



About VIVA!

- VIVA! Communications is an independent, AUS, owner-led, strategic health + wellness communications agency with proven results in the medical, pharmaceutical (medicines & devices), nursing, aged care, biotech & community health sectors
- Since 2002, VIVA! has earned a reputation for delivering award-winning proactive, innovative, versatile & outcomes-driven work of the highest quality
- Our strategy-led agency delivers communication campaigns based on extensive research & insights, a deep understanding of audience & stakeholder levers of change,
 & our longstanding expertise in navigating the complex & nuanced healthcare environment
- We work relentlessly to manage our clientele's communication requirements & their respective reputations
- Our skillset includes PR, communications (incl. corporate + digital), journalism, marketing, science, medicine, biomedical research, drug development, public health & allied health





Our philosophy

To team with great people & to partner with our clients

To listen, challenge, think & respond

To shape opinions, perceptions, relationships, reputations & regulations & shift people, brands & organisations specialising in health + wellness

Our global partnership

We are the exclusive Australian partner & former Asia Pacific Hub Lead for GlobalHealth Marketing and Communications (formerly GLOBALHealthPR – the largest independent health & science communications agency partnership worldwide

Founded in 2001, our independent, owner-led agency network spanning >40 countries & 600+ practitioners, collaborate to execute integrated, cross-regional campaigns that deliver against global KPIs



Our most recent awards

- PRIA Golden Target Awards 2023 Winner (National) Media Relations Campaign
- PRIME Awards 2022 Winner (National) Best PR Campaign: Awareness & Advocacy
- PRIA Golden Target Awards 2022 Winner (National) Health Campaign
- PRIA Golden Target Awards 2022 Silver (National) Health Campaign
- PRIA Golden Target Awards 2022 Silver (National) Public Affairs & Advocacy Campaign
- APAC Insider Business Awards 2022 Winner (Regional) Best Health & Wellness Communications Agency 2022







Patient advocacy partnerships (2019-23)

Myeloma Australia – partnered across x4 brand announcements with Steve Roche & patients, Myelife with Myeloma content series, & social media messaging





Husband and grandfather-to-four, Graeme, 68, is an avid cyclist. Graeme grew concerned when he could no longer lengi up his typical pace. After visiting his CP about his mounting exhaustion, he was sent to the emergency room, where tests revealed problems with Graeme's kidney function.

Following a four-doy stay in hospital and further testing. Graeme was diagnosed with multiple myelions in April 2019. "The first time I heard of multiple myelions was when I was diagnosed - I had to Google it to find out what the disease was "said Graeme.

After initial treatment Graeme was recommended by his harematologist to take part in a clinical rola. Within a few months of commencing the trial Graeme slowly began regaining his strength and was able to venture on longer walks with his wife and dog, "hy farrily, in particular my write, have been an incredible support throughout my journey with multiple melotina."

by October 2019, five months after being diagnosed with multiple myeluma, Graeme was happilly back inding his bake. Throughout November 2019 Graeme underswent three gruefling stem cell collections before receiving an autologous stem cell training plant in February 2020 lising his own healthy cellsi. Today he continues to enjoy his life as a retiree, cycling, reading, and spending time with his family.

Quotes

- "People don't often know how to react to my diagnosis because they don't know what multiple myeloma is."
- "Since my diagnosts and commencing treatment, my life hand changed too dissicially. I now have enough energy to ride my bike again and still enjoy reading. Although the worry of infection is constantly in the lack of my mind it haun't stopped me living a relatively unchanged file?
- "If you have been recently diagnosed with multiple myeloma, I highly recommend joining a support group, to hear from others living with myeloma, and to learn more about the disease."
- "Raising awareness for multiple myeloma is so important as it improves the chances of new treatments being developed and brings us closer to a cure."

If you would like more information about a support group near you, feel free to contact one of our specialist Myeloma Support Nurses on 1800 693 566 (Man-Fri 9am - Spm EST) or email: nursesignyeloma.org.au

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Myeloma Australia CEO Steve Roach welcomes the availability of new treatment options to help address the clinical unmet needs of MM patients in Australia.

"Myeloma accounts for approximately 15 per cent of blood cancers and 1 per cent of cancers generally. Although multiple myeloma remains incurable, survival for patients with the disease has improved thanks to the availability and advancement of treatment options. The availability of PVd on the TGA represents a significant improvement for Australians living with MM. We hope that with increased accessibility to novel myeloma treatments, the disease will eventually be managed as a chronic condition rather than a fatal one."

Patient advocacy partnerships (2019-23)

Myeloma Australia – Worked as an extension of the Myeloma NZ team in partnership with patient advocates, providing media relations support (incl. development of media strategy & materials, spokesperson coordination & media coverage) across x4 campaigns, incl. the launch of a multiple myeloma Access Economics Report, x2 announcements calling for PHARMAC to broaden access to Revlimid, & PHARMACs reimbursement of Revlimid Maintenance announcement



Helping New Zealanders beat our most common blood cancer

Media release

WEDNESDAY, JUNE 26, 2019

New Zealand falling behind rest of world in cancer treatment, according to new myeloma report

The management of New Zealand's most common blood cancer, myeloma, is falling behind the rest of the world, putting lives at unnecessary risk of this incurable but treatable disease.

