



**ASX Announcement**

22 October 2018

## ShareRoot enters collaboration with St Vincent's Hospital to enhance clinical research

- St Vincent's Hospital Melbourne is a leading Australian tertiary public healthcare provider and is part of the St Vincent's Health Australia Group which is Australia's 12th largest privately held company.
- TSS brokered a Memorandum of Understanding (MOU) with St Vincent's Hospital to utilise MediaConsent and TSS' social media expertise to improve clinical trials and patient engagement
- Collaboration to develop strategies to improve identification, validation and ethical access to clinical data online, clinical trial recruitment and informed consent.
- The collaboration is expected to open up a number of government grant and R&D tax incentive opportunities for both parties.

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to announce a collaboration with St. Vincent's Hospital, Melbourne to apply the MediaConsent platform as a tool to improve the dynamics of clinical trial recruitment, patient engagement in and around clinical trials and understanding of patients' health-related behaviour through the use of social media and the proper accompanying consent processes.

The collaboration, led by Michelle Gallaher, Managing Director of The Social Science (TSS), a Melbourne-based digital agency acquired by ShareRoot in April, includes a group of specialist advisors representing St Vincent's Hospital's Research Directorate who have invaluable knowledge and networks within the global clinical research and clinical trials industry.

St. Vincent's alongside ShareRoot and TSS have identified the urgent need the industry has for a technology that can protect patient data and privacy on social media while supporting the advancement of clinical research by gaining access with consent to this global data set. The

growing interest in real world data (RWD) and real world evidence (RWE) in the pharmaceutical and medical technology industry by regulators and technology developers worldwide is remarkable. RWD can be derived from a number of sources such as wearable technologies and social media, for example.

“Valuable health-related data and content is shared online every day by millions of people via social media,” said Noah Abelson-Gertler. “That is where MediaConsent comes into play: our goal is for MediaConsent to be a reliable, sensitive, and ethical platform that reduces the barriers and encourages doctors, nurses and allied health professionals to engage in clinical research with a far wider scope while ensuring that patients and their carers are in control of their data.”

St. Vincent’s is working with MediaConsent in order to offer the first solution within its respective industry to ensure compliance with human research ethics committees while enhancing the relationship development between itself and its patients.

St Vincent’s Hospital Melbourne is a leading Australian tertiary public healthcare provider that offers a range of services, including acute medical and surgical services, emergency and critical care, aged care, diagnostics, rehabilitation, allied health, mental health, palliative care, residential care as well as clinical research and clinical trial activity. It is part of the St Vincent’s Health Australia Group, a Catholic not-for-profit healthcare provider which is Australia’s 12th largest privately held company. A \$2 billion organisation, the group’s 16,000 employees offer more than one million occasions of care a year from 27 public and private hospitals and aged care facilities that stretch along Australia’s eastern seaboard. St Vincent’s Hospital’s ambition is to stay ahead of the changing needs of patients by implementing innovative, integrated models of care and striving to promote new care models that improve access and the patient experience. St Vincent’s Hospital also works with a vast network of collaborative partners to explore and deliver leading medical research. St Vincent’s has a strong international reputation in translational research and biomedical engineering as well as clinical trial activity offering patients access to innovative new medicines and medical devices and the global biopharmaceutical and medical technology industry a leading clinical partner in the development of novel therapeutics.

The collaboration between St. Vincent’s and The ShareRoot Group is aimed to improve the dynamics of clinical trial recruitment, patient engagement in and around clinical trials and understanding of patients’ health-related behaviour through the use of social media and the proper accompanying consent processes.

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About ShareRoot

The ShareRoot Group is becoming a major presence in the marketing data and privacy protection ecosystem. The expanding global awareness around consumer data and privacy issues makes ShareRoot's platforms essential in this \$14Bn market. ShareRoot has three platforms: ShareRoot's Legal Rights Management UGC platform protecting against unauthorised use of people's social and digital content, with clients including Johnson & Johnson, McDonald's, and Costco; the profitable social media marketing agency 'The Social Science' that provides client services and account management layer behind the Group's technology properties. Thirdly, ShareRoot is launching the new MediaConsent platform which is the first platform to give consumers/citizens control of their data and privacy through a preference and consent management dashboard. ShareRoot's global business is ideally positioned at the right time to solve the issues faced by consumers and companies in data and privacy in digital marketing.

For more information about ShareRoot's award winning platform and why it can truly help "Harness the Visual Power of Your Consumers" please visit [www.shareroot.co](http://www.shareroot.co)