



Communication re NCORP grant

Media links:

- <https://www.greenvilleonline.com/story/news/2019/08/23/8-million-nci-grant-helps-expand-clinical-trials-cancer-prisma-health-sc-treatments/2096345001/>
- <http://greenvilleceo.com/news/2019/08/prisma-health-upstates-cancer-institute-awarded-8m-nci-grant-expand-clinical-trials-cancer-treatments/>
- <https://latestnewscc.com/2019/08/23/8-2-million-nih-grant-helps-pave-the-way-for-more-clinical-trials-and-innovative-therapies-prisma-health-midlands/>

TV:

<https://www.dropbox.com/sh/bx4s686xppx9c6o/AADiUD1FvcluZjgDnjOGuERLa?dl=0>

Internal communication:

- Upstate: Lead article on Plexus and in Team Member News 8/29. The Plexus article has 611 page views with an average of two minutes spent on the page per reader, meaning that people are clicking on the article and staying to read the content. Information sent for publication in Med Staff Times, Clinician's Corner and The View.
- Midlands: Article posted to MyPal on 8/28 with 64 page views.

Digital:

- Upstate: Press release posted to the website has 592 page views as of 8/27. We know that 61% of that traffic came from social media and 33% from Plexus. Cancer Institute and clinical trials webpages updated. Ongoing clinical trial digital campaign to direct to this story.
- Midlands: Press release posted on website with 106 page views as of 8/29. We know that 20% of the traffic came from Facebook and 10% from myPal.

Social Media

- Upstate: The initial post has reached over 10,000 people (10,392 specifically) over Facebook and Twitter. We did boost the post targeted to Facebook users in Greenville, Laurens, Spartanburg, Pickens and Oconee counties, which resulted in approximately 9,000 people reached (screenshots attached). We have additional posts planned that continue to highlight the benefits of clinical trials at Prisma Health.
- Midlands: Nearly 1,000 people reached in the Midlands over Facebook and Twitter.

Upstate marketing:

- This will be the lead story in the September Cancer Institute newsletter.
- Physician dining room PowerPoint slide and digital outdoor board jobs in production.
- Digital outdoor boards in process for all locations