



# Telling the Prisma Health–Upstate story

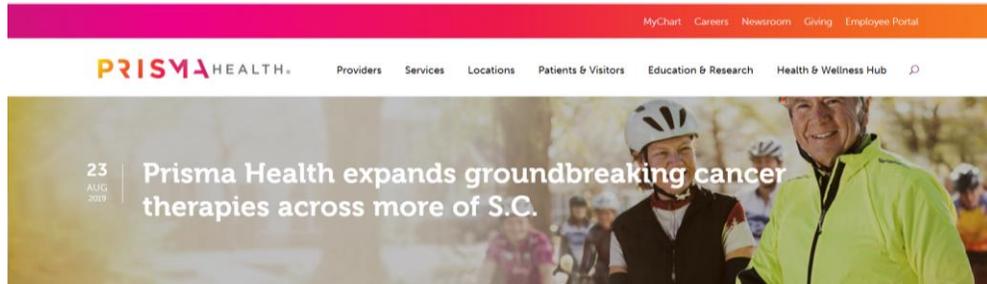
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*Marketing and Communications, August 2019*

## Executive summary

Extensive effort and successful promotion achieved for NCORP grant announcement.

- [Click here for a summary](#)



Launched awareness campaign focused on Prisma Health Laurens County Hospital which included digital ads, digital billboards, direct mail, print ad and a landing page.



Annual Team Member Engagement Survey article was the most-viewed Plexus post of the month, with 6,642 unique page views.



### Marketing reports by department:

[Anesthesia](#)

[Cancer](#)

[Cardiology](#)

[Emergency Medicine](#)

[Family Medicine](#)

[Internal Medicine \(Primary Care\)](#)

[Neuroscience](#)

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[Specialty Medicine](#)

[Surgery](#)

[Obstetrics and Gynecology](#)

# Image and reputation

## National standards and trends

Dr. William Cobb, chair of the department of surgery for Prisma Health–Upstate, formerly Greenville Health System, said that the hospital strives to meet surgical standards set by the American College of Surgeons and other national medical organizations.

The Leapfrog report uses one method to measure surgical quality, he said. Their standards don't always apply to the way certain medical conditions are treated these days, he said.

"For less common procedures, such as an esophageal resections, we often treat the which are not reflected in this survey." Cobb is in line with national trends, providing patients with possible.



Dr. William Cobb (Photo: Prisma Health-Upstate)

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"Certain oftentime hospital i she said

"But if th complica maintain

"then they still shouldn't be performing a

Like other hospital officials, Cobb said th: eye toward continual improvement.

At AnMed Health, spokeswoman Lizz Walker declined to answer questions about why the hospital did not participate in the Leapfrog report.

She said only that the hospital is continually striving to improve and that the Leapfrog report doesn't reflect its current efforts to provide great patient care and services.

## Greenville's Glenis Redmond uses poetry in her battle with cancer

Liv Osby, The Greenville News Published 7:30 a.m. ET Aug. 14, 2019 | Updated 2:15 p.m. ET Aug. 16, 2019

Reeves cried as she broke the news. But Redmond already knew.

She had googled the blood test results from her electronic health record as she sat at home alone one day.

"I was in complete and utter shock," she said. "You know, you're going down one way thinking anemia, kidney disease, something you can handle.

"All of a sudden, this was a cancer I'd never heard of before."



Dr. Suzanne Fanning (Photo: Prisma Health-Upstate)

Because 60% of her bone marrow had been replaced by myeloma cells, her body wasn't replacing the blood cells she needed, accounting for the severe fatigue, Fanning said.

Redmond describes herself as a Type A who's always "running and ripping." But in the five short weeks since the diagnosis, life has changed. A PET scan revealed a broken rib and cancerous spots on her collar bone, skull, ribs and leg. Pain is constant.

"Standing and sitting are hard," she said. "Any time I sit down, it feels like a crash landing."

## 7 recent hospital advances in innovation: investments, partnerships, virtual facilities & more

Andrea Park - Tuesday, August 6th, 2019 [Print](#) | [Email](#)

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Hospitals and health systems continue to make sizable investments in innovation — in the form of new research and development centers, training facilities and partnerships with other healthcare organizations, to name a few.

