



2014 Media Kit

'The online resource for Return to Work Professionals'

Return to Work Matters is the only collection of online services for case managers in the insurance industry, RTW Coordinators, rehabilitation providers and employers.

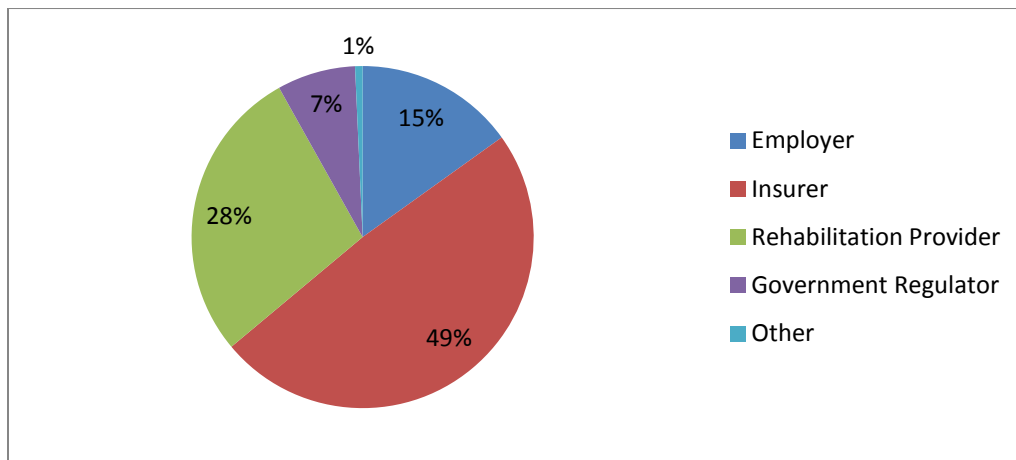
We are a growing network of professionals committed to best practice in Return to Work. We keep our members informed through our newsletters covering topics such as case management, communication, early intervention, rtw plans, medical information, industry news, events and jobs, as well as system issues.

Reaching your target market in this niche and notoriously busy industry can be difficult. Return to Work Matters does the work for you by publishing engaging and informative articles, case studies, handbooks, training material and newsletters that are widely read and distributed much further than our membership base which is representative of hundreds of organisations Australia-wide.

Newsletter Distribution: 3800 Inboxes
1000 employees through internal distribution and intranet
750 Twitter followers
500 LinkedIn Connections

6050 Total Minimum Distribution

Demographics of newsletter readers:



All Premium Corporate / Group Members of Return to Work Matters receive 15% discount off all prices quoted in this media kit. To find out about the types of memberships available, please click [Join Now](#) on the homepage.

Newsletter advertising:

Banner size (W x H Pixels)		4 Issues	5 – 13 Issues	14 – 26 Issues
A	Top Banner – 468 x 60	\$175 p/w	\$150 p/w	\$120 p/w
B	Right Column – 160 x 200 (Below Lite Relief)	\$100 p/w	\$80 p/w	\$60 p/w
C	Right Column – 160 x 300 (Below Events)	\$75 p/w	\$50 p/w	\$30 p/w
D	Left Column Half Size– 160 x 150 (in between articles and news)	\$100 p/w	\$80 p/w	\$60 p/w
E	Left Column Full Size– 320 x 150 (in between articles and news)	\$125 p/w	\$100 p/w	\$80 p/w

Prices are per issue & exclude gst. Contact us for long-term booking availability. Prices valid until 31 March 2014.
15% Discount for all premium group members of Return to Work Matters.

[Click here to view the newsletter online](#)

A →

Registration details available online at www.hokofde.com.au

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Topics
Articles
Research
Links
Tools
Handbook
Events
Jobs

This week on our "Best of" Case Studies we bring you a series of first-hand recounts of: what went right, what went wrong and what was resolved despite the most difficult of circumstances.

Today we also have a recorded webinar held recently with Dr Eva Schonstein titled: "Pre-employment functional assessments: a physiotherapist's evidence based perspective."

Featured Resources

RTW Matters Wants Your Input

Visit our newly launched comments section as requested by you!

Free Access Articles on RTWMatters

Approximately 10% of our practical articles are open access through our newsletter. Click here for the up to date list. Please share with your peers.