This is a concerning finding of the *Burden of Multiple Myeloma* economics report released today by Myeloma New Zealand, who are calling for improved access to best-practice treatment options for the estimated 2,500 New Zealanders living with myeloma.

According to Dr Ken Romeril, clinical haematologist and Chief Executive, Myeloma New Zealand, more needs to be done to ensure New Zealanders living with myeloma receive the same access to innovative myeloma treatments already available in other counties.



+UNDOCTORED

Myeloma New Zealand calls on Pharmac to make good on access deal



Dr Liz Craig MP

invites

Catherine Isaac

to a Parliamentary breakfast

on Wednesday 26 June at 7.00am for 7.15am to 9am in the Banquet Hall, Parliament Buildings, Wellington,

Managing Multiple Myeloma in New Zealand: the Way Forward

~ presenting the findings of a new study commissioned by Myeloma New Zealand ~ with Assoc Prof Richard Milne, Dr David Simpson, Dr Ken Romeril & Joy Wilkie

You're also invited to take part in workshops from 9am to 11am to discuss actions arising from the report



New Zealand falling behind rest of world in cancer treatment

Wednesday, 26 June 2019, 10:00 am Press Release: Myeloma New Zealand

Healthcare professional announcements (2019 – 23)

- PVd TGA medical media announcement generating 496,616 opportunities to see across 11 stories
- RVd TGA medical media announcement generating 490,001 opportunities to see across 16 stories
- PVd PBS medical media announcement generating 470,291 opportunities to see across 8 stories





According to Professor Andrew Spencer, head of the Malignant Haematology and Stem Cell Transplantation Service at The Alfred Hospital and Professor of Haematology at Monash University, providing PVd to patients with relapsed myeloma represents one of the most significant advances for the Australian myeloma community over the past decade

"The TGA approval enables our patients to gain earlier access to pomalidomide, an agent widely regarded as an effective and well-tolerated Immunomodulatory (IMiD) anti-myeloma agent.

News & Trends - Pharmaceuticals

BMS Australia secures 8th myeloma PBS listing with triplet combination therapy

Health Industry Hub | September 30, 2021 | ★★★★

Consumer media announcements

Revlimid Maintenance PHARMAC announcement - April 1, 2020

- Development of consumer media materials, incl. spokesperson identification & liaison
- Stakeholder relations, acting as an extension of Myeloma New Zealand, in close association with CEO Dr Ken Romeril
- Strategically pre-pitching media materials under embargo to target, influential consumer journalists (recognising level 4 lockdowns due to COVID-19)
- Consumer media announcement generated 7.5 million opportunities to see across 53 stories, with 88% overall key message penetration
- Furthermore, the announcement represented a 2-year long advocacy campaign designed to put pressure on PHARMAC to broaden treatment access







Consumer media announcements cont.

Revlimid Maintenance PBS announcement - April 1, 2020

- Development of a comprehensive suite of medical & consumer media materials (incl. managing VEEVA uploads & approvals) + independent opinion piece by **Prof Miles Prince in MJA Insight**
- Stakeholder relations & spokesperson engagement, incl. expert clinical haematologists from across AUS, Myeloma Australia's CEO Steve Roach & patient advocates living with multiple myeloma
- Government liaison & negotiation with the Federal Health Minister's office, re. media announcement, incl. coordination of a joint media strategy
- The joint Ministerial strategy resulted in Revlimid being positioned as the lead in Minister Hunt's PBS bundle media release, quotes from our patient case study in the Minister's nationally syndicated AAP story, & > 42.2 million opportunities to see across nearly 130 stories spanning broadcast, online & print consumer/medical media with an **overall key message penetration of 87%**

Blood cancer treatment listed on PBS

blood cancer Multiple Myeloma are set to gain access to a new treatment option, with the listing of Revlimid (lenalidomide) for maintenance treatment on the Pharmaceutical Benefits Scheme (PBS) from this week.

and only maintenance treatment

Australians living with the incurable specifically indicated and reimbursed for those newly diagnosed with Multiple Myeloma who have undergone an autologous stem cell transplant.

"The PBS listing of maintenance for Multiple Myeloma will provide newly diagnosed patients with an additional Revlimid represents Australia's first treatment option for their disease," said Clinical Haematologist Miles Prince.





Consumer media announcements cont.

RVd PBS announcement to medical + consumer media – June 1, 2020

- Development of a comprehensive suite of medical & consumer media materials (incl. managing VEEVA uploads & approvals) + independent opinion piece by Prof Miles Prince in MJA Insight
- Stakeholder relations & spokesperson engagement, incl. expert clinical haematologists from across AUS,
 Myeloma Australia's CEO Steve Roach, & patient advocates living with multiple myeloma
- Government liaison & negotiation with the Federal Health Minister's office, re. the media announcement from The Hon. Greg Hunt, incl. coordination of a joint media strategy
- Generated > 30 million opportunities to see across 370 outlets spanning broadcast, online & print consumer/medical media, with an overall key message penetration of 89%

 Campaign provided a steady drumbeat of patient stories, with patient interviews continuing to be performed 3 weeks post-launch

NATIONAL BREAKING NEWS

Blood cancer treatment added to PBS

Given only six years to live nearly 10 years ago, Ian Fox is rapt he helped researchers trial a blood cancer treatment added to the PBS.

