



Telling the Prisma Health–Upstate story

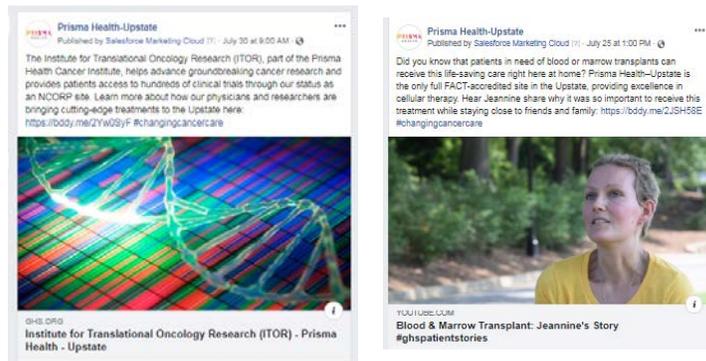
Marketing and Communications, July 2019

Executive summary

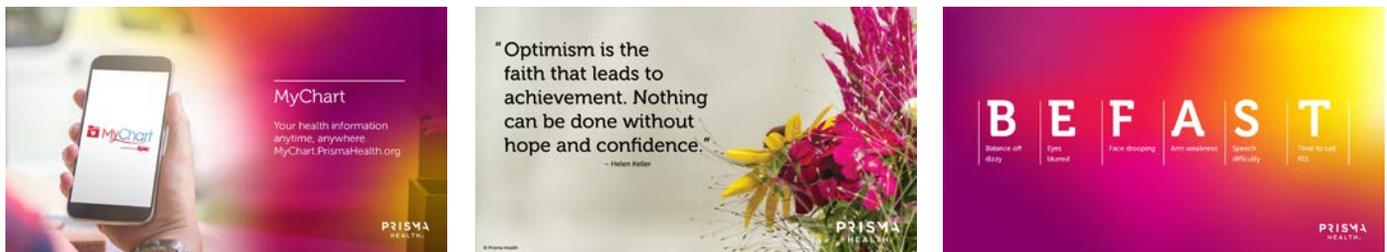
Greenville Memorial Hospital ranked one of the **top 50 hospitals in the nation for gynecology**, according to the *U.S. News and World Report Best Hospitals Rankings* (released on Tuesday, July 30).

Brian Burnikel, MD, Prisma Health Greenville Memorial Hospital and **MD360® Convenient Care** each named as a “2019 Best of the Upstate” award winner in the *Greenville Journal*.

Ongoing organic awareness campaign around our Cancer Institute and its differentiators.



Prisma Health screensavers went live in late July; slides will continue to be updated on a monthly basis.



