Dear Doctor

Welcome to the latest edition of Macquarie University Hospital’s GP News.

In this instalment we profile a number of new services, doctors and Hospital-related events.

It’s been a busy few months for us here at the Hospital. On Friday 9th of June we celebrated our 7th birthday. To coincide with this anniversary, we’ve launched a bold new advertising campaign which we have profiled in the following pages.

Also, on Thursday 25th and Friday the 26th of May we successfully completed our National Safety and Quality Standards and ISO Audit. The organisation maintained all previous Met with Merits. The auditors also made special comment that the quality systems were robust and have been well maintained.

We’ve also recently welcomed two new members to our Executive team, Executive Director of Nursing, Deborah O’Neill and Director of Patient Safety & Quality, Morven Gemmill. Both these individuals bring a wealth of experience to our Hospital and we are absolutely delighted to have them on board.

Finally, 2017 marks the 10th year Professor Dominic Rowe has been working here on campus. His contribution to Neurology, in particular Motor Neurone Disease treatment and research has been extraordinary. On Friday 23rd of June at 6.30pm, the University will host its annual MND Gala Fundraising cocktail function at L’Aqua in Cockle Bay. If you would be interested in attending or donating to this important cause click on the links below.

Carol Bryant, CEO
Macquarie University Hospital
Notably, the NGENUITY® Visualisation System replaces the use of a microscope with a High Dynamic Range (HDR) camera, which provides excellent resolution, image depth, clarity and colour contrast. With this superior 3D view, the surgeon and operating theatre staff now have a level of depth perception not previously available on standard television monitors, which are often used in operating theatres today.

“The digitised technology brings several additional benefits that contribute to safer surgery,” explained Associate Professor Ho, Vitreoretinal Surgeon and Macular Disease Specialist who is also an Associate Professor and Head of Ophthalmic Surgery at Macquarie University Hospital.

“From a surgeon’s point of view, we can use filters to enhance different tissue layers. A green filter, for example, applied to the red of blood vessels allows them to stand out in high-definition black, making differentiation of retinal tissue much more accurate.

“The equipment also has digital overlay technology, allowing us to correlate what we see in clinics pre-operatively, such as the OCT [optical coherence tomography] images of the macula, allowing the surgeon to perform a safer and more complete surgery. Coupled with the new technology of intra-operative OCT, the point-to-point registration for optimum surgery is amazing.

“The other benefit of the digital imaging system is that it requires less light than a traditional microscope system, as with digital as opposed to film-based cameras. This will serve to reduce potential phototoxic trauma to the eye.”

Macquarie University Hospital already offers some of the most advanced Retinal and Cataract surgery in the country, with the potential for a permanent NGENUITY® acquisition ensuring the hospital remains a national leader in this field.

The hospital and associated ophthalmology clinic is also part of Macquarie University Health Science Centre (MQ Health). This academic advantage draws some of the most respected specialists and surgeons to the hospital.

“The potential for teaching, using the NGENUITY® system, opens up huge possibilities,” said Professor Ho, who is also Vitreoretinal Surgeon and Director of Vitreoretinal Fellowship at Sydney Eye Hospital.

“The digital nature of the technology means that the operating field can be accessed by everyone in the operating room in 3D, similar to a 3D movie theatre.

“For the first time, I am able to have more than one trainee surgeon observing my surgery in 3D at the same time. Even my experienced operating theatre nurse has commented on how, for the first time, she can appreciate what I do in 3D, which helps her assist me better during surgery.”

The technology also opens the possibility of telemedicine surgery where a surgeon could potentially train and assist surgeons on the other side of the country or in rural or remote areas.

The CEO of Macquarie University Hospital Carol Bryant said we are excited to be moving towards Digitally Assisted Vitreoretinal Surgery, or DAWS.

“Currently we are one of several sites in the world to have access to this new technology – the others being in the US and Europe,” said Ms Bryant.

“Associate Professor Ho and his team have led retinal surgery at Macquarie University Hospital which assists in keeping the Hospital at the forefront of ophthalmology surgery.

“With the vast majority of people needing some form of ophthalmic and retinal surgery as they age – particularly cataract surgery – we will be looking closely at the NGENUITY® trial period as we consider investing in this technology for the future.”