Finbar O'Mallon, Australian Associated Press

New cancer treatment listed on PBS

Treatment continues the battle to give cancer patients greater peace of mind while extending their life expectancy.

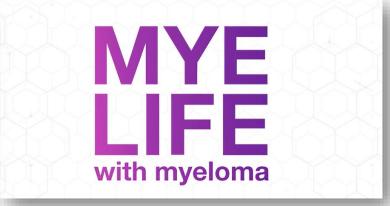


Content development

Myelife with Myeloma video content series

- Developed a video content strategy designed to elevate Celgene's brand reputation & thought-leadership
 position as a company committed to supporting patients
- Partnered with patient advocate, Louise Darmody, diagnosed with myeloma in 2018, to coordinate a series of patient-to-patient interviews focusing on the everyday aspects of living with myeloma & how those afflicted are still able to find joy in their lives
- Coordinated, produced & edited x1 long-form interview (dual-camera), x1 short-form interview (incl. overlay) & x3 social media grabs for each of the 3 patients interviewed = 18 pieces of content (from x3 half-day shoots)
- Content shared across BMS corporate channels (LinkedIn, YouTube), reinforcing company's reputation for putting patients first, & with patient advocacy groups, for leverage via their social channels, thereby strengthening stakeholder relations









Our service offering



Earned/owned/paid media strategy



Medical thought leadership writing



Media relations/outreach



Government relations



Post-production (e.g. videos, podcasts)



Stakeholder mapping, engagement & briefings



Professional & patient advocacy



Digital & social content strategy



Corporate reputation management



Issues & crisis management



Media training



Clinical trial recruitment



Marketing collateral devolvement

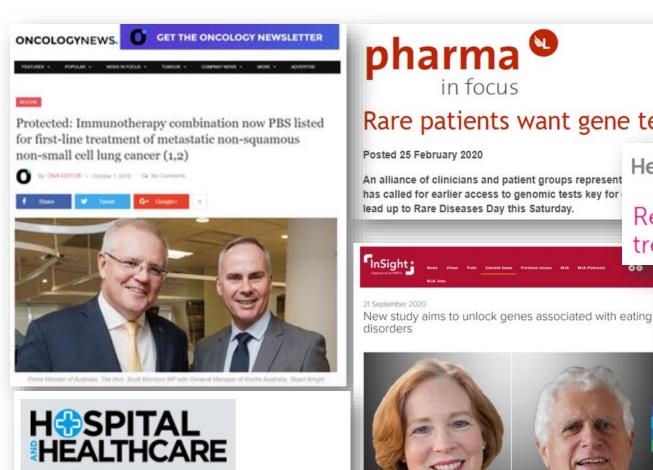


B2B & B2C communication



Events & meetings facilitation

Medical media relations





Rare patients want gene tests

Posted 25 February 2020

An alliance of clinicians and patient groups represent has called for earlier access to genomic tests key for lead up to Rare Diseases Day this Saturday.

HealthTimes

Researchers trial a blood cancer treatment added to the PBS

search InSight



BioPharmaDispatch Arrotex welcomes uptake of adalimumab biosimilar

LATEST NEWS BIOPHARMA BIOPHARMADISPATCH EXECUTIVE

metic resonance imaging (MRI) activity, and disability progression in

newsGP

Calls to prioritise \$3 billion health problem

Osteoporosis Australia has rebranded to raise further awareness about bone health and the need to prevent the 'silent disease'.







It is estimated that by 2022, 5.2 million Australians over the age of 50 will be living with osteoporosis

Osteoporosis Australia rebrands as Healthy Bones Australia

Consumer media relations



Australians will be able to bulk-bill phone or video hook ups with their doctors from next week as health authorities work to contain the rapid spread of the coronavirus.

■ Menu

FINANCIAL REVIEW

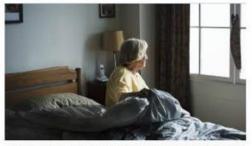
Urgent need to vaccinate older people against disease that bowled out Bradman

stuff

World's largest eating disorder investigation seeking volunteers



Senior



Are sleep-deprived Aussies at risk of Alzheimer's?

New research shows impact of one night's lost sleep







Starts at 60 ♥ ▶ Starts at 60 Health Club

20 Apr · 🚱 · You've probably heard that people with heart disease are at greater risk of contracting Covid-19. Here's what it means if you fa...

startsat60.com

What coronavirus means for you if you have heart disease





Rare Disease Community issues urgent life-saving plea

Today the rare disease community is calling on healthcare professionals, hospitals and policy makers to prioritise the diagnosis of kids and teens with suspected rare diseases, through improved access to genomic testing. Genetic services can include the testing, diagnosis, management and counselling of those living with a rare disease.

Corporate media relations

Bloomberg the Company & Its Products

| Bloomberg Terminal Demo Request | Bloomberg Anywhere Remote Login | Bloomberg Customer Support

| Bloomberg |

Business

QBiotics Collaboration with MSD targets Unresectable Melanoma



Vol 24, No. 07, July 2020 | Issue PDF view/purchase

INSIDE INDUSTRY

Report Shows Lack of Integrated Follow-up Care Leading to Increased Risk of Cardiovascular Disease in Asia-Pacific

White paper released by The Economist Intelligence Unit (EIU), sponsored by Amgen, finds rehabilitation services that are key for patients to recover and prevent hospital readmission to be underdeveloped across Asia-Pacific.



