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## VIVA! Communications – Media monitoring

VIVA! Communications uses two media monitoring services per client launch:

- iSentia
- Meltwater

iSentia login:

Username: jslater

PW: js1581

Meltwater login:

Email: [sam@vivacomunications.com.au](mailto:sam@vivacomunications.com.au)

PW: SJ@vc2022!

Email iSentia a monitoring brief using the iSentia brief template, an example will be below.

### Australia

#### **MONITORING REQUIREMENTS:**

#### **CONSUMER MEDIA RELEASE**

**Novel treatment combination now reimbursed for ‘Australia’s national cancer’ – melanoma**

**Keywords (strictly in relation to our media announcement only)**

**Melanoma**

**Advanced melanoma**

**PBS listing**

**Australia’s national cancer**

**Affordable treatment**

**Aussies living with melanoma**

**Available for Australians**

**Opdualag**

**Novel combination**

**Immunotherapies**

**Australia has one of the world’s highest rates of melanoma**

**In 2022, more than 17,000 Australians were diagnosed with melanoma**

**Majority of melanomas can be treated successfully with surgery**

**Immunotherapies are treatments that aim to help a patient’s own immune system to fight cancer**

**Participating spokespeople – (strictly in relation to our media announcement only)**

**Experts:**

- **Professor Georgina Long, Co-Medical Director & Chair of Medical Oncology and Translational Research, Melanoma Institute Australia, Royal North Shore Hospital & The University of Sydney, SYDNEY**
- **A/Professor Robert Zielinski, Senior Medical Oncologist, Clinical Lecturer & Director of Clinical Trials Unit, Central West Care Centre, Western Sydney University & Orange Hospital, ORANGE**

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- **A/Professor Shahneen Sandhu, Consultant Medical Oncologist Specialist & Lead Clinical Researcher, Peter MacCallum Cancer Centre, MELBOURNE**

Create a keyword brief like above & copy and past the consumer release into the brief & email it to [agencyteam@isentia.com](mailto:agencyteam@isentia.com)