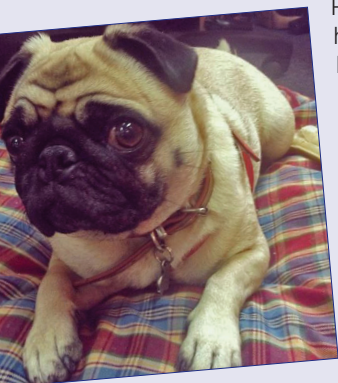


# firstline

Autumn 2015

Positive insights into better healthcare PR  
Quarterly news from Palin Communications

## MARS Petcare picks Palin for pet-friendly PR



**Palin team Mascot "Edie Durham" is delighted at the appointment.**

Palin Communications has been selected by MARS Petcare to manage a new PR campaign that promotes the health and emotional benefits of human-animal interaction.

The campaign will focus on a wide range of scientific evidence that shows pet ownership facilitates exercise, brings communities together,

provides healthy

companionship for elderly people and helps improve certain developmental conditions in children such as autism.

Martin Palin, said he was delighted to be appointed by MARS Petcare to the project.

"It shows the depth and variety of work for which healthcare PR agencies are uniquely suited. It's about using a health-focused news sense to make the broad benefits of pet ownership more visible," said Palin.

MARS Petcare and Palin Communications recently kicked off the campaign with some proactive media relations for "Love Your Pet Day". This was followed up with media campaigns that showcased the benefits of pet ownership for elderly people and the role that pets play in reducing the symptoms of autism. A social media promotion related to "Take your dog to work day" will be launched in June 2015.

## Palin gets baking for Australia's Biggest Morning Tea

Every coffee and cake will count in May when Cancer Council's annual fundraiser Australia's Biggest Morning Tea begins. The national cancer charity hopes to raise \$13 million to fund life-saving cancer research, prevention programs and much-needed support for cancer patients and their families.

Since February, Palin Communications has been working with Cancer Council Australia with celebrity engagement and media relations in the run up to the campaign. Palin Communications will be holding our morning tea on 28th May and we encourage our clients to get involved by hosting their own morning tea.

Simply get together with your friends, family or workmates, put the kettle on and make your cuppa count. Register at [www.biggestmorningtea.com.au](http://www.biggestmorningtea.com.au) or call 1300 65 65 85 and help support Cancer Council's vital work. You'll receive a free host kit packed with fundraising ideas, party tips, mouth-watering recipes from celebrity chefs and everything you need to get started.

The official date for Australia's Biggest Morning Tea is Thursday May 28th but you can host a morning tea anytime throughout May or June.



**Lyndey Milan is one of the many celebrity chefs supporting Australia's Biggest Morning Tea.**

## New consultants at Palin

The Palin Communications team continues to grow.

Intern extraordinaire Katherine Kalas has joined the team as a full-time Account Executive. In a time-honoured tradition at Palin, Katherine is another bright graduate to make the transition from impressive intern to full-time consultant. After completing a three month internship in late 2014, Katherine is now assisting on projects for Janssen, Cancer Council, GlaxoSmithKline and Clinical Genomics.

Palin Communications has also welcomed a new international intern to the team. Indira Plaisimond was with the Palin team for an extended internship as part of her course work with Boston University.

The Palin team is also preparing for a bitter sweet farewell to Amy Palin, who has been working full-time at the agency for the past six months. Amy will be heading to Europe in May and the entire Palin team wishes her well and eagerly awaits her return.



**Katherine Kalas is Palin's latest Account Executive.**



**Indira Plaisimond from Boston University.**



**Amy Palin gets set to take on Europe.**

# Palin

COMMUNICATIONS

Where evidence-based PR  
drives health-related change

## New eBook set to educate on patient activation

Palin Communications has recently launched its new eBook series which will see a range of new resources providing guidance on topical areas of healthcare PR.

The first eBook will look at "Patient Activation" and what kind of strategies drive successful campaigns for manufacturers and other stakeholders.

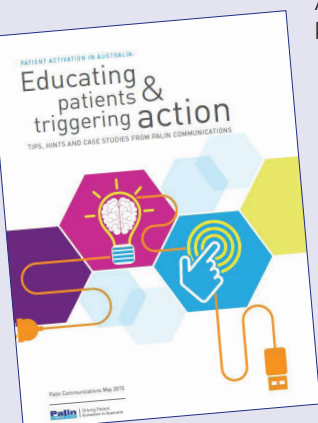
It begins by examining the transition of medical marketing from the time it regarded patients as passive receivers of information to a more modern view of patients as being informed, active, connected and ready to take action in the interests of their own health. It provides tips on developing programs that

encourage two-way conversations between patients and healthcare professionals.

The first eBook provides a bevy of tips, hints and learnings from case studies to help build effective communications strategies and cost effective "patient activation."

The second eBook will look at content marketing for healthcare companies and how it can be used to raise corporate profiles, trigger discussions and reframe issues.

Go to the Palin website to download the first eBook entitled "Patient Activation in Australia: Educating patients and triggering action".



### Palin launches the "Patient Activation in Australia" eBook.

## Palin launches daily medical news service

The Palin team is inviting people to sign up to its new free daily medical news service. The daily email is distributed every morning and summarises four of the top health-related stories of the day as reported in major Australian newspapers. The new service is great for staying on top of the issues and seeing whether your category is in the news. Visit the Palin website to find out more.

## Video blog program expands to incorporate full Palin team

Palin Communications has expanded its popular video blog program to incorporate contributions from the wider Palin team.

The previous video blogs had typically been opinion pieces from Martin looking at topical PR issues. He asked whether PR "wags the dog" in setting agendas, explained what healthcare PR consultants actually do and illustrated some differences in the communications strategies used to raise awareness of health issues rather than raise money.



### Palin launches Palinsights.

Now the broader team is on the act with the launch of the **Palinsights** program.

These video blogs will feature Palin's consultants offering short, snappy guidance and insights related to specific public relations issues



First up Ben Seal and Amy Palin take viewers through the interconnected world of content marketing and social media promotion. They provide their top five tips to integrate content marketing and social media into health-related corporate profile raising.



Then Palin young guns Ishtar Schneider and Sonya Friesen offer valuable advice to up-and-coming PR gurus about healthcare PR as a possible career option. While healthcare PR is not easily understood by graduate students, Ishtar and Sonya provide a succinct explanation of the benefits, risks, challenges and rewards that can come from considering a long term career in healthcare PR. All those with an eye on healthcare PR as a career or considering a change should check out the blog on the Palin website.

Don't forget you can always visit [www.palin.com.au](http://www.palin.com.au) to click through to the eBook, latest news, Palin social media posts and the video blogs for Palinsights.

# Palin

COMMUNICATIONS

For more information  
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