Australian cancer patients will have increased access to the latest oncology treatment technology and research, following the acquisition of major US integrated cancer care provider 21st Century Oncology by GenesisCare.

LATEST FROM GENERICS BULLETIN

NEWS

Arrotex Formed As Strides-Apotex Merger Completes In Australia

Arrotex Australia Group has been formed in Australia following the completion of the merger between Strides' Arrow and Apotex' local...

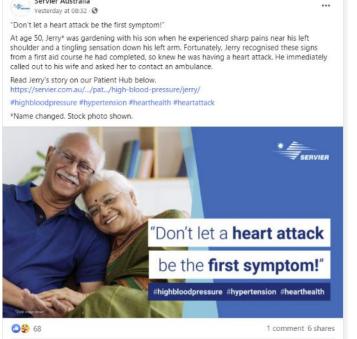




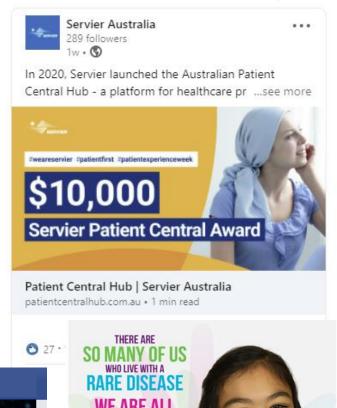
Launch of EIU
report showing
lack of integrated
follow up care can
increase risk of
subsequent heart
attack or stroke in
APAC economies



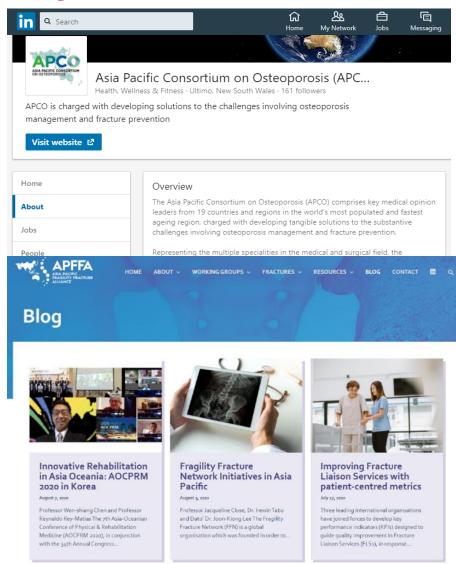
Social media – content & community management



