

MEDIA REPORT

TORONTO REHABILITATION INSTITUTE

DECEMBER 2019

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925M
impressions



100 media
outlets



980 earned
media stories



54 UHN
News Stories

TRADITIONAL MEDIA- THE NUMBERS

EXECUTIVE SUMMARY

This media report summarizes and highlights print and broadcast media coverage that Toronto Rehab and the Kite Research Institute have earned this year. Toronto Rehab has established itself as a leader in both rehabilitative research and care, transforming the lives of people living with the effects of disability, illness and aging.

This year, our earned media coverage reflected this success. Our experts were at the forefront of rehab news stories across Canada, appearing in national publications including the Globe and Mail, CTV News National, Global News, CBC National, Flare Magazine as well as local news stations across the country.

Over the past 6 months, we've also made a major debut across multiple social media platforms. Since May, we've launched the following social channels:

- Facebook
- LinkedIn
- Instagram
- YouTube

This year, we had a potential reach of over 925 million people and appeared in over 100 different media outlets.

In September, we hosted David Suzuki and the Nature of Things team, where they filmed a segment in StreetLab and DriverLab, to capture the effects of aging and highlight the importance of Toronto Rehab's falls and injury prevention research. The episode is expected to air in February 2020 on CBC.

CBC's The National also covered a story about Dr. Andrea Furlan and Echo Pain, filming a session that trains clinicians across Canada on opioid use. This story was published in the beginning of November.

Recently, we also invited Doors Open Toronto to take a tour of our CEAL facility, and have since been a confirmed participant. In May 2020, thousands of people across the city will see and experience CEAL for themselves.

TOP SOURCES



CBC



TOP CLINICAL STORIES

Facial-recognition technology may help detect pain in patients with severe dementia

Dr. Babak Taati, Geriatrics - The Globe and Mail

Ontario boosts money for home and community care to alleviate hospital overcrowding

