

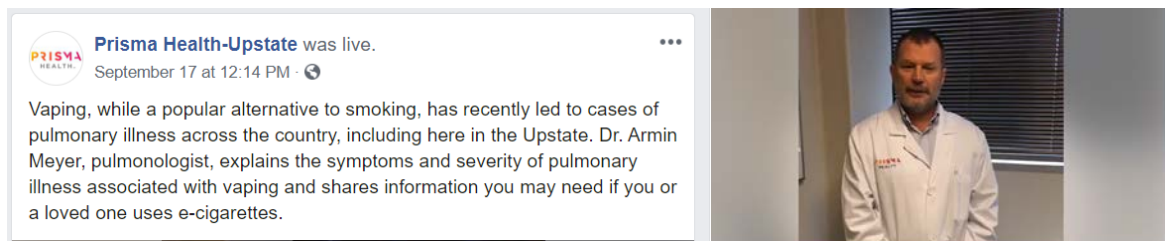


Telling the Prisma Health–Upstate story

Marketing and Communications, September 2019

Executive summary

Vaping-related video on Facebook featuring Armin Meyer, MD, most successful post in FY'19 with 45 comments, 280 shares, and more than 16,000 views.



Coordinated messaging around free SmartExam visits during Hurricane Dorian. Received media exposure and increase in SmartExam registrations as a result.



HEALTH

Prisma Health waiving online care fees during Hurricane Dorian

"SmartExam," online care will be offered at no charge.

Promotion of Prostate Health awareness using through Healthy All Year microsite, Prisma Health–Upstate social media, and sponsored content with 96.3 The Block and 93.3 The Planet.



Marketing reports by department:

[Anesthesia](#)

[Cancer](#)

[Cardiology](#)

[Emergency Medicine](#)

[Family Medicine](#)

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

[Neuroscience](#)

[Obstetrics and Gynecology](#)

[Orthopedics](#)

[Pediatrics](#)

[Psychiatry & Behavioral Medicine](#)

[Radiology](#)

[Specialty Medicine](#)

[Surgery](#)

Image and reputation

Prisma goal is to treat more patients fully in County

MONTE DUTTON Sep 26, 2019



Justin Benfield

f t e b

It wasn't long ago that the word around Laurens County went something like this: "Go to it if it's anything more than stitches, they'll send you to Greenville."

That was probably always exaggerated, but it's not true anymore, and Prisma Health wants you to know it. The slogan distributed at a Thursday luncheon at Laurens County Hospital was: *Quality Health Care, Close to Home.*

Cardiologist Dr. Jack Dobkin thinks 80 percent of the county's heart patients can be treated locally.

Justin Benfield, Chief Operations Executive of Prisma's Upstate Southern Region, said the goal is to move toward "population health," more efficient ways to provide health care and facilities that will allow a wider range of services to be provided locally.

Clemson researchers, Prisma Health clinicians work to reduce burnout, enhance the practice of medicine

Frances Parrish, College of Behavioral, Social and Health Sciences
September 26, 2019

♥ 1 Share

When you read about health research, organizational science most likely doesn't come to mind.

But in health care, organizational science is called health systems science, and it's a big research focus between Clemson psychology associate professor Marissa Shuffler and Donald Wiper, a clinician leader and research champion at Prisma Health.

Organizational science is an important part of solving an issue health care providers are facing across the nation—burnout. For the past year and a half, Shuffler and Wiper have been working together on burnout and team science research.

This partnership comes at an important time, as The National Academy of Medicine notes that more than half of U.S. health care providers experience substantial symptoms of burnout, and burnout symptoms can be prevalent among nurses, other health care professionals and students as well – at rates higher than workforce members in other industries. Burnout, depression and emotional exhaustion can result in medical error, quality and safety issues, high staff turnover and mental health concerns.



For the past year and a half, Clemson professor Marissa Shuffler and Prisma Health's Chip Wiper have been working together on burnout and team science research.

