

# Renaissance Launch - Australia

Consumer and medical media outcomes

Last updated 9 April 2014



Publication	Circulation
<b>Broadcast coverage</b>	
Channel 9 6PM News	1,000,000
TODAY Show & Tweet	299,252
Wake Up! Network 10	43,000
<b>Radio coverage</b>	
2SM radio 6.30AM News	8,000
2SM radio 8.30AM News	14,000
<b>Online coverage</b>	
AAP Newswire	n/a
News.com.au	2,927,000
Daily Telegraph	3,998,000
The Australian	3,087,000
Herald Sun	4,012,000
Adelaide Now	1,486,000
Perth Now	1,127,000
Hobart Mercury	354,000
Courier Mail	2,977,000
NT News	104,000
Gold Coast Bulletin	138,000
<u>NineMSN</u>	6,008,167
SBS News	1,200,000
<b>HCP Media Coverage</b>	
Australian Doctor tweet	8,000
Neurology Update	421 <u>neuros</u>
<b>TOTAL IMPRESSIONS</b>	<b>28,790,840</b>



# Broadcast

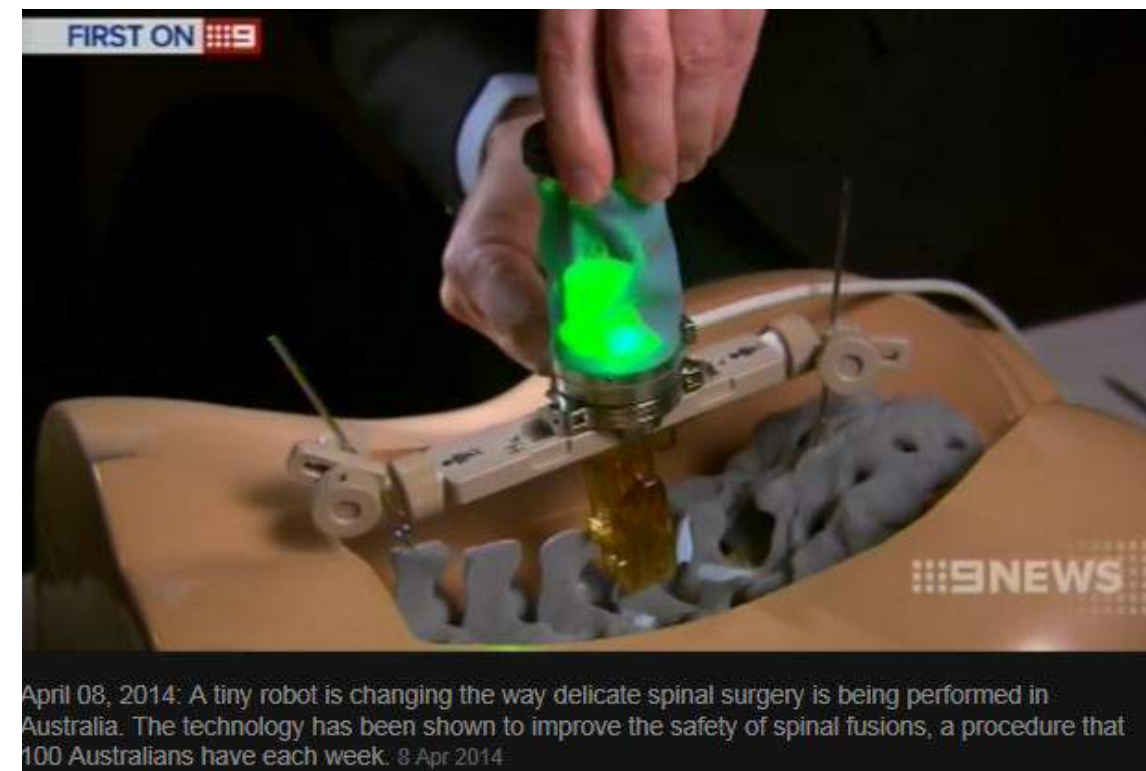
# Channel 9 News

Date: 8 April 2014, evening national news

Audience: 1 million viewers

Hosted by Peter Overton

Interviewees: Dr Jonathon Ball, Pauline Cooper



# Channel 9 News



In addition, syndicated stories ran in the following cities:

- [Channel 9, Adelaide](#) hosted by [Brenton Ragless & Kate Collins](#)
- [Channel 9, Perth](#), 4.30pm news hosted by [Lee Steele](#)
- [Channel 9, Perth](#), 6.00pm news hosted by [Tim McMillan](#)
- [NBN Gold Coast, Central Coast, Tamworth, Taree, Port Macquarie](#) hosted by [Natasha Beyersdorf and Paul Lobb](#)
- [Channel 9, Melbourne](#), 5:00am early news hosted by [Julie Snook](#)



