

GOAL

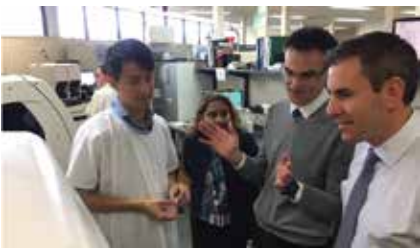
To educate Australians on the value of pathology testing in healthcare.

LABORATORY TOURS

95

LAB TOURS COMPLETED WITH FEDERAL POLITICIANS

Recent Laboratory Tours



Jim Chalmers



Julie Bishop Mp

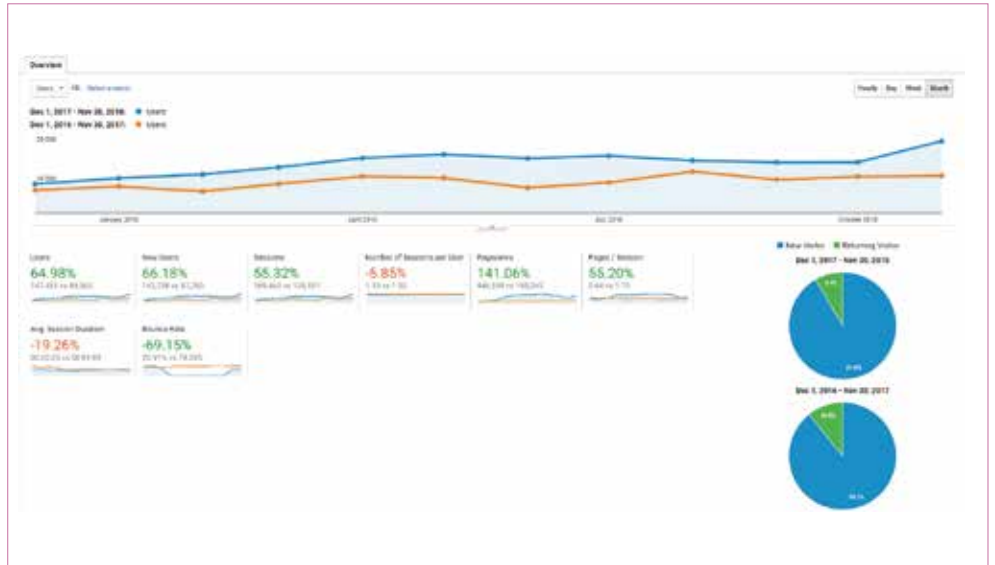


Matt Thistlethwaite



Emma McBride

DIGITAL TRAFFIC



COMPARISON OF 2017 TO 2018

Significant increase in percentage and absolute terms of users, page views, sessions, pages viewed per session, and a decreased bounce rate.

MOST POPULAR STORIES

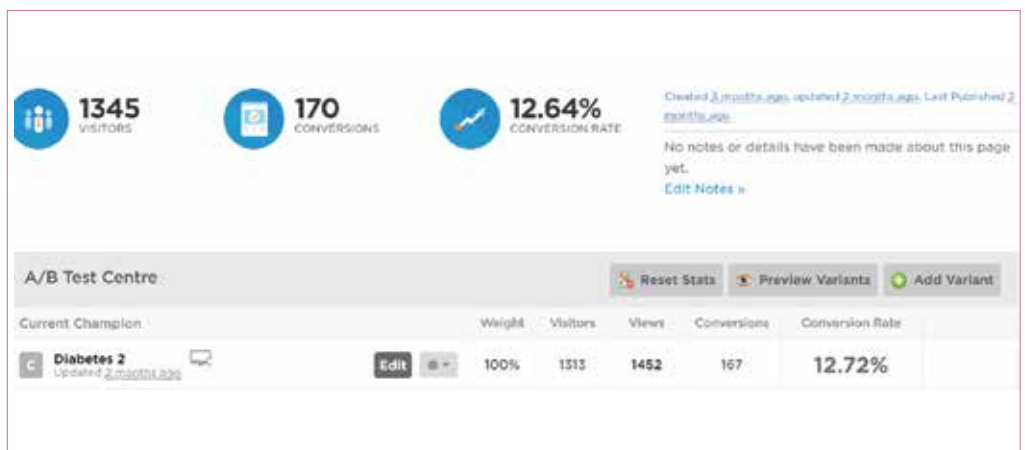
Urine tests - 7,063; bowel cancer screening awareness - 5,006; we are putting pathology on TV - 3,030; medical detective - 2,110; what is a screening test - 2,013



170

CONVERSIONS
(newsletter sign-ups)

Since launching 27 September conversion rate of 12.64% (4-6% is considered a good conversion rate) significant contributors to uplift include adwords and social.



MEDIA



1,436,744
FACEBOOK REACH



124,290
FACEBOOK LIKES

International Pathology Day



PIECES OF CONTENT SHARED;

23 pieces of content from politicians, including 4 videos and 2 self-created infographics; 6 videos from KPKH; 418,823+ reach (excludes shares and re tweets)



POLITICAL EVENTS



Diabetes Australia and PAA Diabetes testing event at Australian Parliament House, 27 June 83 tests, 19 politicians, hosted by Rowan Ramsey & Graham Perrett of Parliamentary Friends of Diabetes, presentation by Health Minister Greg Hunt



PAA Prostate Specific Antigen testing event at Australian Parliament House, 12 September 225 tests, 46 politicians, hosted by Jason Clare & Warren Entsch of the parliamentary friends of prostate cancer, attended by health minister Greg Hunt, Deputy PM Michael McCormick and shadow treasurer Anthony Albanese MP amongst others.

Health Consumer Organisations supporting Know Pathology Know Healthcare initiative



Media coverage:



Radio interview with Dr Lawrence Bött on ABC Breakfast Tas

TV CSA - 721 spots across Ten, 7, 7Two, 7Mate with a media value of \$813,288 Article with Dr Ian Clark in Sydney Morning Herald/ The Age