RTW Matters follows the journey of a young secretary forced out of her job by a common health condition.

[CLAIMS MANAGEMENT](#) [CASE MANAGEMENT](#) [BACK](#)

[RTW APPROACHES](#)

Anna Kelsey Sugg | In this and subsequent articles on Deanne's case, we learn about her WorkCover journey and hear why both she and her employer is so distressed by the process.

This is the beginning of the story. Deanne* is worried that soon she won't be able to afford to pay her rent and she'll lose her flat. She may have to change suburbs, move to a share house and find a completely different sort of job. She's anxious about being able to continue living the life she's used to. At only thirty-six years of age Deanne has a long working life ahead of her, but her career has been thrown into uncertainty by a common work condition, an overuse muscle strain. [more >>](#)

A successful RTW case study under seemingly insurmountable obstacles.

[CASE MANAGEMENT](#) [PSYCHOLOGICAL](#) [MOTIVATION](#)

Theo Giantsos | Mr X had been a 'journeyman' worker for many years before he developed a destructive and debilitating anxiety.

Mr X had been a 'journeyman' worker for many years. He had grown up in rather impoverished socio-economic circumstances and was unable to complete his secondary school education. Moving from one itinerant and casual menial job to the next, Mr X finally found a vocation in his mid thirties, as a storeman and packer, a position that provided him with some belated vocational peace of mind, if not satisfaction. [more >>](#)

Employers can sort out liability issues simply by seeking sensible medical advice

[CLAIMS MANAGEMENT](#) [EARLY INTERVENTION](#) [RTW APPROACHES](#)

Sarah Duffield | An admin officer developed acute back pain after several weeks of 'niggling' soreness. Questioning the work relatedness of the back pain doubled the costs.

November 19th, 2013

Member Access Levels

Free Content:
Open access links.

Basic Member:
Articles, research, news, events, jobs.

Premium Member:
All content plus video recordings, webinars, interviews & training.

To change your type of membership, log onto www.rtwmatters.org and click on renew.

Lite Relief

Reward offered
Mystery books
Mattress factory

MEDICOLEGAL

- Nationwide coverage of 160 medical experts.
- Over 200 appointments on a monthly basis.
- *appointments usually available within 4 weeks.
- Support for Return to Work Coordinators

www.mirsa.com.au

Upcoming Events

All events >>>

November
Wed 20th Nov 2013,
Perth
Workplace Health & Safety in the Office Environment
Suitable for all levels seeking to gain a greater understanding of office ergonomics and Workplace Health & Safety strategies.

Wed 20th Nov 2013,
Level 1, 86 Bathurst Street, Liverpool
Advanced Return to Work Coordinator
Invest in your commitment to early, safe and sustained outcomes for your injured workers and learn how to case manage more complex claims.

D & E →

Need to identify and manage barriers to RTW?

abilita

Add Abilita software to your toolkit.

Discover the most direct and cost effective route to durable outcomes.

www.abilita.net.au

← C

RETURN TO WORK | Knowledge Base

rtwknowledge.org

Website advertising:

Banner size (W x H Pixels)		1 – 4 Weeks	5 – 13 Weeks	14 – 26 Weeks
A	Banner – 728 x 90	\$175 p/w	\$150 p/w	\$120 p/w
B	Left Column – 200 x 75 (Below Events)	\$80 p/w	\$60 p/w	\$40 p/w

Prices are per week & exclude gst. Contact us for long-term booking availability. Prices valid until 31 March 2014
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The screenshot shows the homepage of the Return to Work Matters website. At the top, there is a red banner with the text "Total Injury Management Solutions" and the OccCorp logo. Below this is a navigation menu with links for "Topics", "Articles", "Research", "Blog", "Links", "Tools", "Handbook", "Events", "Products", "Jobs", and "Directory". A login form is visible on the right side of the page, with fields for "Email" (containing "cherylgriffiths@rtwmatters.org") and "Password".

Annotation A points to the top banner area. Annotation B points to a "RETURN TO WORK Knowledge Base" advertisement at the bottom right of the page.