Hillcrest Reactivation Centre - Toronto Star

On the state of Statins, Diabetes

Dr. Paul Oh, Cardiac rehab - The Agenda & Breakfast TV

Concussion Rates Higher than previously reported

Dr. Mark Bayley and Laura Langer

Hope after Paralysis

Danielle Kane, Spinal Cord Injury Rehab

Echo Pain educates doctors on chronic pain management

Dr. Andrea Furlan, Musculoskeletal Rehab

TOP RESEARCH STORIES

Winter boots and coat testing

WinterLab, CityLine

Falls prevention

Dr. Alison Novak, CBC's The National

Cannabis and impairment

Dr. Andrea Furlan, CBC Metro Morning

Sleep Apnea

Dr. Geoff Fernie

Opioids & Pain

Dr. Andrea Furlan on Saving Rabbit, CBC
Docs

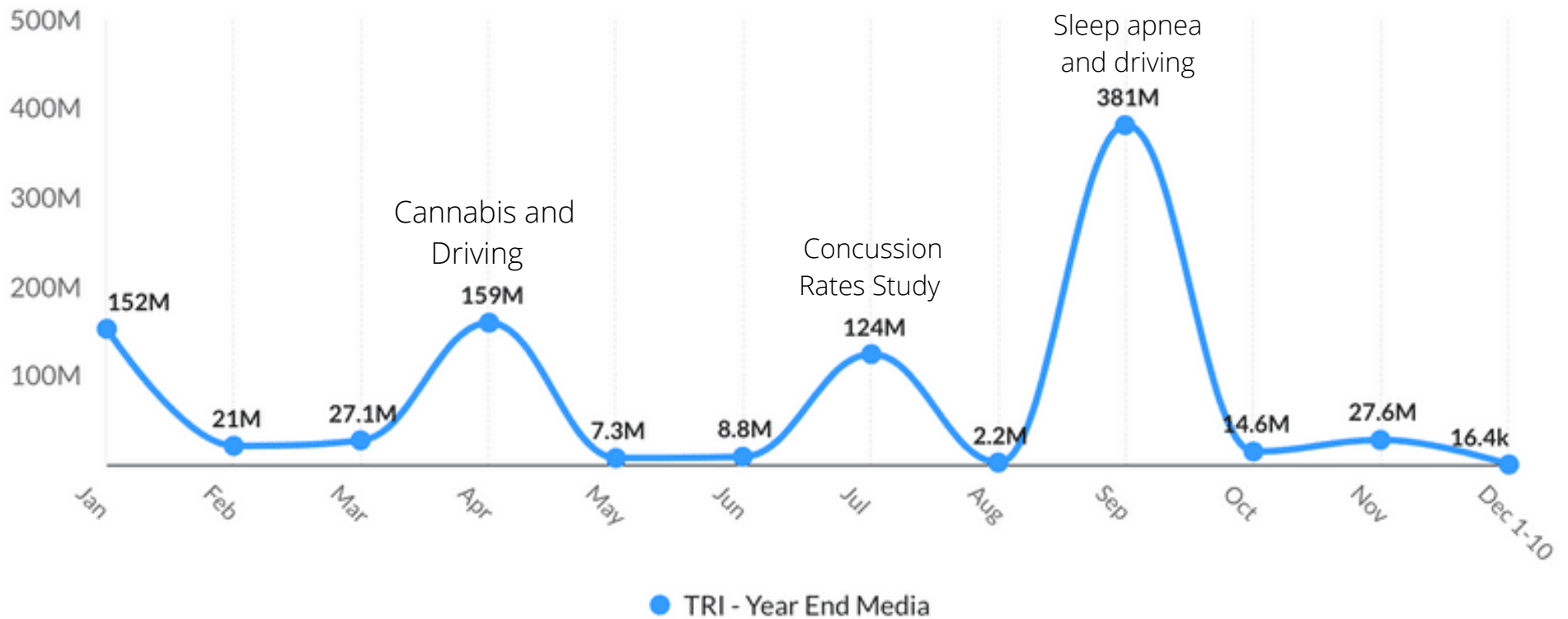
Smart textiles

Bastien Moineau, CBC Radio Canada

Reactive Balance Training

Liz Innes and Avril Mansfield, CTV News

POTENTIAL REACH OF TRADITIONAL MEDIA COVERAGE



TOTAL: 925 MILLION 6

TOP TWEETS THIS YEAR



DR. ALISON NOVAK ON
FALLS PREVENTION

6,739 impressions
131 engagements
36 likes
13 retweets

DR. MARK BAYLEY ON
DELIVERING
TOMORROW'S CARE



5,916 impressions
156 engagements
38 likes
8 retweets



SIGNS OF A HEART
ATTACK WITH DR.
PAUL OH

8,601 impressions
195 engagements
38 likes
15 retweets



DR. MILOS POPOVIC
RECEIVES ENGINEERING
MEDAL OF LEADERSHIP

11,626 impressions
291 engagements
94 likes
15 retweets

MAYOR JOHN TORY
OPENS
REHABWEEK2019



13,618 impressions
131 engagements
31 likes
8 retweets



DR. MILOS POPOVIC IS
INDUCTED INTO
CANADIAN ACADEMY OF
ENGINEERING

9,709 impressions
155 engagements
65 likes
11 retweets



DR. PAUL OH ON
CARDIAC HEALTH
AND REHAB

7,841 impressions
142 engagements
40 likes
11 retweets

CRANIA
CONFERENCE NEWS
STORY



8,442 impressions
113 engagements
21 likes
10 retweets



NEW CUSTOM
FOOD
PROTOCOL

7,384 impressions
116 engagements
41 likes
13 retweets



OPIOIDPHOBIA AND
CHRONIC PAIN WITH DR.
ANDREA FURLAN

7,230 impressions
128 engagements
30 likes
15 retweets

OPIOID OVERDOSE
CRISIS IN CANADA
FEATURING DR.
ANDREA FURLAN



4,581 impressions
54 engagements
13 likes
8 retweets

TOP BROADCAST STORIES OF 2019

- CityLine – Winter boot safety and winter coat testing - **WinterLab**
- CTV Toronto – Reactive Balance training - **Liz Innes and Avril Mansfield**
- CBC Docs – “Saving Rabbit” – **Dr. Andrea Furlan**
- CP24 – Concussion Rates – **Dr. Mark Bayley and Laura Langer**
- CTV News – HERO Glove & RehabWeek - **Aaron Yurkewich**
- CTV News Calgary – **WinterLab**
- The Agenda – The state of statins - **Dr. Paul Oh**
- CTV News – Self-driving cars - **Dr. Jennifer Campos**
- CTV News – Falls Prevention - **Dr. Geoff Fernie**
- CBC News- Opioidphobia - **Dr. Andrea Furlan**
- Breakfast Television – Diabetes and heart health - **Dr. Paul Oh**

TOP RADIO STORIES OF 2019

- CBC Metro Morning – Marijuana and Impairment – **Dr. Andrea Furlan**
- AM 640 Global News Radio – Opioidphobia – **Dr. Andrea Furlan**
- AM 800 Windsor – Opioidphobia – **Dr. Andrea Furlan**
- CBC Radio / Fresh Air – **Dr. Geoff Fernie** on Falling and Injuries
- CBC Radio Canada – RehabWeek – **Bastien Moineau**
- Trucker Radio – Sleep apnea - **Laura Gibson**
- 102.9 The Drive – Falls prevention
- CBC Radio – Roadside THC Testing – **Dr. Andrea Furlan**