# Channel 9 Today Show

Date: 9 April 2014, 6:18am

Audience: 299,252 viewers

Hosted by Karl Stefanovic and Lisa Wilkinson

Interviewees: Dr Jonathon Ball, Dr Brian Hsu, Pauline Cooper



# Channel 9 Today Show



In addition, the Today Show segment was broadcast from the following 38 stations:

- Channel 9 Adelaide
- Channel 9 Brisbane
- Channel 9 Melbourne
- Channel 9 Perth
- Channel 9 Darwin
- Channel 9 Gold Coast
- Imparja Alice Springs
- Imparja Longreach
- Imparja Mt Isa
- NBN Central Coast
- NBN Lismore
- NBN Coffs Harbour
- NBN Moree
- NBN Newcastle
- NBN Tamworth
- NBN Taree
- WIN Albury
- WIN Ballarat
- WIN Bendigo
- WIN Cairns
- WIN Canberra
- WIN Dubbo
- WIN Gippsland
- WIN Griffith
- WIN Hobart
- WIN Mackay
- WIN Mildura
- WIN Orange
- WIN Rockhampton
- WIN Shepparton
- WIN Sunshine Coast
- WIN Toowoomba
- WIN Townsville
- WIN Wagga
- WIN Western Australia
- WIN Bundaberg
- WIN Wollongong



# Channel 10 Wake Up

Date: 9 April 2014, 6:49am

Audience: 43,000 viewers

Hosted by James Mathison and Natarsha Belling

Interviewee: Dr Jonathon Ball (live in studio)





# Channel 10 Wake Up



In addition, the Wake Up segment was broadcast from the following 30 stations:

- Channel 10 Adelaide
- Channel 10 Brisbane
- Channel 10 Perth
- Southern Cross Ten Canberra
- Southern Cross Shepparton
- Tasmania Digital Television
- Ten Albury
- Ten Bundaberg
- Ten Cairns
- Ten Coffs Harbour
- Ten Darwin
- Ten Gold Coast
- Ten Lismore
- Ten Mackay
- Ten Newcastle
- Ten Rockhampton
- Ten Sunshine Coast
- Ten Tamworth
- Ten Taree
- Ten Toowoomba
- Ten Townsville
- Ten Ballarat
- Ten Bendigo
- Ten Gippsland
- Ten Swan Hill
- Ten Warnambool
- Ten Wagga Wagga
- Ten West WA
- Ten Wollongong

# 2SM radio news



Date: 9 April 2014, 6:32am, 8.30am

Audience: 8,000 and 14,000 listeners respectively

Interviewee: Dr Jonathon Ball (pre-recorded grab)

Australian surgeons now have access to robotic technology wh...

 [2SM, Sydney](#) hosted by [Newsreader](#)  
06:30 News - 0 min 40 secs - ID: W00056833771

09 Apr 2014 6:32 AM



Australian **surgeons** now have access to **robotic** technology which can be used in freehand **surgery**. **Dr Jonathon Ball**, Royal North Shore Hospital, says the technology has clear benefits.



Print / Online



Date: 9 April 2014  
Audience: 6,008,167

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## Doctors' robot reduces spine surgery risk

10:11am April 9, 2014

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Surgeons have been using GPS-based devices for some time, but a Sydney operating theatre has been fitted with the medical equivalent of park-assist.

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"There is a lot of fear about back surgery in general. Nothing is 100 per cent safe. But this is a huge improvement."

12



Date: 9 April 2014

Audience: 3,998,000

## Doctors' robot reduces spine surgery risk

CLIFFORD FRAM, AAP NATIONAL MEDICAL WRITER • AAP • APRIL 09, 2014 1:38PM

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Date: 9 April 2014

Audience: 2,927,000

## breaking news

NATIONAL BREAKING NEWS ▶ 4:52PM | Consumers finding little to cheer a... 4:47PM | Cyclone cuts short Newman's Asia... 4:47PM | Public d

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This story was published: 4 HOURS AGO | APRIL 09, 2014 1:38PM

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# SBS News Online

Date: 9 April 2014

Audience: 1,200,000



LANGUAGES العربية 中文 越南语 Italiano বাংলা

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9 APR 2014 - 10:11AM

## Doctors' robot reduces spine surgery risk

**Two Sydney doctors have invested in a state-of-the-art robot that takes some of the risk out of spinal surgery and improves recovery time.**

Source AAP

UPDATED 7 HOURS AGO

0

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# The Australian

Date: 9 April 2014

Audience: 3,087,000



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## Doctors' robot reduces spine surgery risk

CLIFFORD FRAM, AAP NATIONAL MEDICAL WRITER | AAP |

APRIL 09, 2014 1:35PM

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Date: 9 April 2014

Audience: 4,012,000

## Herald Sun

### NEWS

Melbourne 16°C - 21°C . Rain at times.