Key content on the page includes:

- Return to Work Matters**: The power of partnerships
- Return to Work Matters is a practical online portal providing thousands of best-practice time saving tips, tools and training resources for those engaged in improving health outcomes for injured or ill employees. Join today for immediate access!**
- Are you a RTW service provider or an employer offering in-house case management?** Provide your staff with the learning resources and tools they need to perform their job effectively using cost reducing best practices. All the knowledge and information they need in one handy location. **FIND OUT HOW!**
- Are you an individual RTW Coordinator or Case Manager?** Do you lack support and cooperation from line managers and supervisors? Can't get buy in from senior management or make any progress communicating with doctors and treaters? Get access to practical information and tools to help you in your role. **FIND OUT HOW!**
- Join Now**: Become a member and get immediate access to all of our resources.
- Free Access**: A list of content you can access without a membership.
- RTW Stakeholders**: RTW Coordinators, Human Resources, OHS, Senior Management, Rehab providers, Line Managers and Supervisors, Employees.
- Follow us on Twitter!**
- RTW relationship hurdles 1: Doctors and employers**: COMMUNICATION, RELATIONSHIPS, QUICK GUIDE. Gabrielle Lis | Part One - What are the barriers to good doctor / employer relationships? The relationship between the employer and the primary care practitioner can sometimes seem peripheral to return to work. However, a recent RTWMatters poll showed that approximately 75% of return to work professionals find doctors "hard work". To make matters worse, evidence-based research suggest that, when poorly managed, the doctor / employer relationship can become a stumbling block tripping up even those stakeholders with the best of...
- Harnessing the power of information**: COMMUNICATION, EARLY INTERVENTION, RTW APPROACHES. Gabrielle Lis | Sharing RTW information with workers creates connections and ensures consistency across diverse workplaces. This case study, from Scenic Rim Regional Council in QLD, shows you how to enage workers from induction onwards. RED HOT TIPS FOR EFFECTIVE RTW COMMUNICATION Don't wait until injury has occurred. Get in early, by: Talking about RTW and injury management at induction; and Preparing a variety of materials about RTW and injury management, and distributing these to everyone when they start work; Don't go for once-off communication. [more >>](#)
- Mentally ill forced-retirees have less accumulated wealth**: NEWS. Workers who are forced to retire early because of mental illness can be left with far less accumulated wealth than those who are able to continue working, impacting on their retirement and living standards, Medical News Today reports. Researchers from the University of Sydney and University of Canberra found that people forced to retire early due to depression accumulated 78 per cent less wealth, while those retired because of other mental illnesses had 93 per cent less accumulated wealth. Researcher Professor Deborah Schofield said, "our study shows that people who retire
- Professional Development: For individuals and organisations**
- Training Program: Return to work for Supervisors**
- Events**: Upgrading to MS Office 2010, Return to Work Coordination (Intro), Role of a Return to Work Coordinator, Management of Workplace Injuries - Recertification course, Manual Handling & Ergonomics-Surry Hills, Bullying and Harassment Awareness Training. [Submit an Event](#)
- RETURN TO WORK Knowledge Base** rtwknowledge.org

Other advertising and sponsorship opportunities:

Services Directory

For \$300 per year, your organisation can have their own listing where you can provide images, PDF brochures, any specials you would like to promote, links to your website and contact details. We will cross promote any specials in the newsletter. Download the application form [from this page](#).

Publication sponsorship.

Return to Work Matters produces a number of publications in eBook PDF format that are often used as free gifts or downloadable tools. The benefit of sponsoring a RTWMatters eBook is the format allows deliverability and access to non-members via viral marketing.

Sponsors also have the opportunity to demonstrate their expertise by assisting in the development of the publications. Sponsors would also be provided with the eBook for their own distribution lists or websites. Register your interest with us to see what opportunities are available.

Events directory advertising.

Advertising your training sessions, seminars or conferences on Return to Work Matters is easy and free! Just click on submit an event in our [events section](#).

Once approved, listings appear in the events section immediately and then in the weekly newsletter and homepage summary as the date approaches.

Job vacancy advertising.

Advertising your [job vacancies](#) on Return to Work Matters is also free. Set yourself up to [lodge a job](#) and then submit your job details. Once approved, listings appear immediately and are then distributed in our weekly newsletter.

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