MEDIA CLIPPINGS

THE
GLOBE
AND
MAIL

Facial-recognition technology may help detect pain in patients with severe dementia

WENCY LEUNG > HEALTH REPORTER
PUBLISHED JUNE 16, 2019

NATIONAL POST

NEWS · FULL COMMENT · SPORTS · CULTURE · LIFE · MORE · JOBS · CLASSIFIEDS · DRIVING · SUBSCRIBE · FINANCIAL POST · VIDEO



Ontario concussion rates higher than previously reported, study suggests

Health

'Opioidphobia' stigmatizes chronic pain sufferers, expert says



 **Toronto Edition**
CHANGE LOCATION

» **TORONTO STAR** «

Ontario concussion rates higher than previously reported, study suggests



MOST SHARED ARTICLES ON SOCIAL MEDIA

CBC News - Canada • Kas Roussy
CA | Feb 17 • 4:00 AM

Preventing the next fall: Slips, stumbles and spills dangerous for seniors

's also taking part in a 12-week falls-prevention course at the **Toronto Rehabilitation Institute**.
(Craig Chivers/CBC) "All right, "...

Social Echo  397  4.9k  0

CBC News - Canada
CA | Nov 3 • 4:00 AM

'Opioidphobia' stigmatizes chronic pain sufferers, expert says

At the **Toronto Rehabilitation Institute**, Dr. Andrea Furlan, a pain specialist, is holding a regular meeting with some of her...

Social Echo  414  4.37k  2

Globe & Mail
CA | Jan 4 • 10:12 AM

A senior's resolution: no more falling in 2019

Toronto Rehab

Social Echo  329  4.02k  0

MONEY • Alix Langone
US | Mar 27 • 2:53 PM

These Real-Life 'Golden Girls' Moved in Together in Their 60s. Here's How They Make it Work

Louise Bardswich was in her late 50s and searching for a new retirement home for her mother when she realized living in any type of care...

With guidance from the **Toronto Rehab** Institute, they also outfitted the home for aging in place: They installed an elevator that...

Social Echo  57  4.06k  0

The Globe and Mail
Jan 7 • 3:31 PM

A senior's resolution: No more falling down in 2019

That somebody could be Geoffrey Fernie, senior scientist and director of the research institute at the Toronto Rehabilitation Institute...

, senior scientist and director of the research institute at the **Toronto Rehabilitation Institute** (TRI), a part of University Health Network

Social Echo  323  3.76k  0

Toronto - CBC News
CA | Feb 10 • 4:00 AM

Why privatization is not the biggest issue with Ontario's health reforms

made up of Toronto General, Princess Margaret, Toronto Western and **Toronto Rehab**. Mergers would — in theory — bring costs savings...

Social Echo  542  2.18k  0

GoErie.com • Jeff Kirik
US | May 10 • 2:01 AM

9 years after accident, Mercyhurst's Cameron to graduate

Former hockey graduate assistant to get master's degree years after becoming paralyzed Kristen Cameron's journey to her master's degree at....

' home. Ten days later, she was moved to the **Toronto Rehabilitation Institute**'s Lyndhurst Centre, where she spent six months...

Social Echo  9  1.84k  0

Health-CBC News
CA | Jul 11 • 1:53 PM

Falls the main reason seniors head to hospital: injury report

scientist and falls prevention officer at the University Health Network and **Toronto Rehabilitation Institute**. "If you get older...

Social Echo  99  1.67k  0

TOTAL SHARES FOR TOP 8 STORIES: 28,597

IN SUMMARY

With over **925 million impressions**, **980 earned media stories**, **54 UHN News stories** and **mentions in over 100 different media outlets**, Toronto Rehab and The Kite Research Institute had widespread coverage in the media in 2019.

Our experts were at the forefront of a diverse set of stories about rehabilitation and were conducting interviews on national television and radio stations including CBC's The National and Metro Morning.

Our world-class programs, research and experts were featured on Breakfast Television, The Agenda with Steve Paikin, CityLine, Flare Magazine, CP24, Global News Radio, The Globe and Mail, CTV News, and many more outlets.

This year alone, we launched four new social media outlets and have grown them significantly. In May, we launched our LinkedIn page, where we now have over **6,500 followers**. On YouTube, we have a total of **13,855 impressions and 4,421 views** on our video uploads. (This does not include videos produced externally and published on other channels.) On Instagram, we have **250 highly engaged followers**, and on Twitter we have **2,850 followers** and reach thousands of people on average, per tweet.

In addition to our own social media promotional efforts, news stories were being shared by readers on their own social media platforms, further increasing reach and brand awareness. The top eight news stories based on shares were shared a total of 28,597 times.

In 2020, we look forward to Doors Open Toronto happening on May 23-24 as well as the airing of the Nature of Things episode where David Suzuki visits StreetLab and DriverLab.