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## NEWS

### Doctors' robot reduces spine surgery risk

CLIFFORD FRAM, AAP NATIONAL MEDICAL WRITER • AAP • APRIL 09, 2014 1:38PM

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Date: 9 April 2014

Audience: 2,977,000



## NEWS

### Doctors' robot reduces spine surgery risk

CLIFFORD FRAM, AAP NATIONAL MEDICAL WRITER • AAP • APRIL 09, 2014 1:38PM



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Date: 9 April 2014

Audience: 1,486,000

## NEWS

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CLIFFORD FRAM, AAP NATIONAL MEDICAL WRITER • AAP • APRIL 09, 2014 1:08PM

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Date: 9 April 2014

Audience: 1,127,000

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Perth 18°C - 29°C . Partly cloudy.

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## NEWS

### Doctors' robot reduces spine surgery risk

CLIFFORD FRAM, AAP NATIONAL MEDICAL WRITER • AAP • APRIL 09, 2014 11:38AM

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# Hobart Mercury

Date: 9 April 2014

Audience: 354,000

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CLIFFORD FRAM, AAP NATIONAL MEDICAL WRITER • AAP • APRIL 09, 2014 1:38PM

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"GPS-type devices have been common in surgery for some time. But this helps you drive the car as well," says Dr Hsu.

"It is not necessary for all spinal surgery, but it will be particularly beneficial for people who have difficult anatomy or unusual deformities.

"Like most boys we are excited about our new toy," he says.

"There is a lot of fear about back surgery in general. Nothing is 100 per cent safe. But this is a huge improvement."



Date: 9 April 2014

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## Doctors' robot reduces spine surgery risk

CLIFFORD FRAM, AAP NATIONAL MEDICAL WRITER • AAP • APRIL 09, 2014 1:38PM

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**SURGEONS** have been using GPS-based devices for some time, but a Sydney operating theatre has been fitted with the medical equivalent of park-assist.

It's a leap forward, says neurosurgeon Dr Jonathon Ball, who is using the new robotic system to make his already exacting spine operations more precise.

Apart from reducing risk and improving accuracy, the Israeli-designed Renaissance guidance system improves recovery time and reduces pain.

Dr Ball and orthopaedic surgeon Dr Brian Hsu use it to position a drill guide before they insert screws and rods that stabilise deformed, degenerated or injured spines.

The system takes away the need to drill holes freehand, says Dr Ball, who is head of neurosurgery at Royal North Shore Hospital and also runs a private practice.

He and Dr Hsu bought the equipment, which is installed at North Shore Private and is the first system of its type in Australia.

They have each used it for about seven operations since it was installed in January.



Two Sydney doctors have invested in a robot that takes some of the risk out of spinal surgery.  
Source: AAP

Like most hi-tech medical equipment it's expensive, costing around \$1 million for the full system.

Before each operation the doctors use a CT scan to program the device.

It moves along the spine to position the drill guide in a pre-planned sequence, ensuring each hole is in exactly the right place and at exactly the right angle.

It does away with the need for multiple X-rays used by surgeons in traditional spinal surgery.

Some operations need 20 to 30 holes, says Dr Ball. It's physically and mentally taxing work.

"We still do the surgery. We are still working the drill. But the robot guides us so the operation goes according to plan."

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Date: 9 April 2014

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## Doctors' robot reduces spine surgery risk

CLIFFORD FRAM, AAP NATIONAL MEDICAL WRITER • AAP • APRIL 09, 2014 1:08PM

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# Medical Trade



# Neurology Update



Date: 9 April 2014  
Audience: 421 neurologists

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Robotic system reduces spine surgery risk

9 April, 2014 AAP comments

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Image gallery style story expected this week  
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Expected in upcoming May issue (print and online)





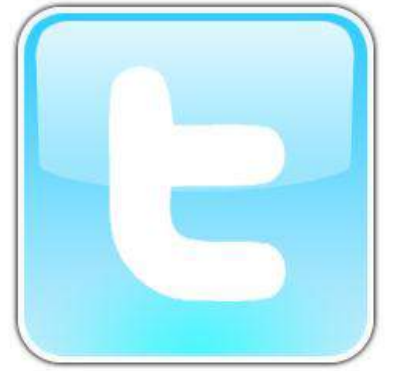
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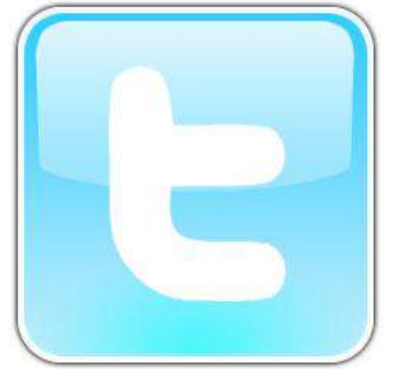
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