete in early 2013.

Prostate cancer awareness continues to grow

The Big Aussie Barbie continues to grow as an important fundraiser for Prostate Cancer Foundation of Australia (PCFA). Now in its third year, the extended marketing team implemented a campaign that was more integrated than ever.

The multifaceted communications program included new creative, an interactive website, social media platforms, launch events across the country, dedicated sponsors, committed ambassadors and proactive PR. It attracted more than 800 barbecue registrations (a 51% rise compared to the 2011 campaign) and is expected to generate a significant increase in fundraising compared to 2011.

With the generous support of celebrity ambassadors and case studies, Palin Communications helped generate more than 3 million impressions and opportunities to see branded PCFA coverage throughout August and September.



PCFA CEO Dr Anthony Lowe getting into the spirit of the campaign at the Sydney launch.

NDIS triggers Guide Dog PR

Gulliver, the giant guide dog, has travelled to 24 towns across NSW and the ACT for two months spreading a very important message. He has been out to remind state and federal governments about



Minister Constance being presented with over 19,000 signatures by Paralympian Jenny Blow and guide dog client James Bennett.

the importance of funding orientation and mobility services for people with vision loss under the proposed National Disability Insurance Scheme (NDIS).

When the NDIS: A Vision For All campaign was launched on 15 August, Guide Dogs set out to collect 10,000 signatures of support from the community. On International White Cane Day (15 October), 19,265 signatures were presented to NSW Minister for Disability Services Andrew Constance at NSW State Parliament and federal Minister for Disability Reform Jenny Macklin at Parliament House in Canberra.

Media relations played an important part in helping to reach the target for signatures. Guide Dogs NSW/ACT and Palin Communications pursued major metro, regional and suburban editorial opportunities with the help of people who have impaired vision, including campaign ambassador Paralympian Jenny Blow.

The campaign generated over 170 media stories and hopefully will have a positive impact on future funding for orientation and mobility services.

"We're very grateful that Palin Communications was able to provide pro-bono support for this important campaign," said Charles Ulm, Marketing and Communications Manager for Guide Dogs NSW/ACT.

"Their strategic advice and media relations nous greatly assisted in the shaping and implementation of the campaign."

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Palin
COMMUNICATIONS

Where evidence-based PR
drives health-related change



Cell Innovations as featured on Today Tonight on Channel 7.

Stem cell revolution

Australian stem cell company Cell Innovations recently met with senior stem cell researchers and clinicians in Sydney to discuss the future of stem cell therapy in Australia.

Palin Communications helped Cell Innovations reach out to a range of media around the NSW Stem Cell Network conference in October, resulting in targeted healthcare professional and consumer coverage, including the Herald Sun, the Courier Mail and 4BC.

Cell Innovations is a pioneer of the clinical application of adipose (fat) derived stem cells to treat musculoskeletal conditions like osteoarthritis.

The company has patented a technique for isolating stromal vascular fraction (containing stem cells and growth factors) via ultrasonic cavitation – a form of ultrasound.

Prior to the conference Palin Communications assisted Cell Innovations with localised and metropolitan media outreach, resulting in a range of media coverage and feature story on Today Tonight on Channel 7.

Health Service research on the agenda

Palin Communications recently helped launch the Australian Centre for Health Services Innovation.

The Centre for Health Services Innovation, a collaboration between Queensland Health, the Royal Brisbane and Women's Hospital



(RBWH) and the Queensland University of Technology, is charged with delivering solutions to Australia's key health service challenges through better research.

The announcement was made to Queensland media and other stakeholders on October 11th, during the RBWH 2012 Healthcare Symposium, featuring a range of funded programs with the potential to deliver improved patient care and cost savings to the Queensland health system.

Positive image for radiology

The Royal Australian and New Zealand College of Radiologists (RANZCR) recently worked with the team at Palin to help promote the 2012 Asian Oceanian Congress of Radiology.

Surfing as safe as running, unless you're a competitor



Media coverage of innovative research presented at the AOCR 2012 Conference.

A program of conference media relations focused on key innovative research programs presented at the conference helped deliver over 6 million impressions from news stories around the conference. 82 per cent of coverage achieved at the conference importantly contained reference to the College of Radiologists.

Subsequent to the AOCR 2012 Conference, Palin helped the College announce to media its involvement in the first-ever International Day of Radiology.

The International Day of Radiology is an initiative of the European Society of Radiology (ESR), the Radiological Society of North America (RSNA) and the American College of Radiology (ACR). www.aboutradiology.org.



Red Bull sponsored daredevil Felix Baumgartner standing 39 kilometres above earth, meanwhile closer to home 'recommended' videos appear on YouTube.

Social media dilemmas

Most Australian medical companies are getting the hang of the social media compliance thing by now.

Companies know they are held to account for the content generated (in whatever way and by whoever) via the online assets they own and control.

They know that the responsibility for Facebook comments lives with the sponsor of the page – even where that content is not generated directly by the sponsor. If someone who “likes” the page is posting non-compliant content then you better have some processes in place to deal with, edit, adjust, delete or hide that content.

Preferably within the first 24 hours.

But a recent ruling by Medicines Australia has flagged an increased level of responsibility for content and links over which manufacturers have absolutely no control.

As reported recently by Pharma In Focus, Medicines Australia is now taking a serious interest in the additional video “Recommendations” that are posted by the YouTube system next to videos as consumers play them.

In his latest blog, Martin explores the implications of this decision for medical companies and their social media plans. Head to www.palin.com.au/_blog/Healthcare_PR_Insights to read more.



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