

75

POLITICIAN LAB TOURS COMPLETED

TV ADVERT



Filmed in Dorevitch Heidelberg lab 1st February.

Ambassador interviews filmed with Dr David Clift, Dr Petra Derrington, Dr Nick Musgrave.

LABORATORY TOURS



GP REQUEST FORMS

Agreement to include KPKH URL on request forms from:



Learn about your tests:
knowpathology.com.au



Senator Don Farrell visiting Clinpath lab in Adelaide

MEDIA HIGHLIGHTS

Estimated audience 1,226,000

"6 top tests and what they reveal about your health"
Published on Starts at 60 and Brisbane Seniors



Seniors
www.seniorsnews.com.au

Estimated audience 1,003,000

"How your blood type can affect your health"
with comment from Dr Ellen Maxwell
Published in Body and Soul and across NewsCorp online network.



SOCIAL



56,887
FACEBOOK REACH
LAST 3 WEEKS



11,651
FACEBOOK LIKES



4974
POST ENGAGEMENTS

JANUARY NEWSLETTER



25%
OPEN RATE



22%
CLICK RATE

MOST
POPULAR ARTICLE:
THE STORY OF ANTI-D

DIGITAL ENGAGEMENT



10,403
VIEWS IN LAST 3 WEEKS



63
SECOND AVERAGE DWELL TIME



119
NEWSLETTER SIGN UPS



90%
NEW USERS

COMPLETED LABORATORY TOURS



CRAIG KELLY MP
Liberal Party of Australia
NSW Health Pathology, Liverpool
Hospital, October 2016



HON MALCOLM TURNBULL MP
Liberal Party of Australia
Sydpath, St Vincent's Hospital Sydney,
September 2015



HON KAREN ANDREWS MP
Liberal Party of Australia
Sullivan Nicolaides Pathology,
Tugun, May 2015



MR JOHN ALEXANDER OAM, MP
Liberal Party of Australia
DHM Pathology, Macquarie Park
May 2015



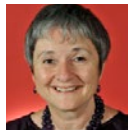
HON JENNY MACKLIN MP
Australian Labor Party
Austin Pathology, Austin Hospital
March 2015



SENATOR RICHARD DI NATALE
Australian Greens
St John of God, Geelong
April 2015



SENATOR DEBORAH O'NEILL
Australian Labor Party
NSW Health Pathology, Gosford
Hospital, October 2015



SENATOR CLAIRE MOORE
Australian Labor Party
QML Pathology, Brisbane
January 2016



HON WARREN SNOWDON MP
Australian Labor Party
Western Diagnostics Pathology,
Darwin, January 2016



SENATOR ROBERT SIMMS
Australian Greens
Australian Clinical Labs, Adelaide
March 2016



SENATOR SUE LINES
Australian Labor Party
PathWest, Perth
June 2016



GREG HUNT MP
Liberal Party of Australia
June 2017
Dorevitch, Frankston Hospital



MERYL SWANSON
Australian Labor Party
3 July
Maitland Hospital, NSW



DR MICHAEL FREELANDER MP
Australian Labor Party
Member for Macarthur
Meeting accepted 7 September



HON CATHERINE KING MP
Australian Labor Party
Dorevitch Pathology, Ballarat Base
Hospital, February 2015



HON SUSSAN LEY MP
Liberal Party of Australia
ACT Pathology, Canberra Hospital
September 2015



**SENATOR THE HON IAN
MCDONALD**
Liberal Party of Australia
Sullivan Nicolaides Pathology,
Townsville, December 2014



HON MICHAEL MCCORMACK MP
The Nationals
NSW Health Pathology, Wagga Base
Hospital, December 2014



HON SHAYNE NEUMANN MP
Australian Labor Party
QML Pathology, Ipswich
October 2014



MR ADAM BANDT MP
Australian Greens
Melbourne Pathology,
Melbourne, December 2015



SENATOR JACQUI LAMBIE
Independent
North West Pathology, Burnie
January 2016



SENATOR JAN MCLUCAS
Australian Labor Party
Sullivan Nicolaides Pathology, Mater
Misericordiae Hospital, February 2016



SENATOR DOUG CAMERON
Australian Labor Party
Barratt and Smith Pathology, Penrith,
April 2016



SENATOR GLENN STERLE
Australian Labor Party
Western Diagnostics Pathology,
Perth, June 2016



PETER KHALIL MP
Australian Labor Party
June 2017
Royal Melbourne Hospital



LUKE HARTSUYKER MP
The Nationals
May 2017
Laverty, Coffs Harbour



SENATOR GAVIN MARSHALL
Australian Labor Party
Melbourne Pathology, Melbourne
March 2016