Servier Australia







Digital media kits





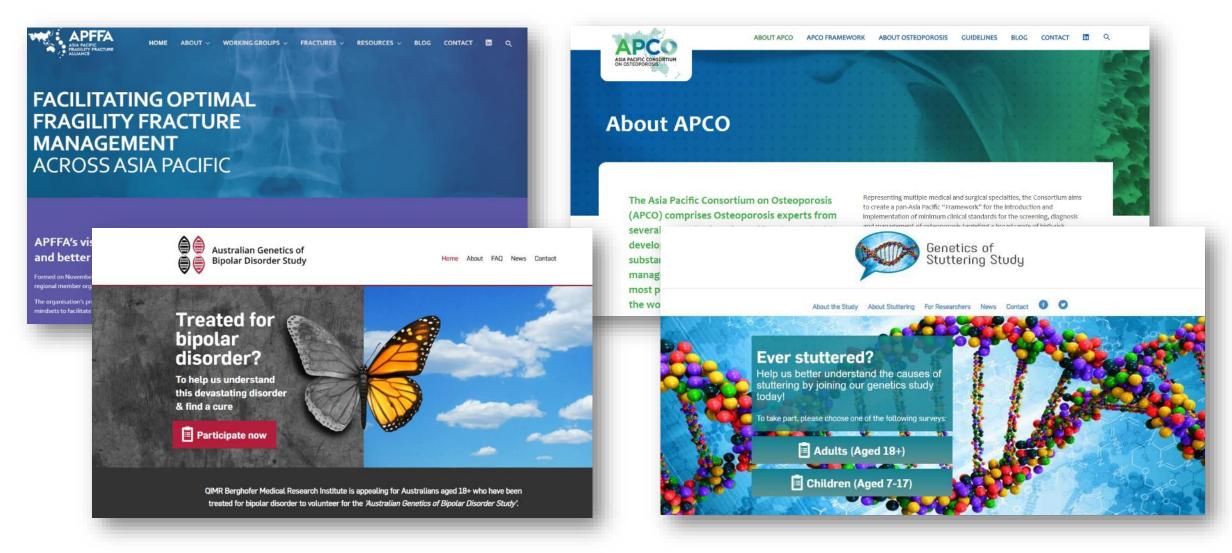




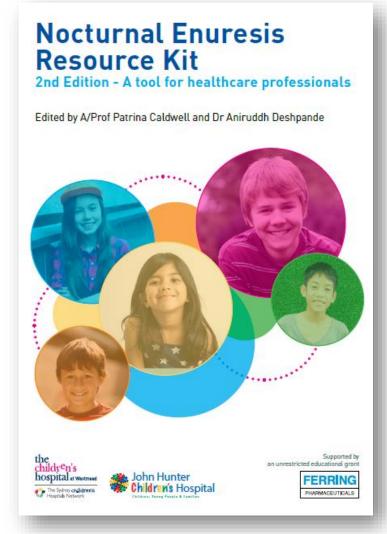


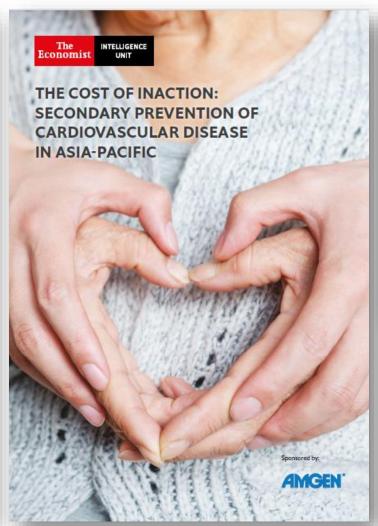


Web design & development



Education toolkits & resources





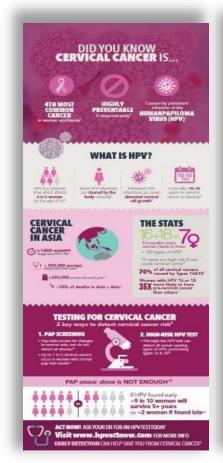


Video production

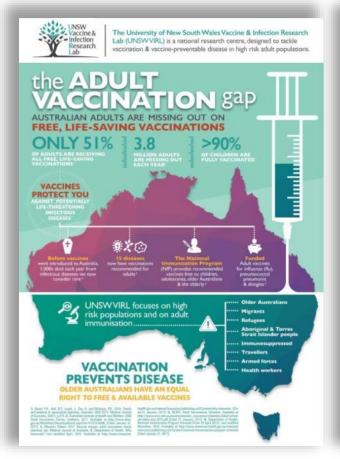


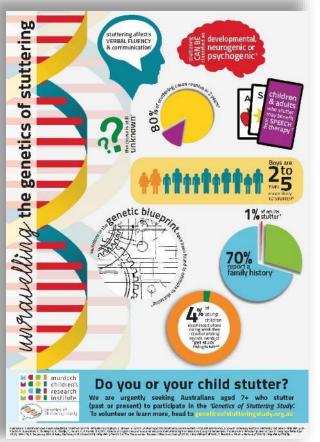
^{*}hover over each image to access videos

Infographics



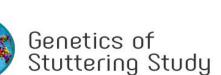






Branding







Brand style guide









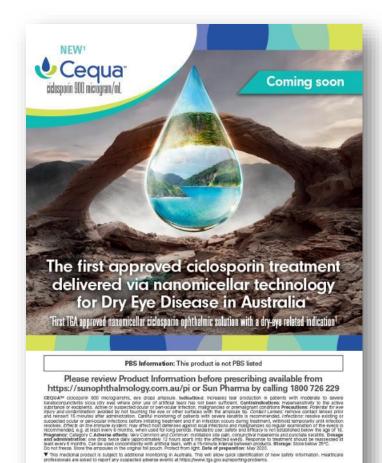






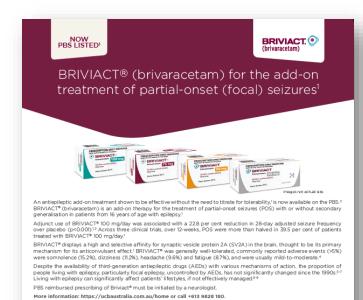


Direct HCP marketing – advertising



Sun Pharma ANZ Ptr Ltd ABN 17 110 871 936, Macquarie Park NSW 2113 Ptr. 1900 726 229, Fax: 481 2 9009 1612. Med info: 1800 726 229 Adverse events may be reported to Sun Pharma by either email: adverse events aut@sunpharma.com or phone: 1800 726 229, Date of preparation: May 2000 CE Code(\$2000022)

Reference: 1. CEQUA™ Product information. 2020 Feb; 2020; Available from: Sun Pharma by calling 1900 726 229.



PBS Information

Tablets and Oral Solution: Authority Required (STREAMLINED), Refer to PBS Schedule for full authority information. Injection: This product is not listed on the PBS.

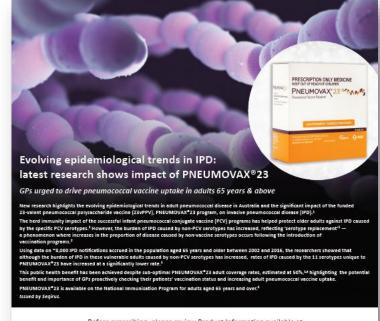
Please review Product Information before prescribing. Product Information can be accessed at http://www.ucbpharma.com.au/Briviact-oral

http://www.ucbpharma.com.au/Briviact-IV

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Briviact is a registered trademark of UCB Biopharma SPRL. UCB Australia (ABN 48 005 799 208). Telephone: +81 3 9828 1800. Facsimile: +81 3 9828 1800. Level 1, 1155 Malvern Road, Malvern, VIC, 3144, Australia, AUS/BRV/1805/0013b Date of preparation: May 2018.