Here, in chronological order, are seven ways hospitals expanded their innovation efforts throughout the month of July.

1. Renton, Wash.-based Providence St. Joseph Health announced [plans](#) to build a "hospital of the future" in the Seattle area with partner Microsoft.
2. Greenville, S.C.-based Prisma Health and Clemson University [partnered](#) to create a new Innovation Maturation Fund, investing up to \$200,000 per year in research grants to advance healthcare innovation in South Carolina.

## Upstate panel addresses misconceptions surrounding sexual assault evidence

Group spoke at event hosted by Prisma Health-Upstate

30 Shares



Updated: 8:53 AM EDT Aug 20, 2019

## Greenville medical students use 3D printing for Simpsonville 3rd-grader's prosthetic hand

Liv Osby, The Greenville News Published 6:47 a.m. ET Aug. 14, 2019 | Updated 4:34 p.m. ET Aug. 14, 2019



Lily Larimer demonstrates use of her 3D-printed hand. She was born with a birth defect that left her with a limb deficiency on her right hand. Matt Burkhart, The Greenville News

## 'Miracle girl': Hillcrest High teen back in school after life-threatening fall from horse

Liv Osby, The Greenville News Published 5:29 a.m. ET Aug. 19, 2019 | Updated 12:10 p.m. ET Aug. 19, 2019

Elizabeth's injuries were so extensive that she had to be airlifted to Prisma Health Greenville Memorial Hospital. Her distraught parents held onto one another for the 40-minute drive to the hospital with neighbors.

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At Memorial, neurosurgeon Dr. Charles Kanos surveyed the damage.

"She had a significant hemorrhage that was life-threatening. There was a blood clot on her brain and a skull fracture," he said. "Because the clot was putting pressure on her brain, I made the decision to remove it."



Dr. Charles Kanos (Photo: Prisma Health-Upstate)

But as he started the procedure, there was so much blood that he had to pack the wound, close it and send her to the angiography suite where an endovascular surgeon went through her veins to repair the artery at the base of her skull that had ruptured in the fall.

Then he took her back to surgery to remove the packing and repair the skull fracture. He also removed a piece of her skull to allow for brain swelling.

"She had a massive head injury," he said. "Her prognosis was very concerning without the treatment she received immediately."

## An Upstate man was given 1 year to live. Thanks to a clinical trial, he's still alive after 8

Liv Osby, The Greenville News Published 2:54 p.m. ET Aug. 23, 2019 | Updated 3:53 p.m. ET Aug. 23, 2019

Clinical trials are conducted to determine whether a treatment works while offering patients a shot at experimental therapies that aren't otherwise available through normal channels.

They provide physicians with new weapons in the battle against cancer, said Dr. Larry Gluck, medical director of Prisma Health-Upstate's Cancer Institute in Greenville, which was awarded the grant.

"Because of our NCI designation and support," he said, "we can offer hundreds of leading-edge clinical trials that can provide treatments to patients years before approval by the FDA for general use."



Dr. Larry Gluck (Photo: Prisma Health-Upstate)

More than 300 clinical trials are underway at Prisma's Cancer Institute at any time and the hospital has been awarded more than \$30 million in NCI grants since 1995, according to Prisma, formerly Greenville Health System.