ABOUT ASSOCIATE PROFESSOR I-VAN HO

Associate Professor I-Van Ho is a Vitreoretinal Surgeon and a Macular Disease Specialist. A graduate of Sydney University Medical School, he completed his Ophthalmology training at the Sydney Eye Hospital and subsequently undertook two Vitreoretinal surgery and Medical Retina Fellowships at Sydney Eye Hospital and the University of British Columbia Vancouver, Canada. In 2006, he completed a Macular Disease and Medical Retinal fellowship at the Manhattan Eye, Ear and Throat Hospital and Vitreous Retina Macula New York. Dr I-van Ho is currently an Associate Professor of Ophthalmology and Head of Ophthalmic Surgery in the Faculty of Medicine and Health Sciences at Macquarie University and a Clinical Senior Lecturer at University of Sydney/Save Sight Institute Department of Ophthalmology. He is a member of the Australian and New Zealand Society of Retinal Specialists, Oceania Retina Association, American Academy of Ophthalmology, and the American Society of Retina Specialist. He is currently a Vitreoretinal Surgeon at the Sydney Eye Hospital Retinal Unit and the Director of Vitreoretinal Fellowship at Sydney Eye Hospital. His clinical interest is in medical and surgical diseases of the macula, retina and vitreous, retinal imaging techniques and small incision vitrectomy surgery. Second languages spoken by Associate Professor Ho include Mandarin and Cantonese.

Speciality: Ophthalmology
Subspeciality: Vitreoretinal and Macula Surgery
Head of Ophthalmic Surgery
Macquarie University Ophthalmology
Macquarie University Clinic, Suite 401, Level 4, 2 Technology Place
Macquarie University, NSW, 2109

For more information or to refer a patient
CALL (02) 9812 3913
CAUSING DAMAGE TO SURROUNDING TISSUE.

ALLOWING ACCESS TO TUMOURS DEEP WITHIN THE BRAIN WITHOUT NON-DISRUPTIVE CRANIAL ACCESS TECHNOLOGY, A NEW DEVICE UNIVERSITY HOSPITAL HAVE INTRODUCED THE BRAINPATH® IN AN AUSTRALASIAN FIRST, NEUROSURGEONS AT MACQUARIE UNIVERSITY HAVE INTRODUCED THE BRAINPATH®.

IN AN AUSTRALASIAN FIRST, NEUROSURGEONS AT MACQUARIE UNIVERSITY HOSPITAL HAVE INTRODUCED THE BRAINPATH® NON-DISRUPTIVE CRANIAL ACCESS TECHNOLOGY, A NEW DEVICE ALLOWING ACCESS TO TUMOURS DEEP WITHIN THE BRAIN WITHOUT CAUSING DAMAGE TO SURROUNDING TISSUE.

The first patient treated with BrainPath at Macquarie University Hospital was diagnosed with a 12mm metastatic adenocarcinoma in the right frontal lobe, pressing against vital motor pathways of the brain. She probably would have been advised against surgical removal of the tumour before the arrival of BrainPath and a new standardised surgical approach that integrates BrainPath with imaging, navigation and tissue removal technologies.

Importantly, BrainPath allows surgeons to access deep regions of the brain using its natural folds – a trans-sulcal surgical route. The technology is essentially a highly engineered metal probe that lies inside a 14mm-wide plastic sheath. The probe, which is uniquely navigable, guides the sheath to the targeted abnormality then is removed, leaving the sheath as the corridor by which surgeons use existing instruments to remove tumour or haematomas within the brain.

“The genius of BrainPath is its ability to pass between the natural folds of the brain, applying uniform pressure in all directions as it moves around tissue,” said Dr. Andrew Davidson, who performed the procedure after receiving specialised training in the US.

The BrainPath device has also been approved for early clot removal in cases of intra-cerebral haemorrhage – the deadliest and most debilitating form of stroke. There is now a growing body of peer-reviewed evidence showing improved patient outcomes for both tumour removal and hemorrhagic stroke when using BrainPath.

Research from the UK, where the technique has been in use since 2015, showed length of hospital stay after haemorrhagic stroke has reduced from 5.2 days to 2.8 days and time spent in the ICU has also dropped from 17 days to 0.9 days.

In the UK, Kings’ College Hospital in London became the first medical centre to work with the device earlier this year, and it has gained the CE Mark (European Conformity), which recognises the technique for use in more than 30 countries in the European Union.

Jim Pearson, President and CEO of NICO Corporation, said: “NICO is highly committed to the training aspect of this new approach and technology to ensure surgeons are performing surgery in a standardised way using standardised technologies to achieve repeatable clinical results.

“We are very excited that the population around Australia will now be able to benefit from these technologies and a new surgical approach that is better for the patient and the healthcare system.”

The BrainPath device is approved for a range of indications, from gliomas, secondary metastatic tumours and other tumours inside the brain.

Previously, even though we have been using minimally invasive approaches to brain surgery for more than a decade, removing a lesion often involved cutting away tissue to get to the tumour,” said Dr. Davidson.