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Before prescribing, please review Product Information available at http://www.seqirus.com.au/PI

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PBS Information:

This product is listed on the National Immunisation Program (NIP) Schedule and the PBS. Refer to the NIP and PBS Schedule.

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Direct HCP marketing – native content



New research highlights evolving epidemiological trends in pneumococcal disease in

Australia and the impact of the funded adult vaccination program with the 23-valent pneumococcal polysaccharide vaccine, PNEUMOVAX*23 on invasive pneumococcal

The herd immunity impact of the successful infant pneumococcal vaccination program with conjugate pneumococcal vaccines (PCV) has helped protect older adults against IPD caused by the specific PCV serotypes. However, the burden of IPD caused by non-PCV serotypes has increased,1 reflecting a phenomenon known as 'serotype replacement'.2

Using data on ~8,000 IPD notifications in Australian patients aged 65 years and older accrued between 2002 and 2016, the researchers showed that due to serotype replacement, the burden of IPD caused by non-vaccine serotypes has increased 8-fold, while IPD caused by the 11 serotypes unique to PNEUMOVAX*23 has increased at a significantly lower rate, only doubling during the same period.1

This public health benefit has been achieved despite sub-optimal PNEUMOVAX*23 adult coverage rates, estimated at 50%,3.4 highlighting the potential benefit and importance of GPs proactively checking their patients' vaccination status and increasing adult pneumococcal vaccine uptake.

PNEUMOVAX*23 is available on the National Immunisation Program for adults aged 65 years and over.5



PBS Information:

This product is listed on the National Immunisation Program (NIP) Schedule and the PBS. Refer to the NIP and PBS Schedule.

> Before prescribing, please review Product Information available at http://www.segirus.com.au/PI

MINIMUM PRODUCT INFORMATION. PNEUMOVAX*23 (Pneumococcal vaccine, polyvalent). Purified capsular polysaccharides from 23 pneumococcal types. INDICATIONS: immunisation against pneumococcal disease of the rolfied capsular types in all persons over 65 years; Aboriginal and Torres Strait Islander people over 50 years; individua over age 2 with applicate, immunocompromised patients at increased risk of pneumococcal disease, immunocompet persons at increased risk of complications from pneumococcal disease; patients with cerebrospinal fluid ICS leaks; tobacco smokers. CONTRAINDICATIONS: Hypersensitivity to any component of the vaccine. PRECAUTIONS Immunocompromised Patients: Chemotherapy or Immunosuppressive therapy (e.g. in Hodgkin's disease); continue proven antibiotic prophylasis against pneumococcal infection after vaccination. General: intradermal administration m cause severe local reactions. May not be effective in preventing meningitis in patients with chronic CSF leakage. Exercise febrile respiratory illness or active infection. Paediatric Use: Not recommended in children aced under 2: Premance Category 82. Lactation: Caution in running mothers. ADVERSE EFFECTS: Most commonly, Tever and injection site reaction including screness, erythems, warmth, swelling and local induration. Compared with primary saccination, an increase rate of local reactions has been observed with revaccination at 3-5 years following primary vaccination. Cellulitis-lik reactions have been reported in post-marketing experience. DOSAGE AND ADMINISTRATION: 0.5ml, subsulaneously of intramuscularly only. Do not inject intravenously intradermal administration should be avoided. Give two weeks before elective splenectoms, commencement of cancer chemotherapy, or immunosuppressive therapy. Avoid vaccination during chemotherapy or radiation therapy. Revaccination is recommended in some at risk individuals; consult the Australian Immunisation Handbook regarding revaccination. Based on approved Product Information: 39 March 2017

References 1, Stein A, Cripps AW, Lift J, Menzies R, (April, 2018). Epidemiology of Invasive Pneumococcui Disease in Older Australians Reflects Impact of Childhood and Adult Pneumococcal Vaccinations Programs, 11th International ymposium on Pneumococci and Pseumococcal Diseases, Melbourne, Australia. 2. Weinberger DM, Malley R, Lipstch M. (2011) Serotype replacement in disease after pneumococcal vaccination. Lancet 2011; 378: 1962-73. http:// www.thelancet.com/udfs/iournals/lancet/PIS0140-6736(10)62225-8.odf 3. Australian Government (2011), 2009 Adult Vaccination Survey: Survey results. Australian Institute of Health and Welfare. Available at: https://www. alhw.gov.au/getmedia/91c13/90-7s4F-44K-b09d-bcf344f7ca6d/11936.pdf.aspx?infinentrue. 4. HealthStats NSW. (2017) Influenza and pneumococcal disease immunisation; by age and year. Available at: http://www.healthstats. nsw.gov.au/Indicator/com_flupneumoimmu_age/com_flupneumoimmu_age_snap. 5. Australian Government, Department of Health National Immunisation Program Schedule, Available at https://beta.health.gov.au/topics n-throughout-life/national-immunisation-program-schedule. Seginus (Australia) Pty Ltd. ABN 56 120 398 067, 63 Poplar Road Parkville, Victoria 3052, www.negirus.com.au Medical Information, 1800 64. 865. PNEUMOVAX* 23, is a registered trademark of Merck & Co. Inc., Whitehouse Station, NJ, U.S.A and Seginus* is a trademark of Seninus LK Limited or its affiliates. Date of respectation April 2018, 9/0/PMFU/0418/0115a.