HON BILL SHORTEN MP
Australian Labor Party
Western Diagnostics, Darwin
January 2016



SENATOR CATRYNA BILYK
Australian Labor Party
Hobart Pathology, Hobart
September 2014



DR DENNIS JENSEN MP
Liberal Party of Australia
Western Diagnostics Pathology,
Perth, September 2014



MR DAN TEHAN MP
Liberal Party of Australia
Dorevitch Pathology, Hamilton
Base Hospital, August 2014



MR ROB MITCHELL MP
Australian Labor Party
Healthscope Pathology,
Seymour Hospital, July 2014



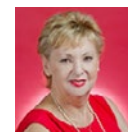
MS GAI BRODTMANN MP
Australian Labor Party
ACT Pathology, Canberra
Hospital, December 2014



MR STEPHEN JONES MP
Australian Labor Party
NSW Health Pathology, Gosford
Hospital, October 2015



SENATOR CAROL BROWN
Australian Labor Party
Hobart Pathology, Hobart
September 2014



SENATOR HELEN POLLEY
Australian Labor Party
Launceston Pathology, Launceston
General Hospital, February 2016



HON BRUCE BILLSON MP
Liberal Party of Australia
Dorevitch Pathology, Frankston
Hospital, August 2015



CHRIS CREWTHER MP
Liberal Party of Australia
June 2017
Dorevitch, Frankston Hospital



SENATOR STIRLING GRIFF
Nick Xenophon Team
May 2017
SA Pathology, Adelaide

COMPLETED LABORATORY TOURS CONT.



DR DAVID GILLESPIE MP
The Nationals
Lavery Pathology,
Mayo Private Hospital
October 2016



CLARE O'NEIL MP
Australian Labor Party
Monash Pathology, Clayton
April 2016



HON MAL BROUGH MP
Liberal Party of Australia
Sullivan Nicolaides Pathology,
Sunshine Coast University Private
Hospital, December 2015



LUKE GOSLING MP
Australian Labor Party
Western Diagnostics Pathology,
Darwin, January 2016.



MR GRAHAM PERRET MP
Australian Labor Party
Pathology Queensland, QEII Hospital
Brisbane, November 2016



SHARON CLAYDON MP
Australian Labor Party
John Hunter Hospital, NSW
February 2017



CATHY MCGOWAN MP
Independent
Dorevitch, Albury NSW
March 2017



JULIA BANKS MP
Liberal Party of Australia
ACL, Clayton
August 2017



NICOLLE FLINT
Australian Labor Party
SA Health, Adelaide
October 2017



REX PATRICK
Nick Xenophon Team
SA Pathology, Adelaide
May 2017



PAT CONROY MP
Australian Labor Party
NSW Health Pathology, Belmont
Hospital, September 2016



MR MATT WILLIAMS MP
Liberal Party of Australia
Abbott Pathology, Adelaide
November 2015



ROSS HART MP
Australian Labor Party
Launceston Pathology, Launceston
January 2016



SUSAN TEMPLEMAN MP
Australian Labor Party
Barratt and Smith Pathology,
Penrith, April 2016



TIM WILSON MP
Liberal Party of Australia
Alfred Pathology, Alfred Hospital
December 2016



JASON CLARE MP
Australian Labor Party
Medlab, NSW
February 2017



HON JULIE COLLINS MP
Australian Labor Party
Hobart Pathology, TAS
July 2017



JULIAN HILL MP
Australian Labor Party
ACL, Clayton
August 2017



JUSTINE KEAY
Australian Labor Party
North West Pathology, Burnie
September 2017



DON FARRELL
Australian Labor Party
Clinpath Lab, Adelaide
January 2018



JULIE OWENS MP
Australian Labor Party
NSW Health Pathology, Westmead
Hospital, September 2016



ROWAN RAMSEY MP
Liberal Party of Australia
SA Health Pathology,
Royal Adelaide Hospital
November 2016



BRIAN MITCHELL MP
Australian Labor Party
Launceston Pathology,
Launceston, January 2016



EMMA HUSAR MP
Australian Labor Party
Barratt and Smith Pathology,
Penrith, April 2016



HON KEN WYATT AM, MP
Liberal Party of Australia
St John of God Pathology,
Midland Hospital, October 2016



SEN. DERRYN HINCH
Justice Party
6 April
Melbourne Pathology



TREVOR EVANS MP
Liberal Party of Australia
SNP, Brisbane
August 2017



SHARON BIRD MP
Australian Labor Party
August 2017
NSW Health, Wollongong



STEVEN GEORGANS MP
Australian Labor Party
Abbott Pathology, Adelaide
November 2017