“Importantly, BrainPath allows surgeons to access deep regions of the brain using its natural folds – a trans-sulcal surgical route. The technology is essentially a highly engineered metal probe that lies inside a 14mm-wide plastic sheath. The probe, which is uniquely navigable, guides the sheath to the targeted abnormality then is removed, leaving the sheath as the corridor by which surgeons use existing instruments to remove tumour or haematomas within the brain.

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Physician and pain specialist Professor Paul Glare has joined Macquarie University Hospital’s Comprehensive Cancer Centre, bringing his extensive experience in all types of supportive care to cancer services at the Hospital.

In collaboration with Genesis Cancer Care, Professor Glare runs a Tuesday morning clinic co-located in the Radiation Oncology Department (B2).

“Chronic pain is common in cancer patients undergoing treatment,” said Professor Glare, who is a Fellow of the Royal Australasian College of Physicians and the Faculty of Pain Medicine of the ANZ College of Anaesthetists.

“One of my main roles is to offer support – through a number of possible avenues – to help patients continue with their treatment. When severe pain leads a patient to consider abandoning their cancer treatment, we are concerned. Accessing our services can help them find the best way to complete treatment by reducing discomfort.”

Professor Glare also sees patients who have completed treatment and returned to work, but are experience ongoing pain. In many cases, cancer patients experience pain caused not by their cancer, but by results of surgery or co-morbidities such as arthritis or chronic back pain. Complex cases, such as these, require the expertise of a pain specialist who has the time to look at a patient holistically.

“I take different approaches depending on the patient,” said Professor Glare, who also completed a Master of Medicine in Clinical Epidemiology at the University of Sydney, and an MA in Applied Ethics (Health Care). “For example, a patient and their family might have read about intervention procedures and express their wish for that approach; however, that might not necessarily be the appropriate solution for them, based on a multi-dimensional assessment.

“Some patients do very well with self-managed techniques, although they might not have considered them before. Patient education is key to my role, and I see it as important to present a realistic view about options, which could be analgesics, interventional techniques, psychological approaches or a combination of these.”

Protracted pain can lead to a host of emotional conditions that significantly reduce quality of life – including depression, loss of confidence and hopelessness.

“My service adds to the continuity of care that is part of Macquarie University Hospital’s approach to patients. Where appropriate, I refer to other specialists, including palliative care specialists.”

Professor Glare takes referrals from GPs and is happy to assist GPs seeking assurance that they are approaching treatment in complex cases appropriately.

Prior to his appointments at Macquarie University Hospital, Professor Glare was Chief of the Pain and Palliative Care Service at the Memorial Sloan Kettering Cancer Center in New York with an affiliated appointment as Professor of Medicine at Weill Cornell Medical College.

He is also Head of Discipline, Pain Medicine, in the Faculty of Medicine at the University of Sydney, and is on the Board of Pain Management Research Institute (PMRI) Ltd., a community-based foundation supporting the efforts of the PMRI.

Professor Glare’s main research interest is pain in cancer survivors. His other interests include the comparative effectiveness of chronic pain therapies, as well as the scientific, social, psychological and behavioural economics elements of decision-making in pain management.
**PAEDIATRICS COMES TO MACQUARIE UNIVERSITY HOSPITAL CLINIC**

**COMPREHENSIVE, INTEGRATED AND MULTI-DISCIPLINARY PAEDIATRIC CARE**

**THE CENTRE FOR PAEDIATRICS**

The Centre for Paediatrics (Centre Paeds) is a centre of excellence for quality multi-disciplinary paediatric care that brings together a wide range of experienced Paediatricians, Surgeons and Allied Health Professionals opening in mid-July 2017.

Centre Paeds is the first private comprehensive and integrated care Paediatric service in the Northern Sydney Local Health District (NSLHD). The dedicated Paediatric service at Macquarie University Hospital Clinic aims to service the local area. It is ideally situated between the two major Tertiary Children’s Hospitals: Sydney Children’s Hospital in the east and the Children’s Hospital at Westmead in the west.

Dr Daniel Lin the founder and director of Centre Paeds, is a General Paediatrician who has been in clinical practice for over 20 years. Dr Lin was trained at the Royal Alexandra Hospital for Children located at Camperdown before it moved to Westmead under the vision and direction of Dr John Yu. Dr Lin was the first Fellow in General Medicine at the Children’s Hospital at Westmead. He has trained and completed further studies in Medical Education and Allergic diseases.

Centre Paeds is co-located alongside Associate Professor Catherine Birman and Dr Mark Smith’s already established ENT clinic at Macquarie University Hospital Clinic. Dr Lin and Associate Professor Birman worked together as interns and senior residents at Concord Hospital when they began their prospective careers. Associate Professor Birman was recently named NSW Woman of the Year 2017 for her outstanding contribution and achievements. In clinical practice, they share many patients in common due to the overlap of clinical presentations with children having complex medical issues affecting their speech and language, breathing, sleep, atopy and allergies. The co-location of their practice will provide symbiosis and improved coordinated care for patients and their families.

