

# firstline

Autumn 2016

Positive insights into better healthcare PR  
Quarterly news from Palin Communications

## Olive leaf extract helps reduce cardiovascular disease risk

The Palin team worked with Comvita to shine a light on new research published in the European Journal of Nutrition, which indicates that olive leaf extract can help reduce cardiovascular disease risk factors. Professor Ian Rowland, co-author of the study, from the University of Reading presented his findings at the annual national Pharmacy conference (APP) on the Gold Coast.

Results of the study demonstrated that the average blood pressure and cholesterol levels of study participants were lower after six weeks of olive leaf extract intake relative to placebo. The authors concluded that daily consumption of olive leaf extract resulted in improvements in several cardiovascular disease (CVD) risk factors.

Small improvements in risk factors can be significant and the effect of the olive leaf extract on blood pressure may be associated with a 9-14% reduction in cardiovascular

risk, making it a useful addition to a healthy diet and lifestyle.

Professor Ian Rowland said the results are promising and support a natural approach to helping manage cardiovascular risk factors and overall health.

“We think this is a significant finding. Cardiovascular disease is the major cause of premature death worldwide with clear evidence that reducing risk factors like elevated blood pressure and cholesterol can help prevent this disease.”

The research was featured on Channel 9 National News on Thursday 17th March. You can view the story [HERE](#)

## James Tobin joins PCFA's The Long Ride for prostate cancer

Weekend Sunrise weather presenter James Tobin hit the highway in April 2016 for The Long Ride to raise crucial funds and awareness for Palin client the Prostate Cancer Foundation of Australia (PCFA). James took his weather report on the journey, travelling thousands of kilometres from Sydney and across the Nullarbor to Margaret River, WA.

The Long Ride organisers Chris and Gail Dunne joined James and other riders under the iconic Sydney Harbour Bridge before setting off on the road to join 430 participants.

The Long Ride is the biggest event of its type in the Southern Hemisphere. Since 2008, PCFA has been the beneficiary of proceeds from this unique event due to its focus on assisting men to take care of their health issues, while also promoting safe motorcycling.



*Weekend Sunrise weather presenter James Tobin (far right) with organisers Gail and Chris Dunne start The Long Ride in Sydney with their fellow riders.*

James spoke to Larry Emdur and Angela Cox on The Morning Show about the importance of jump starting conversations about men's health and encouraging men to talk to their doctors about appropriate testing. You can view the story [HERE](#)

## New e-book unravels corporate reputation

For all the talk about how important a “positive corporate reputation” is, there is surprisingly little written about what tangible actions you should take to build one. What specific themes should be the focus for Australian medical and pharmaceutical companies that aspire to be thought better of?

Palin's latest eBook (Building and maintaining a positive corporate reputation: A guide for Australian healthcare companies) looks at transparency, innovation, issues

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*Comvita's Dr Ralf Schlothauer is interviewed about the cardiovascular benefits of Olive Leaf Extract by Channel 9 News.*

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Where evidence-based PR  
drives health-related change

management, corporate content and other issues. It analyses the variables that underpin “corporate reputation tables” and outlines why they are important to a positive company image.

The eBook is free to download and provides:

- A summary of the Top 7 drivers of corporate reputation in Australia
- An analysis of what has changed in recent years to make them even more salient
- Pictorial case studies that bring these themes to life
- A rationale for why new approaches to corporate content and social media are so important in developing a positive corporate image



*“Pharma struggles with its reputation”.*

Palin Communications MD Martin Palin believes there are plenty of general discussions in the industry about “image” but not enough analysis of the specific actions and positions that companies can take.

“People have different views about what to focus on in building a positive reputation. In the face of such widespread negativity about ‘big pharma’ I wanted to look at what kinds of actions are most productive in re-framing those perceptions. That essentially is what the eBook is about,” said Palin.

Download the eBook [HERE](#)

## Home doctor visits taking pressure off public health system

After hours home visits by a doctor are back in vogue – and back in the media – following research that shows they help take the pressure off public emergency departments.

National Home Doctor Service is Australia’s largest provider of after-hours medical visits – known as “medical deputising” in the primary healthcare community.

Palin Communications and National Home Doctor Service have been working together to brief journalists on the new analysis and to launch the service in additional Australian regions.

Following a launch of the service in Perth in early 2016 (covered via a feature story in the West Australian) a series of briefing meetings for medical journalists were convened in Sydney. This has triggered widespread reporting in the Australian GP media.

A new report (Improved access to after-hours services: A policy success) was then launched in March that underpinned a national TV exclusive on the Channel 7 News Network and a raft of regional news reports.

National Home Doctor Service CEO Ben Keneally feels the business is starting to get some important PR traction now. “Low awareness is a key issue for us, so positive, accurate high profile media stories are an important part of the mix for us.”



*Media interest in National Home Doctor Service.*

*Claire Leonard-Matthews and Allie with paediatric transplant surgeon, Dr Albert Shun (The Children’s Hospital at Westmead).*



## Raising awareness of childhood liver disease

Palin Communications is pleased to be partnering with Liver Kids Australia in the lead up to the inaugural Liver Kids Australia Conference and Family Day on 9th July 2016.

This event is the first of its kind in Australia, bringing together families and children whose lives have been impacted by childhood liver disease and liver transplant. Approximately 1 in every 12,000 children are born each year with a liver disease. The most common is Biliary Atresia, which is an aggressive disease responsible for 60% of all paediatric liver transplants.

Liver Kids Australia founders Claire Leonard-Matthews and John Matthews were inspired to raise community awareness and family support networks through the charity following their experience with their own daughter Allie, who received a liver transplant at age 1.

The Conference and Family Day aims to raise the profile of childhood liver disease and to showcase the support that exists for families who are affected. Look out for more news on Liver Kids Australia soon.

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