

## 80 POLITICIAN LAB TOURS COMPLETED

### LABORATORY TOURS



Mark Dreyfus visits Frankston Hospital



Simon Birmingham visits Abbott Pathology

### SOCIAL

**121,610**  
FACEBOOK REACH  
LAST 4 WEEKS

**11,651**  
FACEBOOK LIKES

### GP REQUEST FORMS

Forms with KPKH URL have been printed:



Agreement to include KPKH URL on request forms from:



### APRIL NEWSLETTER



**25%**  
OPEN RATE



**28%**  
CLICK RATE

**MOST**  
POPULAR ARTICLE:  
DNA TESTING

### DIGITAL ENGAGEMENT



**17,205**  
VIEWS IN LAST 4 WEEKS



**52**  
SECOND AVERAGE DWELL TIME



**95%**  
NEW USERS



**56%**  
SEARCH



**17%**  
PAID



**15%**  
DIRECT



**9%**  
SOCIAL

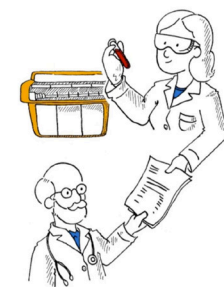


**2%**  
OTHER

### CSA COVERAGE



Currently on air on Channel 7, Channel One, Network Ten



**70%**  
OF TREATMENT  
DECISIONS ARE  
INFLUENCED BY  
PATHOLOGY

Aired 2,738 times in 2017 with a media value of \$2,932,398 (Ebiquity report 28 May 2018)