The Paediatric service covers a wide range of General and Subspecialty Paediatric care. Acute, simple and chronic complex conditions are seen as well as those which are diagnostically difficult and challenging to treat or manage. The Centre Paeds team closely collaborate with experienced Paediatric allied health professionals onsite. These include neuropsychologists, speech pathologists, clinical psychologists, occupational therapists and dieticians.

Integrative and collaborative care is the principal philosophy of the Macquarie University Health Sciences Centre (MJ Health).

Already at Macquarie University Hospital, there are Paediatric Gastroenterology services and Paediatric Ophthalmology services. There has also been discussions around establishing other Paediatric subspecialty services in the future including Cardiology, Endocrinology, Dermatology and Neurology.

Macquarie University also provides several valuable and outstanding Paediatric Services. These services include clinics in Speech and Hearing (SHC), Reading and the Centre for Emotional Health (CEHC). The University is well known for creating and developing educational programs based on quality research grounded in scientific evidence based best practice such as the “Multi Lit” program (Making Up Lost Time in Literacy) which is now widely used. Macquarie University Special Education Centre (MUSEC) enjoys a national and international reputation for the quality of its research, its excellence in postgraduate teaching and its contribution to program development in the area of special education. A consortium partnership comprising non-profit service provider, Royal Institute for Deaf and Blind Children (RIDBC), Macquarie University and Cochlear Limited, was formed in 2014. The consortium is looking to bring the best of each service together to Macquarie University as part of a “Hearing Hub”.

The Executive Dean of the Faculty of Human Sciences, Professor Simon Handley, is keen and excited about collaborating with the Centre for Paediatrics to provide a practical, accessible and effective “Autism Service” based on current best evidence-based practice.

Centre Paeds at Macquarie University Hospital Clinic aims to provide a short waiting time for GPs to refer patients to see a Paediatrician, Paediatric Surgeon or Paediatric Allied Health Professional. There will also be General Paediatric clinics Monday to Friday. The Centre for Paeds will also be working closely with the Walls in Specialist Emergency (WISE) Clinic providing acute clinical consultative support and follow up.

GPs will be able to refer infants, children and adolescents (up to 16 years old) for specialist care in Paediatrics from mid-July 2017.

**CLINIC LOCATION**

Suite 402, Level 4
2 Technology Place
Macquarie University NSW 2109

For more information or to refer a patient
**CALL** (02) 9812 3966
**FAX** (02) 9475 4565
**EMAIL** info@centrepaeds.com
**WEB** www.centrepaeds.com
INTRODUCING TWO NEW MEMBERS OF THE MUH EXECUTIVE

DEBORAH O’NEILL
EXECUTIVE DIRECTOR OF NURSING
MACQUARIE UNIVERSITY HOSPITAL

MORVEN GEMMILL
DIRECTOR, PATIENT SAFETY & QUALITY
MACQUARIE UNIVERSITY HOSPITAL

Deborah O’Neill began her career in health care delivery in the early 1980s and has extensive clinical experience working in both public and private hospitals. Over the last 15 years Deb has moved from the clinical environment to senior management positions.

Deb has a Nursing Degree, a Certificate in Paediatrics and a Masters in Health Service Management. She has also completed the CEC Clinical Leadership Program, the Executive CEC Leadership Program and the NSW Health Leadership Program through NEITI.

Deb has led a number of major innovations and initiatives relating to learning and development, clinical operations service provision, financial planning and management, leadership development, practice development strategies and advocacy.

Deb is a strong advocate for organisational nursing quality, governance and management, with key interest areas including; quality and safety, staff professional development and education, intelligent and ethical use of infrastructure and resources and strategic planning and is committed to the provision of quality health care. Deb has demonstrated ability to influence and lead change, in particular, reviewing departmental and nursing models of care, nursing workforce and skill mix, quality and safety and risk management.

MORVEN GEMMILL
DIRECTOR, PATIENT SAFETY & QUALITY
MACQUARIE UNIVERSITY HOSPITAL

Morven Gemmill began her career as an Occupational Therapist and brings a wealth of experience in senior roles, both clinical and management, in particular in safety and quality systems supporting effective care in both the public and private sector. She has led person centred service development and design of high quality, safe services in partnership with people who use those services.

As Director of Primary and Preventative Health for Western District Health Service in western Victoria, she led NHQHS accreditation, as well as CHSP (Commonwealth Home Support Program) accreditation, while developing sound governance structures. As Senior Director for Clinical Governance and Community Partnerships at the then new Gold Coast University Hospital and Health Service, Morven successfully established clinical governance structures and effective partnerships with patients, carers, clinicians and communities.