Glycemic Index & **Managing Diabetes**

making healthy choices easy

Healthy eating is important for everyone, including people, ving with diabetes. Enjoying healthy foods and being active will help manage your blood glucese levels. BGLs) and your body weight. In fact healthy eating for people with diabetes is similar to recommendations for everyone. There is no need to prepare separate meals. or buy special fee da.

Studies around the world show that following a low of diet significantly helps people with type if and freez disheter improve finds 866.

Steps for better glucose control the Low GI way:

Make the Switch from High to Low GI Foods Using the Glycemic insex [Gi] is easy as all you need to do is every high Gi foods with healthy low Gi foods. Thy and include et lawe one him Offin al et avan meet in smort. When stromour

look for the Stycernic Index Symbol for a free thier choice. For more info on the SI Symbol Program into eightup for the free newsletter visit, www.disymbol.com

Swap High for Low GI

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Sweeteners	Sugar, goldan vyrup. Tress le	Pure mobile :grup. Lo6iCare** augar, pure foreithmes	
Severages	Cordinis, scridinis	Water frat jaces (link to 150m) reducedor ow fat militor stry drink	

Keep carbohydrare portions moderate

Hading clairetes doesn't mean that you need less carbahydrate. than anybody else. It means you need to be more aware of the a mount of carbohydrate loods you get. By apreading out your carbohycests ich for disarenty throughout the day, you es maintain energy levels better and reep BGLs within the larget range. Managing your diabetes depends on both quality and quantity - chaosing love Gilfacos doesn't mean you can eat as

Fat regular meals

There is no need for a special old, when you have diabetes – just a healthy talance in both the amount and type of foods that you eat. Most people find that their 351's improve if they state out their mass send calcardible in see though of the tex Youste, need to sclance the quantity of protein imacts and afer rethresty. retains bis, truit and vegetables in your meals. This is what a healthy plate should look like



Exercise Regularly for a Healthy Weight

Being thysically active even/deviwill help improve your EGLs and general realth. Wag 1 bearing exercises such as wateing with also help build strong bones and strengthen your muscles so they but for more efficiently You will be more energiest and test better (west it A mitor at least 20 minutes to 90 minutes of moderate paded exercise everyday - ideally on top of an active lifestyle. If you have "tidone much exercise for a long time it's important to check with your GE



An Introduction to Butyrate

Butyrate is one of the short chain fatty acids

Butyrate is an important element of nutrition for

Butyrate contributes to a number of aspects of good

health: furthermore, alterations of butyrate are

The role of butyrate as a therapeutic intervention is

Sodium butyrate, also known as butyric acid, belongs to a

The SCFA comprise a group of compounds characterised by

digestion of dietary starches (non-digestible carbohydrate/

fibre). The SCFA, which include butyrate, propionate and

commentary focuses mainly on this SCFA.

acetate, have important local physiological actions. Although

butyrate is not present in the greatest quantity, it is thought to

have the greatest local effects in the colon. Consequently, this

their size that are predominantly produced following bacterial

group of short chain fatty acids (SCFA) that have important roles

Kev Points

now being explored

What is butyrate?

may enhance these activities.

Paediatric Gastroenterologist Professor of Paediatrics University of Otago, Christchurch Contribut Drafessor of Dandlatites



microbiota. Low fibre intake and dysbiosis (disruption of th normal balance of the bacteria) appear to both be linked with reduced production of hubrate and potential consequent adverse effects. In contrast, adequate optimal intake of fibre (especially non-digestible carbohydrates) may enable enhanced butyrate production. Furthermore, optimisation of the intestinal microbiota, and its metabolic activity, should enable optimal butyrate production. Prebiotics and probiotic supplementation

Why is butyrate important?

Butyrate contributes directly to colonic health. Butyrate is taken up avidly by colonocytes, especially in the right colon, via a specific receptor. Butyrate provides a key source of nutrition and energy for these cells. Butyrate comprises approximately 70% of fuel for colonocytes: the rest is derived from glutamine and glucose.

The intestinal epithelium provides an important barrier limiting movement of antigens or other molecules from the lumer Altered barrier function occurs in several diseases affecting the gut, such as inflammatory bowel disease and coeliac disease. Butyrate has been shown to directly enhance barrier function by upregulating the production of several proteins integral to the activity of the tight junctions between cells and by modifying the location of other key proteins within epithelial cells.

Butyrate is also shown to upregulate key anti-microbial proteins in the out, which directly modulate bacterial colonisation One of these antimicrobial proteins is called cathelicidin: the production of cathelicidin is increased after exposure to butyrate. Butyrate also contributes to ion absorption, visceral perception, motility and oxidative status, Extra-intestinal effects are also demonstrated, but these are less significant than the important homeostatic effects of butyrate in the gut.

Where does butyrate come from? Although some foods contain butyrate (such as cow's milk), the

main source of butyrate production is the intestinal microbiota themselves. It is increasingly clear that the intestinal microbiota, which comprises more than 1013 bacterial organisms, along with fungi, viruses, and other elements, plays a critical role in health (and also in disease). The intestinal microbiota develops early in life, with adult patterns established during the preschool years. These organisms provide numerous key roles for us all: one of these is the production of butyrate and other SCFA.

