

# DRAGON CLAW

## Rheumatoid Disease Self-Care

### Growth

#### Media and Growth

We have had an incredible month over October and early November. Dragon Claw appeared in the media seven times which included an ABC radio session with Wendy Harmer, Dragon Claw's founder Michael Gill and Professor Lyn March (rheumatologist). In addition, we had three articles in the regional and local press.

The media coverage directly impacted our regular registration levels resulting in a kick-up over October of over 120 new members in Australia alone. We intend to step up our media efforts in 2017.

Pfizer have placed the Dragon Claw web link on their own patient support website. We are grateful to Pfizer for their support and interest in what we are doing to empower patients.

By the way, as of early November Dragon Claw has 9 commercial supporters and 248 supportive parties other than members! The 9 appear along the base of each page.

#### The Launch

Our new website will NOT be up and running till March. We recently completed testing the

registration process but design issues and the holiday season have necessitated a delayed launch.

#### Dragon Claw meets new Disability Discrimination Commissioner (DDC)

The Dragon recently met with Australia's new DDC Alastair McEwin. The group discussed what we are doing to raise awareness about our members who experience invisible disability discrimination. Another meeting is to follow in the New Year.

#### Welcome

We are very pleased to welcome the legal firm Baker & McKenzie as a new partner of Dragon Claw. They will be advising us in our plans to register as a full charity under Australian law.

#### Social Media

Have you noticed our social media activity? Please link up, 'accept' and be a member by visiting: LinkedIn and Facebook searching "**DragonClaw**" without spaces.



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## Visit [www.dragon-claw.org](http://www.dragon-claw.org)

### The NTF Group

The NTF Group has been a magnificent supporter of Dragon Claw since our inception. They built our current. The CEO Joan Nelson and her staff have been very interested in all aspects of our work for which we are most grateful. The company will remain as a key supporter for 2017.

### Princeton Digital

Last year Princeton assisted us to reach every rheumatologist across Australia. As specialist health sector marketers and software developers they have been very interested in our online plans and made numerous useful suggestions. We are particularly grateful for their continued association through 2017 expanding our ability to reach every rheumatologist.

### Pfizer

Pfizer Australia kindly invited the Dragon to "Get Healthy Stay Healthy" website seminar. About 20 other community groups attended.



### Party Event

On 14 November the three directors of Dragon Claw hosted an informal cocktail party for the five commercial supporters based in Sydney. The evening was a great success and helped cement relationships. The catering was provided by Denis Tebbutt (director) who revealed hidden talents as a chef. The photo above celebrates the good food and company. We are grateful to The NTF Group for providing their boardroom for the event.

### Podcasts

As part of our upgrade we are considering developing a set of regular podcasts which will be available from our new website. The plan is to develop a series of content items between five and ten minutes duration and covering a range of topics such as pain management, talking to your clinicians and recent research news.

Now for a little survey! Please drop us a note about your view, what topics interest you and when are you likely to listen. Send your comments to [info@dragon-claw.org](mailto:info@dragon-claw.org)



The Pharmacy  
Guild of Australia

<http://www.guild.org.au>



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BAKER & MCKENZIE

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Some of the street art that will be seen on our new website.



[www.dragon-claw.org](http://www.dragon-claw.org)

#### AIM

Dragon Claw provides information, community and support.

#### Why The Name?

Rheumatoid Disease (RD) can be felt like an unpleasant animal moving around the body biting and scratching. Occasionally, the dragon rears up and breathes fire, which is felt as a flare, hence the name.

#### Our Patron

Dr. Mukesh Haikerwal AO former National President of the Australian Medical Association. He is currently a board member of Beyond Blue and Chair of the Australian Institute of Health and Welfare.

**Group Photo:** Photo on the previous page: From left to right: Sharlene, a supporter; Leo List, our website builder; Denis Tebbutt DC director; Chris Law, a supporter; Gavin Walsh from Princeton Digital; Ned Strong from LoneAlarm; Joan Nelson CEO of The NTF Group, Peter Fritz from GAP; Susan Hughes DC director; Greg Taylor from The NTF Group; Michael Gill DC director; and Dr. Peter Beadle from LoneAlarm.

## Encouraging self-care and care co-ordination with the aim of reducing isolation and stress



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British Medical Journal  
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