She has a strong interest and commitment to patient safety and quality and the value that individuals and professions bring to ensuring effective care for people.

SUPPORTING PATIENTS WITH IMPROVED STOMA SERVICES

MACQUARIE UNIVERSITY HOSPITAL’S WEEKLY STOMA CLINIC GIVES PATIENTS IMPROVED ACCESS TO SERVICES AFTER BOWEL AND BLADDER SURGERY.

To find out more about this service contact:
Colette Craft
Clinical Nurse Specialist
EMAIL Colette.Craft@muh.org.au
CALL (02) 9812 3483

Macquarie University Hospital has enhanced its stoma service with a weekly clinic at the Hospital. This service is in addition to the three stoma therapists who already see patients on the wards.

Serving primarily colorectal, IBD and bladder cancer patients, stoma therapist Colette Craft sees patients who have had their surgery at the Hospital, or have been referred in.

“It’s an important time in patients’ lives and a fairly significant change in how they live,” said Colette. “The weekly clinic aims to give patients more peace of mind that they can get regular help when they need it. It’s really completing the service for stoma patients at Macquarie University Hospital.”

Stoma therapists play an important role in pre-operative education, so a patient knows what to expect after surgery. A key part of their job is linking patients with suppliers of stoma products, and reviewing patients regularly to ensure they have access to newer products on the market.

“We see patients as young as 19 and as old as 90,” said Colette. “So we are used to working with a wide range of people.

“We work remotely, too. Patients can send us a photo and we can determine a lot that way, and then offer them advice. We are available by phone, and can talk a patient through their concerns or find a solution for them.”

FIND OUT ABOUT OUR GAMMA KNIFE

DEBORAH O’NEILL
EXECUTIVE DIRECTOR OF NURSING
MACQUARIE UNIVERSITY HOSPITAL

MORVEN GEMMILL
DIRECTOR, PATIENT SAFETY & QUALITY
MACQUARIE UNIVERSITY HOSPITAL
LOOKING BEYOND FIVE

IN 2014 A GROUP OF LEADING HEAD & NECK CANCER SPECIALISTS AROUND AUSTRALIA ESTABLISHED BEYOND FIVE - A NATIONAL NOT-FOR-PROFIT ORGANISATION, CREATED TO PROVIDE SUPPORT FOR PATIENTS WITH HEAD AND NECK CANCER AND THEIR FAMILIES THROUGH THEIR ENTIRE CANCER JOURNEY.

Head and neck cancer is the 6th most common cancer in the world. There are an estimated 378,500 new cases diagnosed worldwide annually.

With 17,160 People living with head and neck cancer in Australia, and nearly 5,000 people newly diagnosed each year, it became glaringly apparent that there was a need to provide a comprehensive resource that collectively offers reliable and easily accessible information and support to everyone, regardless of where they live.

Beyond Five is the first organisation of its kind in Australia to dedicate itself to the awareness, treatment and creation of a holistic community for head and neck cancer. The website is a comprehensive, always available, hub for education, information, comfort and shared experience. It’s also easy to access and understand.

“Head and neck cancer is incredibly complex – both the cancer and the treatment can have a massive impact on things we take for granted like the way patients look and their ability to speak, eat and breathe,” said a Beyond Five spokesperson. “When we initially tell someone about their diagnosis of cancer, the only word they remember is cancer. In those early days, information is key…”

‘Head and neck cancer’ includes 10 different cancers that affect the face, mouth, throat, neck, sinuses, thyroid and skin. While some of these cancers are well known, for example skin cancer affects more than 500,000 people in Australia every year, many of them are far less common and don’t receive much public attention or research funding.

Head and neck cancer can devastate the lives of patients by changing their appearance and how they communicate, eat, breathe, see and hear. Without support, this leads to depression, anxiety and social isolation. It also places an enormous burden on the friends and relatives who care for them. The name Beyond Five is a recognition, and commitment to the fact that head and neck cancer management must go beyond 5-year survival. Funding is urgently needed not only for research to help prevent and cure these aggressive cancers, but to develop treatments with reduced side effects that leave survivors with better quality of life and less impact on their personal identity.

The Beyond Five website and educational content was painstakingly developed over 24 months, launching in October of 2016. Forever evolving, the initiative is a thriving collaboration of multi-disciplinary & multi-institutional cancer teams committed to best practice and research to advance optimal treatment for head and neck cancer.

“One feature of the site which we believe will be incredibly useful is the 3D animations for each type of head and neck cancer that guide people through the location of the cancer, how it affects a person and what treatment is available,” said Beyond Five.

