



Telling the Prisma Health–Upstate story

Marketing and Communications, January 2020

Executive summary

Welcoming the new babies of 2020 received the most exposure in both media and social media for the month of January, garnering a total reach of more than 1.8 impressions.



Marketing Insights & Analytics conducted a survey on behalf of the Digital Health team to understand preference and awareness around virtual visits. The response was mostly positive, with a high number of respondents saying that the biggest factor in choosing a video visit over an in-office provider is not having to leave the house. Recommendations were made for future Video Visit offerings and potential charges for these types of visits.



Image and reputation

2020 BABIES: Meet the first babies born in the new decade!

Dal Kalsi, Jennifer Lindman
 | Posted Jan 2, 2020 |



Babies Kaia Elise and Kaison Ellington, twins, were the first born in 2020 at Greenville Memorial (2019)

GREENVILLE, SC (FOX Carolina) – As many celebrated the beginning of the decade, some lucky local families welcomed the birth of the first babies of 2020

Some of the first babies of the decade:

Anderson - The first babies in born in the new year in Anderson were welcomed family. The baby girl was born to Alisha And Christopher Campbell at 2:27 p.m



Ages & Stages: Decoding Jaundice

Danielle Roland Published 3:07 p.m. ET Jan. 15, 2020

In researching this story, I asked my husband what he knew about jaundice, to which he replied, "What – do you mean you want to go to Jamba Juice?" One trip to Jamba Juice later he admitted that he knew nothing about it. It turns out, there is more to knowing about jaundice than what I originally thought.



Jennifer Hudson, Medical Director of Newborn Services at Prisma Health-Upstate, demonstrates the phototherapy process the hospital uses for infants who have jaundice. (Photo: Nathan Gray/Staff)

Jennifer Hudson, Medical Director of Newborn Services at Prisma Health-Upstate was a wealth of knowledge about what parents need to know about their newborn if they are told they have jaundice. Jaundice itself is a buildup of waste products in the bloodstream of a newborn. One of the best things a new parent can do is to make sure their baby is eating properly. Once they begin taking nourishment, the waste begins to be eliminated and the toxic levels drop. In other words, dirty diapers are a good thing in the first few days. Having relied on mom to take away all the waste products until

Upstate SC hospitals restrict visitation to prevent the spread of flu

Liv Osby, The Greenville News Published 8:39 a.m. ET Jan. 16, 2020 | Updated 1:56 p.m. ET Jan. 16, 2020

Upstate hospitals are asking people to refrain from visiting to prevent the spread of the

Prisma Health has 'biopreparedness plans' in place in case of coronavirus outbreak

Prisma Health-Upstate is asking that anyone younger than 18 or anyone who has signs or symptoms of a cold or the flu not visit.

Spartanburg Regional is asking anyone with flu-like symptoms to stay away while

Prisma Health laying off 327 employees, officials say

Liv Osby, The Greenville News Published 1:26 p.m. ET Jan. 16, 2020 | Updated 3:03 p.m. ET Jan. 16, 2020

Prisma Health on Thursday a streamline the organization.

Prisma lays off hundreds

"The health-care environment in which we operate is becoming increasingly challenging for a variety of reasons, including lower reimbursement and increasing nurse retention."

Prisma Health employees concerned for futures following layoff announcement

In addition to the 327 jobs cut, another 200 positions were eliminated through attrition, vacancies and consolidation since Oct. 1, for a total of 527 positions, officials said.



Mark O'Halla (Photo: Prisma Health)

Administrative, corporate and clinical positions across all campuses are among the affected areas, officials said. Employees are being offered severance pay and outplacement services. They also have the opportunity to apply for open positions across the organization.

Prisma Health is eliminating 327 staff from a workforce of 32,000

Other Children's Residential Program at Marshall I. Pickens Psychiatric Hospital, which will be phased out due to low occupancy.

Currently, there are six patients in that program, which will be discontinued in April after the last patients are discharged upon treatment completion, officials said, adding that there are other providers in the area that can serve these children.

"While the Children's Residential Program has provided outstanding care for many years and has transformed the lives of children in our region and beyond," officials said, "reimbursement challenges, the scale size of the condition of the facility has resulted in the decision to phase out the program."



Giving Matters: Bradshaw Institute and ICS seek solutions for vulnerable families through Childhood Homelessness Project

Megan Carolan, ICS's director of policy research, said children are at greatest risk of homelessness during the first year of their lives.



Trump or Obama? SC lawmakers propose names for I-85/385 interchange
 Feb. 3, 2020, 6:34 p.m.

UPDATE ON THE 11TH: Club property?
 Feb. 3, 2020, 6:40 a.m.

Jury awards Seneca family '37 cents a minute' for time lost with 2-year-old
 Feb. 5, 2020, 5:33 a.m.

Clemson students bridge

Looking ahead

Promotion of Heart Health (February) and Colon Health Awareness Month (March) via social and digital media.

The January deadline where all items with the GHS brand or logo are to be retired or replaced by rebranded Prisma Health materials has been extended to March.

Development of a marketing analytics dashboard is in process; the goal of this dashboard is to simplify the reporting of useful metrics and information to business partners throughout the organization.

Strategic marketing planning meetings have been completed. Marketing & Communications is now working to build initiatives for FY 20 and share with respective business partners.