



Telling the Prisma Health–Upstate story

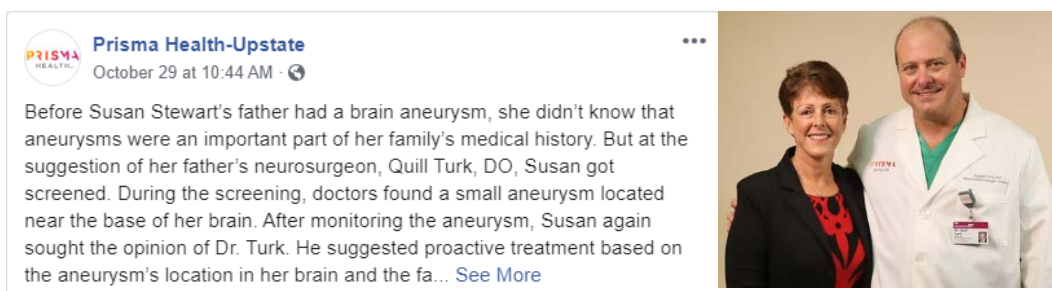
Marketing and Communications, October 2019

Executive summary

Heavy promotion of the flu shot both internally and externally, encouraging team members, patients and Upstate community about the importance of being a flu fighter.



Social media post featuring A. Scott Turk III, DO, most successful post in October with a reach of 5,831 and 296 reactions/comments.



Prisma Health-branded collateral and signage created in preparation for Office of Philanthropy's Run4Life 5k to raise money and awareness for cancer research.



Marketing reports by department:

[Anesthesia](#)

[Cancer](#)

[Cardiology](#)

[Emergency Medicine](#)

[Family Medicine](#)

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

[Neuroscience](#)

[Obstetrics & Gynecology](#)

[Orthopedics](#)

[Pediatrics](#)

[Psychiatry & Behavioral Medicine](#)

[Specialty Medicine](#)

[Surgery](#)

Image and reputation

Run4Life raising funds for local cancer patients, research

Caine Halter's family, friends and colleagues established the fundraiser in his honor after his death to lung cancer.



Published on 24 October 2019

AUTHOR Staff

FOR SUBSCRIBERS Greenville surgeon finds new passion to battle breast cancer after wife dies of disease

Liv Osby, The Greenville News Published 6:30 a.m. ET Oct. 23, 2019 | Updated 6:38 a.m. ET Oct. 23, 2019

October is Breast Cancer Awareness Month

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Seven years ago, after a 13-year battle with breast cancer, Dr. Steven Allgood's wife lost her life to the disease.

They shared some good years after Kimberly's cancer went into remission, spending as much time together as they could and watching their three young children grow.

But the cancer eventually returned, bringing with it chemotherapy's challenging side effects, poignant talks with their children about the future, and fear-filled days wondering how much time they had together.

Upstate SC flu clinics kick off as influenza season arrives

Liv Osby, The Greenville News Published 11:40 a.m. ET Oct. 8, 2019

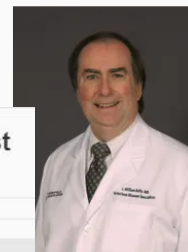
Free drive-through flu clinic today in Travelers Rest

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Flu season has off
Influenza season t
February.

And the U.S. Cent
everyone over 6 m
underlying health c
heart failure, and p

Although most people who get the flu recover in a few days to two weeks, some develop complications like pneumonia that can be life-threatening, the CDC said.



Dr. Steven Allgood (Photo: GHS)

While final numbers for the 2018-2019 flu season aren't yet available, the state recorded 105 deaths. There were 292 deaths in the 2017-2018 flu season and 97 in the 2016-17 season, according to the state Department of Health and Environmental Protection.

"While getting a flu shot may not completely protect you from the flu, the vaccine will decrease your likelihood of getting the illness," said Kelly. "If you do still get the flu, symptoms are typically far less severe, and the illness is shorter in duration, meaning fewer missed work/school days."

more information about Prisma flu clinics go to ahs.ora/flu.

Just for Mom: Reversible Contraceptions

Chris Worthy Published 1:10 p.m. ET Oct. 7, 2019

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

New CEO raises wages at Prisma Health hospitals

Liv Osby, The Greenville News Published 10:32 a.m. ET Oct. 31, 2019 | Updated 8:53 p.m. ET Oct. 31

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Just three months into his new job, Prisma Health CEO Mark S. O'Halla is raising employee wages to bring them in line with market salaries.

O'Halla said he realized that Prisma Health was behind the market in competitive pay after spending time getting to know the hospitals since he took the position in July.

Nurses and support staff were first to get increases.



Mark O'Halla (Photo: Prisma Health)

Nurses already on staff got an average increase of \$3 to \$5 an hour, officials said. And new graduate nurses will earn \$29 an hour to start.

NICU babies at Greenville hospital dress up for Halloween

Prisma Health, with nearly 32,000 employees, is formed by Greenville Health System - Upstate and Palmetto Health - Midlands.

NEWS CHECKUP

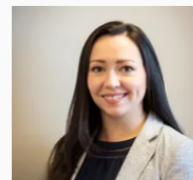
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Other LARCs are intrauterine devices (IUDs) that can be hormonal or nonhormonal, depending on type. They are placed inside the uterus.

A nonhormonal, copper IUD can last up to 10 years and is removable at any time.

"That's a good option for somebody who wants to avoid hormones," Isham said.

Hormonal IUDs come in four different types, which differ in size and dose, Isham said. They are often used for reasons other than preventing pregnancy.



"We talk a lot about the non-contraceptive benefits," Isham said. "I use them frequently for women with really heavy periods."

Isham said they can significantly improve heavy bleeding.

Unlike the IUDs of decades ago, Isham said current types can be used in women who have never had a pregnancy or never had sexual intercourse.



Image and reputation (cont.)

Prisma Health–Upstate was talked about on Twitter by partners in the community including South Carolina Hospital Association and Berea Middle School’s Wellness Committee on Twitter. Posts relating to drug take-back day, local Children’s Miracle Network campaigns and participation in the reverse trick-or-treat at Prisma Health Children’s Hospital–Upstate drove performance of the word “thank”.



Share of voice (traditional media)

- Prisma Health: 65.18%
- AnMed: 8.04%
- Spartanburg Regional: 13.39%
- Bon Secours St. Francis: 13.39%

Sentiment (social media)

- Positive: 88.6%
- Negative: 11.4%

New patients and finance at a glance

FY 19-20 YOY patient visits

Business Line	New Patient Variance	Total Patient Variance
Internal Medicine	(214)	2,643
Family Medicine	(185)	4,074
Primary Care OB/GYN	(49)	821
Primary Care Pediatrics	35	(886)
Convenient Care (MD360)	(5)	2,010
Cancer	(51)	(818)
Cardiology	163	529
Orthopedics	123	828

In the Upstate market, a New Mover campaign launched in October. That month, 56 New Mover guides have been downloaded.

1,137 appointments requested through GHS.org during the month of October.

Looking ahead

Internal messaging around Open Enrollment (Nov. 1–15).

Senior Vice President of Marketing, Communications & Consumerism, Deborah Fullerton, joins Prisma Health Nov. 11.

Promotion of Diabetes Prevention (Nov.) and Healthy Holidays (Dec.) via social and traditional media.

In January, all items with the GHS brand or logo are to be retired or replaced by rebranded Prisma Health materials.