“From knowledge comes empowerment. From community we find comfort.”

Beyond Five is on a mission to lead in the fight against head and neck cancer, and to improve the survival and quality of life of patients through education, innovative treatments and a commitment to ground-breaking research.

It is a resource for patients, caregivers, family members and health professionals. It is a portal for knowledge, empowerment and hope.

“It’s not easy. But you can go through it, come out the other side and continue to live a great life…”

MUH TURNS A HEALTHY SEVEN

SEVEN YEARS AGO, ON THE 15 JUNE 2010, MUH OPENED ITS DOORS. SINCE THEN THE HOSPITAL HAS GROWN AND DEVELOPED, PROVIDING CARE TO COUNTLESS PATIENTS ALL OVER THE STATE AND BEYOND. ON FRIDAY 9 JUNE STAFF CELEBRATED OUR BIRTHDAY WITH A LUNCH TIME BBQ.

Find out more at: www.beyondfive.org.au | #headandneckcancer | @beyondfiveorg
Carol Bryant, CEO of Macquarie University Hospital is delighted with the campaign. “We have worked alongside Group Marketing and the Faculty of Medicine and Health Sciences, as well as our doctors and other key healthcare professionals to develop a campaign that promotes our services in a unique and dynamic way,” she said.

“Traditional hospital marketing campaigns are inundated with smiling shots of doctors with stethoscopes and caring healthcare professionals. Whilst this imagery is of course, at the heart of what we do, should we have approached our external campaign in this way, it would have had limited cut through – ostensibly promoting our competition.

“Our academic advantage and legacy of being the most technically advanced private hospital in Sydney is our unique point of difference and should be leveraged.

“Whilst we utilise the Hospital logo in this campaign, we are referencing Macquarie University Health Science Centre (MQ Health) through our strapline “the SCIENCE OF”. We also reference our bold vision through striking imagery and draw on a futuristic colour palette and a creative device to denote technology.”

Here are some examples of how the campaign language will be rolled out across a number of specialties.

**THE SCIENCE OF MOVEMENT**
Orthopaedic surgery

**THE SCIENCE OF THE HEART**
Cardiology and Cardiothoracic surgery

**THE SCIENCE OF THE SENSES**
Ear, nose, throat and eye surgery

**THE SCIENCE OF CONNECTION**
Neurosurgery and Neurology

**THE SCIENCE OF FUNCTION**
Gastroenterology and Gastrointestinal surgery

**THE SCIENCE OF TOUCH**
Hand surgery

**THE SCIENCE OF FORM**
Plastic and Reconstructive surgery

**THE SCIENCE OF PRECISION**
Robotic surgery program

**THE SCIENCE OF INSIGHT**
Pioneering diagnostic imaging

**THE SCIENCE OF SYSTEMS**
Urology

**THE SCIENCE OF LIFE**
Respiratory medicine

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**BILDBOARDS**

In the month of June billboards promoting Macquarie University Hospital specialties will appear in the following locations.

**NORTH SYDNEY STATION X1**
It is estimated that 3.3% of people in Sydney aged 25-54 will view the Cross Track panel on Pt – North Sydney Station. On average it will be viewed 2.2 times by this group, which will result in 161,300 total views.

**WYNYARD STATION X2**
It is estimated that 7.1% of people in Sydney aged 40+ will see this billboard. On average it will be viewed by this group 4.5 times, resulting in 691,000 total views.

**TOWN HALL STATION X 3**
It is estimated 11.6% of people aged 25-54 in Sydney will view the Cross Track panel on P1 – Town Hall Station. On average the advertisement will be viewed by this group 3.0 times, resulting in 761,600 total views.

**EPPING STATION X 2**
It is estimated that 2.5% of people in Sydney aged 40+ will see this billboard. On average it will be viewed by this group 9.8 times, resulting in 231,200 total views.

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**CINEMA ADVERTISING**

The Macquarie University Hospital cinema advertisement (above) commenced in early June and will play in the following locations.

- Event Macquarie
- Event Top Ryde
- Roseville Reading
- Hoyts Chatswood Mandarin
- Hoyts Chatswood Westfield
- Hornsby Odeon
- Event Hornsby
- Event Castle Hill
- Hayden Orpheum Cremorne

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**SAMPLE OF CREATIVE**

- The Macquarie University Hospital cinema advertisement (above) commenced in early June and will play in the following locations.
- Event Macquarie
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- Hornsby Odeon
- Event Hornsby
- Event Castle Hill
- Hayden Orpheum Cremorne

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**THE SCIENCE OF CONNECTION**
Neurosurgery and Neurology

**THE SCIENCE OF PRECISION**
Robotic surgery program

**THE SCIENCE OF MOVEMENT**
Orthopaedic surgery
INVITING ALL GPS TO FOLLOW US ON SOCIAL MEDIA

GET SOCIAL WITH MACQUARIE UNIVERSITY HOSPITAL ON TWITTER, LINKEDIN AND FACEBOOK. THIS IS WHERE WE WILL BE SHARING THE AMAZING THINGS THAT ARE HAPPENING AT THE HOSPITAL. IT’S EASY TO CONNECT, WE HAVE SOME TIPS AND GUIDELINES TO HELP YOU GET STARTED.