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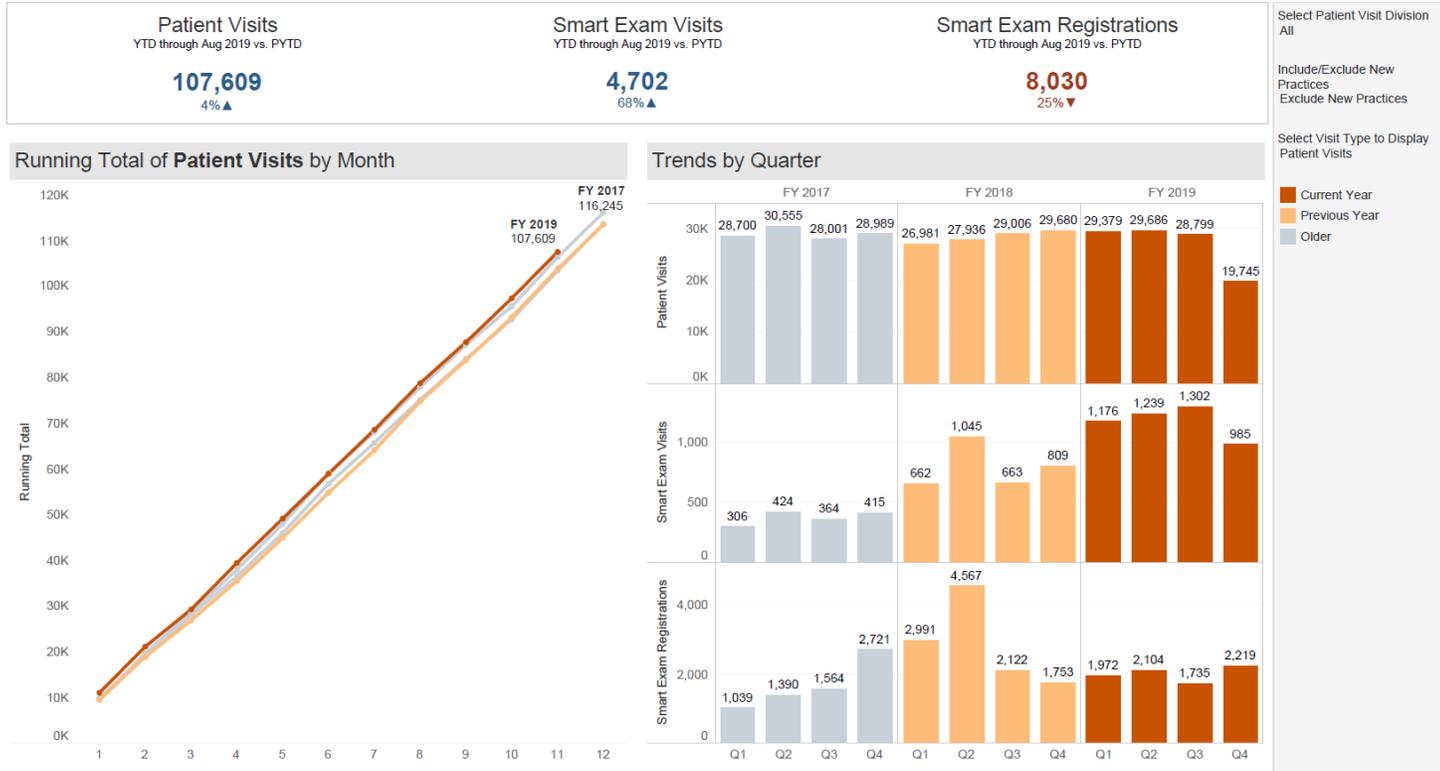
"What we learn from one patient helps that patient — but also many many more," said Dr. Jeff Giguere, a Prisma oncologist.

"A unique aspect of research via the NCORP grant is that it interrogates every point on the cancer continuum from diagnosis, treatment, supportive care," he said, "as well as proactively evaluates cancer prevention and more effective and efficient ways of delivering cancer care."



# New patients and finance at a glance

## Patient & Smart Exam Visits



### FY 18-19 YTD new patient variance:

- IM: 362
- FM: (1,873)
- OB/GYN: 791
- Peds: (369)
- Convenient Care (MD360 & MLCC): (558)
- Cancer: 380
- Cardiology: 170
- Orthopedics: 2,760

Digital marketing campaigns (combination of keyword buy, display ads, paid social media ads, targeted emails) can be tracked to a total of **\$5,929,402 in total charges\*** to date.

*\* Dollar figure is charges, not revenue. Charges are mapped to billing codes and counted if a person responds within a certain timeframe. As an example, a charge would be counted when someone receives a joint replacement marketing item, responds to that marketing and subsequently has appointments and/or procedures within a specified time frame, say 6 months. Data is sourced weekly from Epic.*

**1,266 appointments** requested through GHS.org during the month of August.

## ***Looking ahead***

Overhaul of Department of Anesthesiology website

TrueBeam/SBRT digital campaign

Team member facing flu campaign

Continuing efforts to promote Stroke services, upcoming Stroke Symposium and World Stroke Day

Breast Health Center awareness campaign (Oct. 2019)