

# firstline

Spring 2016

Positive insights into better healthcare PR  
Quarterly news from Palin Communications

## National media interest in new rainforest cancer compound

The Palin Communications team has been helping long term client Australian life sciences company QBiotics report good progress in developing EBC-46 as a potential local treatment for solid tumours in humans. QBiotics is a public, unlisted company based in Brisbane, Queensland. EBC-46 is a novel compound with anti-cancer properties that is derived from a plant unique to Australia's tropical rainforest. Now, a multi-centre human trial is showing encouraging results.

The study has now treated eight human patients. This study is primarily being undertaken to examine the safety of EBC-46. The drug has been well tolerated by all patients treated and sound evidence of efficacy has also been noted in tumours of all the patients treated. This response in humans is very similar to what has been seen in the successful veterinary studies with EBC-46 where full tumour destruction is noted.



*Dr Victoria Gordon, CEO of QBiotics, is interviewed by Channel 7 News about progress made in the first human trials of EBC-46.*

Our recent media relations strategy triggered a national TV news exclusive with Channel 7 as well as a range of reports in The Australian, The Cairns Post, Biotech Daily, Pharma Dispatch and other business publications. The PR coincided with another round of capital raising for the company in late August.

## Australia rallies around Dr Chris Brown to #KeepAusPetFriendly

High profile veterinarian Dr Chris Brown has helped launch a national campaign called **#KeepAusPetFriendly** on behalf of Palin Communications client Mars Petcare. The campaign aims to reverse the downward trend of pet populations in Australia and raise awareness about the benefits of pet friendly policies in our community.

Dr Chris Brown has been speaking to a range of media and political decision makers about pet-friendly rental properties, transport, cafes and outdoor spaces as key areas needing improvement. He warns that if we don't act now, we might lose our best mates from our lives along with all the benefits this friendship brings. The campaign has already received substantial media attention including coverage from The Daily Telegraph, Herald Sun, Courier Mail, Channel 10 News nationally, Channel 7's Sunrise, Huffington Post and the Daily Mail, just to name a few. The initiative is underpinned by a social media campaign across Facebook, Twitter and Instagram using the hashtag **#KeepAusPetFriendly**.

Academics, health stakeholders, policy makers, pet lovers and social media influencers alike are getting behind the campaign to ensure future generations



*Dr Chris Brown and Minister Jaala Pulford chatting about #KeepAusPetFriendly on the steps of Parliament House in Melbourne for Channel 10 News.*

do not miss out on the benefits of pet ownership. Instagram-famous cats and dogs like The Blue Boys, Frost Official, Lulu&Finn, Homer the Pug and Ned the Cavoodle are also standing up for their kin and supporting on social media.

## Palin agency news

It's been a big few months for the Palin team with lots to celebrate.

Palin Communications was a finalist in the PR Campaign category for our work with client Comvita Australia in promoting the cardiovascular benefits of Olive Leaf Extract in the 2016 PRIME Awards. The PRIME Awards celebrate the best in sales and marketing excellence in the Australian healthcare industry each year.

Champagne also flowed as Palin celebrated consultant and Senior Account Manager Ishtar Schneider's win at the

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*"Lots to celebrate for the Palin team over the last few months."*

2016 B&T 30 under 30 awards. The awards recognise the best and brightest creatives in PR, marketing, advertising, media and digital disciplines. Managing Director Martin Palin said Ishtar's win is yet more evidence of the ability of the agency to attract and retain the best and brightest talent. "This is a fantastic result and more evidence of Ishtar's professionalism, creativity, leadership and remarkable progress," said Palin.

## Hearts Align for viral Pedigree campaign

"It went viral" is one of those elusive buzz phrases thrown around that suggests there is no real strategy or hard work behind successful campaigns. The reality is often the exact opposite. But whatever the background, the impact of a viral campaign can be something truly to behold.

As an example, we're very proud of the results we achieved together with Clemenger Melbourne, for Pedigree Australia on the Hearts Aligned campaign.

Hearts Aligned is an Australian-first demonstration that shows how a pet owner's heart rate changes when in the company of their dog. The heart rate lowers and becomes in sync in a way that helps to reduce stress.

The campaign follows the real life stories of three Australian pet owners, all who have taken part in a demonstration that shows how dogs help reduce stress levels and improve our lives. It also helped raise funds for our friends at national adoption organisation PetRescue.

The video has over 800,000 views on YouTube and has received global media and social media attention across the USA, UK, Mexico, Canada, Spain, Greece, Italy, China, New Zealand and of course here in Australia.

The campaign has achieved extensive reach because of the interagency teamwork, quality of storytelling executed in the video, an exclusive syndicated story via News Corp, the fundraising partnership, diligence in follow up with key digital publications suited to sharing the video and attention from international trade media outlets who help set the news agenda in those areas.

Yes, I think we even dare to say "it went viral".



***Dog and owner heart beats aligned to help reduce stress levels for Pedigree campaign.***

## Doctors rally in obesity battle

Palin Communications worked with long-term client iNova Pharmaceuticals to support the fourth iNova National Obesity Forum (iNOF) and the **Doctor on Your Side** education campaign. The overarching objective of the campaign was to highlight the crucial role that doctors play in helping their patients manage their weight.

Obesity expert Professor John Dixon, Head of Clinical Obesity Research at Baker IDI, highlighted results of the Weight Forward clinical audit recently published in Obesity, to over 300 delegates at iNOF. The report showed that GPs can be instrumental in reducing our current national obesity rate. It reported that Australian general practitioners (GPs) may need to intensify weight loss treatments such as pharmacotherapy, very-low energy diets (VLEDs) and



***Dr Neil Cavanagh is interviewed by Channel 10 News at the iNova National Obesity Forum.***

bariatric surgery for overweight and obese patients in order to improve their health outcomes. Also in attendance was Dr Chris Zappala, President of the Australian Medical Association Queensland, who addressed delegates during the keynote and stressed the importance of the role of general practitioners in managing weight related issues.

Dr Ginna Mansberg, GP Weight Loss Alliance Ambassador and high-profile GP, hosted a panel discussion featuring key GP Weight Loss Alliance members from around Australia highlighting barriers and top tips for assisting patients with weight loss issues. Over 150 GPs across Australia have now joined the national GP Weight Loss Alliance to show their commitment to improving the management of obesity.

Channel 10 Brisbane News attended the forum and ran a story featuring interviews with Professor Dixon, Dr Zappala and Sydney-based GP Dr Neil Cavanagh. A national media campaign was rolled out off the back of the TV story. It has triggered numerous media stories highlighting the work of GP Weight Loss Alliance doctors in publications including the Herald Sun, Courier-Mail, The West Australian, Yahoo 7 News, WIN TV and the Gold Coast Sun, among many others.

Australians who want to lose weight can visit [www.doctoronyourside.com.au](http://www.doctoronyourside.com.au) to help initiate a discussion about weight loss with their doctor.

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