TWITTER

Follow us @MacUniHospital

Twitter is fun and easy to use. It’s a quick and easy way to check out what’s currently happening at MUH.

COMMON TWITTER TERMINOLOGY
- @mention: Tag another user in your Tweet by placing the @ symbol in front of their username.
- #hashtag: Place a hash in front of a word or phrase you are talking about. When someone clicks that hashtag, they see all the other Tweets using the same term.
- RT: Retweet a Tweet from another user's account. This is someone you connect to on Twitter. Retweeting a Tweet shows you support, and that you found the Tweet interesting.
- DM: Direct Message. A direct message is more appropriate than a post. It’s a private conversation you can have with someone.
- @reply: Reply publicly in a single Tweet by starting your Tweet with @username. It’s a way to start a conversation.
- URL: A link to a website.
- Follower: Someone who is following you.

GETTING STARTED AND HELPFUL GUIDELINES
Fill in your profile and biography as people will know more about you. Start following people you know and who know you. As you start tweeting more regularly start following people you are interested in. You can see a maximum of 16 characters in your Tweet. A good tool to use is Bitly. So if you would like to share a link simply copy it and visit the Bitly website to shorten the link. You can use a maximum of 140 characters in your Tweet.

WHAT NOT TO DO ON TWITTER
Don’t send an update when a direct message is more appropriate. Keep your profile up to date. Avoid using punctuation in your username. Don’t share information that you might regret making public. Don’t post a Tweet if you are texting or making a purchase.

FACEBOOK

Follow us at facebook.com/MacquarieUniversityHospital

Facebook is one of the most popular networking sites in the world. You can share status updates, videos, links, photos and links. Follow MUH - check out the latest surgical techniques used by our doctors, patient stories and what’s happening socially at MUH.

COMMON FACEBOOK TERMINOLOGY
- Timeline: This is your profile page. It will contain all your posts, photos, videos, a list of your friends, your favorite activities and interests. It will also show any biographical information you have chosen to share.
- Name: Your first and last name that appears on your friends activities. This will appear on your homepage.
- Friend: This is someone you connect to on Facebook. Friend requests are when someone asks you to be their friend. All friend requests must be confirmed by both people.
- Status Update: This is a short post you share on Facebook. It can be sharing memories, where you are visiting, or just sharing a photo of what you are eating!
- Poke: This is a feature that says ‘I’m thinking of you’. The person who receives the poke will see their poke notice when they log in and have the chance to poke back. Tag: You can tag a friend in a post and they will be notified.

GETTING STARTED AND HELPFUL GUIDELINES
Check what people in your email address are on Facebook. Send people you would like to add to your Facebook account a friend request. Completed your Facebook profile completely. It will also show others who you are talking about. Respond to your Facebook followers if you have something valuable to add to the conversation.

WHAT NOT TO DO ON FACEBOOK
Don’t share information that you might regret making public. Don’t thank people for following you. Don’t post as if you were texting. Don’t send an update when a direct message is more appropriate in particular when the message is only relevant to that person. Don’t send an update when the message is only relevant to that person. Don’t post anything you might regret on Facebook.

WHAT NOT TO DO ON LINKEDIN
Don’t post anything you might regret on LinkedIn. Don’t post as if you were texting. LinkedIn is like a professional Facebook account so you would add professional contacts to your account.

COMMON LINKEDIN TERMINOLOGY
- Profile: Your profile is where you add information about your employment history, education, and skills. You can also add a profile picture.
- Connection: Connections are new and existing contacts that you add to your network.
- Recommendation: Recommendations are new and existing contacts that you add to your network.
- Endorsement: Endorsements are new and existing contacts that you add to your network.

GETTING STARTED AND HELPFUL GUIDELINES
To build up your network find current and former work colleagues and school mates through LinkedIn search tools. People you have worked with can recommend you on LinkedIn. Find people who are in groups with you. Join and participate in LinkedIn groups. Keep the tone of what you post professional. Post on a regular basis. Keep the content topical. Keep your profile up to date.

WHAT NOT TO DO ON LINKEDIN
Don’t post as if you were texting. Don’t post as if you were texting. Don’t post as if you were texting.