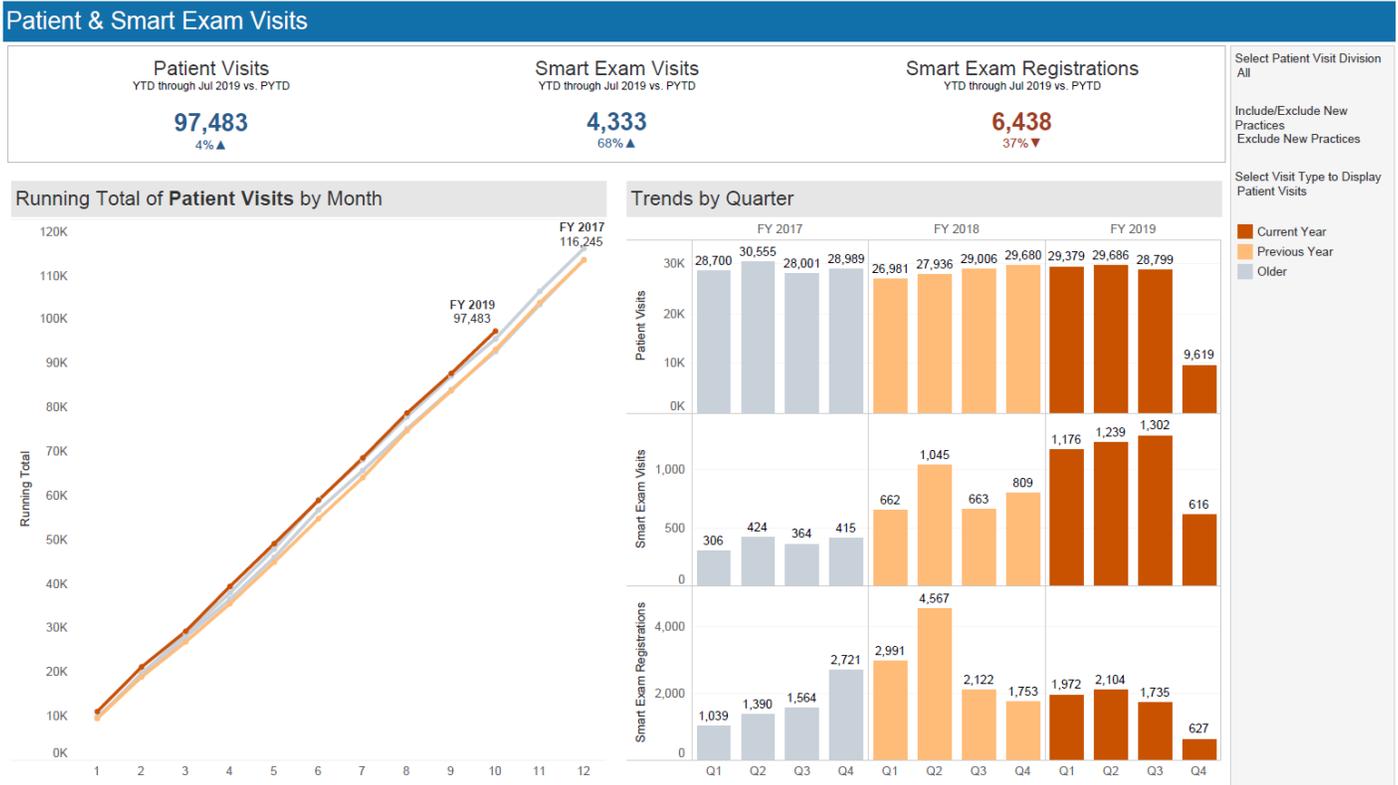
Canine F.E.T.C.H. t-shirt post in *Team Member News* received 1,758 unique clicks, resulting in 375 shirt sales raising \$3,745 (goal was 350 shirt sales).

Marketing reports by department:

[Anesthesia](#)
[Cancer](#)
[Cardiology](#)
[Emergency Medicine](#)
[Family Medicine](#)
[Internal Medicine \(Primary Care\)](#)
[Neuroscience](#)
[Orthopedics](#)

[Pediatrics](#)
[Psychiatry & Behavioral Medicine](#)
[Radiology](#)
[Roger C. Peace Rehabilitation](#)
[Specialty Medicine](#)
[Surgery](#)
[Obstetrics and Gynecology](#)

New patients and finance at a glance



FY 18-19 YTD new patient variance:

- IM: +349
- FM: +3,367
- OB/GYN: +1,016
- Peds: -304 (total visits are 8,079 ahead of last year)
- Convenient Care (MD360 & MLCC): -1,180 (total visits are 3,714 ahead of last year)
- Cancer: +417
- Cardiology: +167
- Orthopedics: +3,016

Digital marketing campaigns (combination of keyword buy, display ads, paid social media ads, targeted emails) can be tracked to a total of **\$5,781,164 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.*

1,159 appointments requested through GHS.org during the month of July.

Looking ahead

Posting *U.S. News and World Report* Best Hospitals Ranking banners around Greenville Memorial Hospital, along with posters throughout Obstetrics and Gynecology practices that deliver at Greenville Memorial Hospital.

Developing and deploying social content in relation to our ongoing image campaign for Baptist Easley Hospital, as well as continuing our Cancer Institute focus.

Continuing with Pediatric Primary Care campaign, including digital display campaign, digital outdoor boards and retargeting on ghschildrens.org/pediatricians.

Internal campaign promoting the 2019 annual team member engagement survey.



Internal campaign promoting the 2019 United Way campaign.