Certain groups of bacteria normally resident in the gut act to digest dietary fibre and produce butyrate. Consequently, the two key factors associated with luminal production and levels of butyrate are dietary patterns (fibre content) and the intestinal

What can happen if there is not enough butyrate?

Lack of butyrate is exhibited in several distinct clinical scenarios Butyrate deficiency is thought to be one of the key reasons for the development of diversion colitis an entity that may occur when there is no flow through the colon. This lack of flow affects both the delivery of dietary fibre to the colon and the patterns of the colonic flora. Diversion colitis can be prevented or treated by the local administration of butyrate. SCFA can be delivered by enema or into a mucosal fistula directly to the disused section of colon, leading to improvement or complete resolution of inflammatory changes and symptoms.

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Direct HCP marketing – GP collateral





1 May 2018

Dear Doctor,

Briviact® (brivaracetam): NOW PBS REIMBURSED Effective 1 May, 2018

UCB Australia is pleased to announce the new PBS reimbursement for BRIVIACT® (brivaracetam). BRIVIACT* is authority required (STREAMLINED) reimbursed for patients with intractable partial epileptic seizures. Details of the full reimbursed criteria can be found on www.pbs.gov.au.1

BRIVIACT* is taken twice daily, morning and evening, with or without food and is available as 25, 50, 75 and 100 mg oral tablets, oral solution (10 mg/mL) (oral solution is currently unavailable for supply) and solution for injection/infusion (10 mg/mL) (IV solution for injection/infusion is not PBS reimbursed).^{2,3}



BRIVIACT* is indicated as add-on therapy in the treatment of partial-onset seizures with or without secondary generalisation in patients 16 years and older with epilepsy.^{2, 3} BRIVIACT® can be initiated as a therapeutic dose from day 1, between doses of 50 to 200 mg/day and initial dose titration for tolerability purposes is not required.^{2,3} The recommended starting dose as per the clinical trials is 100 mg/day,2,3

Authority required (STREAMLINED) codes:1

	Initial treatment	Continuing treatment
BRIVIACT oral tablets (25, 50, 75, 100 mg x 56)	7597	7608
BRIVIACT oral solution (10 mg/mL, 300 mL)	7618	7596

For further information on BRIVIACT*, please contact your local UCB representative or the UCB medical information department at +61 (3) 9828 1800.



Head of Neurology- Australia UCB Australia

Energast® may help compensate for sodium butyrate deficiency and may be used in a broad range of GI disorders, including: Irritable Bowel Syndrome (IBS) Inflammatory Bowel Disease (IBD) Diverticulitis Diarrhoea of different causes¹⁻³ Manufactured with slow release technology, only Energast can deliver sodium butyrate where it is needed - along the entire small and large intestine.4 Oral sodium butyrate supplements without sustained release are fully absorbed in the stomach where they have little dietary benefit.5 As a dietary food for special medical purpose, Energast can be added to existing therapies. Adults (18+): One capsule, twice-a-day with food, for at least three months, or as recommended by a healthcare professional. Children over 7 years of age: One capsule, once-a-day with food, for at least six weeks, or as recommended by a healthcare professional. medical supervision in combination with a balanced diet.



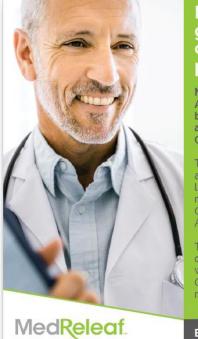
MedReleaf Australia granted medicinal cannabis cultivation & production licence

MedReleaf Australia has entered the Australian medicinal cannabis market after being granted 'cultivation and production' and 'import' licences by the Federal Government's Office of Drug Control.

The Australian joint venture company associated with one of Canada's leading licensed producers of GMP-certified medicinal cannabis products, MedReleaf Corp. will soon be taking orders from Australian pharmacies and hospitals.

The company will import medicinal cannabis oils and capsules from MedReleaf Corp while constructing its own South-East Queensland pharmaceutical manufacturing facility.

medreleafaustralia.com.au 1300 096 611



AUSTRALIA

GP posters





Event hosting/management













Celebrity / influencer engagement





Michelle Bridges, Personal trainer & TV personality

Engaged as an ambassador for Know Your Bones online assessment tool





Lyndi Cohen, Ch 9's resident nutritionist

Engaged as an ambassador re-launch of Sunrice low GI rice range





Advancing science for life™

Rob Horne, Former Wallaby

Engaged as an ambassador for chronic pain patient roadshow





Jana Pittman 3-time Olympian

Engaged as an ambassador for Inside Out Institute for Eating Disorders





Harrison Craig, Winner, The Voice Season 2

Engaged as an ambassador for MCRI's Genetics of Stuttering Study

Award submissions







Crisis management

- arrow
- Innovating for patient affordability









- The Chinese word for "crisis" comprises 2 characters 危机 one represents "danger" & the other "opportunity"
- We are experienced at managing health-related issues & crises & minimising risk
- We specialise in developing corporate & product-related statements for managing internal & external issues & crises that require urgent attention
- We provide in-depth briefings to our clientele & deal sensitively & rationally with the issue / crisis at hand
- Stakeholder & media management is also pivotal to our service offering