INVITING ALL GPS TO FOLLOW US ON SOCIAL MEDIA

2017 MND Fundraiser
SUPPORT THE FIGHT AGAINST MOTOR NEURONE DISEASE

Friday 23 June 2017
6.30pm – 10pm
L’ Aqua, Rooftop, Cockle Bay Wharf, Sydney

Click here to purchase tickets or make a donation
Macquarie University Hospital is proudly supporting the Heart Foundations’ Making the Invisible visible campaign. As well as inviting our health professionals to support the initiative, we are hosting a BBQ to raise funds this Friday 16 June.

The campaign runs from 1-30 June, shining a spotlight on heart diseases in women. Heart disease, particularly in women is often a seemingly invisible condition. The impact however can be significant and devastating. We would like to empower women with information to raise awareness.

Heart attacks are not always what you think. Many women will not experience chest pain. Symptoms can be vague and include pain in the jaw, arm or back or just nausea and fatigue. Know the warning signs. Heart disease does not discriminate, it affects women of all ages, including younger women.

Smoking, high cholesterol, family history and obesity are the contributors for Heart disease.

To see that innovation happens we need to invest in research. If you would like to make any donations you can do so online to the following bank account:

Macquarie University Hospital
MUH OPERATNS DG
BSB : 082-057
ACC : 77-230-1567

Please reference womenshearts while you are doing the transaction.

Go to www.invisible.org.au for more information
You are invited to an interactive educational session by leading cardiologists from MQ Health (Macquarie University Health Sciences Centre). Join your colleagues for an afternoon of learning, interacting and socialising – an opportunity not to be missed.

Full name: __________________________
Practice name: ______________________
Address: ____________________________
Email: ______________________________
Phone: ______________________________
Dietary requirements: __________________

**Agenda**

**Chair 1:** Dr Jason Kaplan  |  **Chair 2:** Associate Professor Edward Barin

<table>
<thead>
<tr>
<th>TIME</th>
<th>Session</th>
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<tbody>
<tr>
<td>12.00pm – 12.45pm</td>
<td>Registration followed by lunch</td>
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<tr>
<td>12.45pm – 12.55pm</td>
<td>Introduction – Dr Jason Kaplan</td>
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<tr>
<td>12.55pm – 1.00pm</td>
<td>Sponsor presentation</td>
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<tr>
<td>1.00pm – 1.20pm</td>
<td>Women and heart disease – Dr Fiona Foo</td>
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<tr>
<td>1.20pm – 1.40pm</td>
<td>Ablation in the management of AF – Dr William Chik</td>
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<td>1.40pm – 2.00pm</td>
<td>Devices in heart failure – Dr Peter Illes</td>
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<tr>
<td>2.00pm – 2.20pm</td>
<td>Lifestyle prevention of AF – Dr Jason Kaplan</td>
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<tr>
<td>2.20pm – 2.50pm</td>
<td>Panel discussion</td>
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<tr>
<td>2.50pm – 3.30pm</td>
<td>Afternoon Tea</td>
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<tr>
<td>3.20pm – 3.40pm</td>
<td>Clots and closure devices – Dr Mark Nallatnam</td>
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<tr>
<td>3.40pm – 4.00pm</td>
<td>Surgery in the management of arrhythmias – Professor Michael Wilson</td>
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<tr>
<td>4.00pm – 4.20pm</td>
<td>Sudden arrhythmic death: Preventing the unexpected – Associate Professor Hari Raju</td>
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<tr>
<td>4.20pm – 4.40pm</td>
<td>Panel discussion</td>
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<tr>
<td>4.40pm – 5.00pm</td>
<td>Closing remarks followed by drinks in the foyer</td>
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**DATE:** Saturday 17 June 2017
**TIME:** 12.00pm to 5.00pm
**VENUE:** The Australian Hearing Hub
16 University Avenue, Macquarie University
NSW 2109

Complimentary parking is available at nearby West 3 carpark
(refer to map overhead for directions)

**RSVP BY FRIDAY 9 JUNE**
Phone: 1800 284 649
Email: response@registrationdesk.com.au

**PRIVACY COLLECTION NOTICE**
Your contact details (including your name, email address and telephone number) are collected by or on behalf of MQ Health for inclusion on a list to receive information about all educational activities that we offer from time to time. We will only use your contact details for this purpose, and will not disclose it without your consent, except where we are required to do so by an Australian law or a court/judicial order.

Heal, Learn, Discover.

MQ Health
MACQUARIE UNIVERSITY
HEALTH SCIENCES CENTRE

**Legend**

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**Map of Venue**

- Australian Hearing Hub
- Macquarie University
- 16 University Avenue, North 3 Village
- NSW 2109
- RSVP by Friday 9 June