Shuffler and Wiper's research partnership will be highlighted at the Healthcare Organizational Science Table Top event on Oct. 1.

What started out as leadership research has expanded to work on team science and burnout. The result is a unique and lasting collaborative effort that has been implemented in Prisma Health—Upstate and federal opportunities for organizational science research.

Shuffler has expanded her National Science Foundation Early CAREER award team science research in the health care and engineering fields. In conducting research to develop tools and resources for better teamwork, her initial NSF CAREER research identified a need to focus on different dimensions of burnout of health care providers and leaders.

Shuffler and Wiper, along with a team of Prisma Health clinicians, Clemson graduate students, and colleagues at Rice University have identified five burnout profiles in health care leaders, based on their research.



Psychology Associate Professor Marissa Shuffler has a background in team science and organizational science research. Image Credit: College of Behavioral, Social and Health Sciences

September is Childhood Cancer Awareness Month

Chris Worley Published 1:41 p.m. ET Sept. 10, 2019

f t e b



Colt Becker, 6, swings with his older brother Paxton, 8, on a swing set at a playground in their neighborhood. (Photo: Hannah Gray/Staff, Upstate Herald)

Colt Becker has spent a lot of time traveling. But it hasn't been about vacations or field trips. Colt's trips have saved his life.

Colt's family, which includes his mother, father and older brother, moved to Clemson in 2013 when he was just six weeks old.

"A year later – three weeks after his first birthday – he was diagnosed with neuroblastoma," Kathy Becker, Colt's mother said.

The rare form of cancer resulted in an abdominal tumor.

Becker said Colt had great care, including chemotherapy, at Prisma Health-Upstate (then Greenville Health System), but when he needed to see a physician who specialized in his condition, the family had to travel to New York to Memorial Sloan Kettering Cancer Center. He had surgery there in February 2015.

"They removed a softball-sized tumor from his abdomen," Becker said.

By April 2015, Colt's cancer was considered cleared. That trip to New York was financially draining, but it was just one of many the family would face. By February 2016, Colt's tumor returned in the same place. Some of his treatment took place in Greenville and some in New York. A social worker in Greenville told the family about Children's Cancer Partners of the Carolinas, a nonprofit organization based in Spartanburg that provides comprehensive support to families whose child has cancer.



Hurricane Dorian evacuees welcome new baby girl in Greer

Liv Osby, The Greenville News Published 5:07 p.m. ET Sept. 6, 2019

f t e b

As Hurricane Dorian threatened the Lowcountry, the Aho mom, evacuated to Greenville County with their three girls.

But while in Greer, the new baby decided it was time to be born at Prisma Health Greer Memorial Hospital.



Saara Aho and her hurricane baby (Photo: Prisma Health-Upstate)

This is the fourth daughter was one of several family to deliver babies at Prisma officials said.

The baby is named Jaan parents Saara and Corbi.



Oct. 6, 2019, 12:07 p.m.



Sept. 24, 2019, 2:42 p.m.



Sept. 20, 2019, 11:28 a.m.



Sept. 16, 2019, 1:22 p.m.

Prisma Health waiving online care fees during Hurricane Dorian

"SmartExam," online care will be offered at no charge.

STATE - REGIONAL

Several suspected cases of vaping-related illness reported at upstate SC hospital

By Anna Maxwell

Posted: Sep 18, 2019 / 02:45 AM EDT / Updated: Sep 18, 2019 / 05:43 AM EDT

RELATED

EXCLUSIVE: First case of vape related lung injury reported at Grand Strand

Myrtle Beach CBD, vape shops could face more restrictions

Man fighting vaping-related lung illness: 'If I die, let somebody else live off of my mistake'

New device able to monitor vaping in schools

Vaping illness in US gives Canada push as legal sales near

Brothers accused of running drug empire after 31,000 THC vaping products seized

GREENVILLE, S.C. (WSPA) — A doctor at Prisma Health-Upstate said he has treated more than six patients who have gotten sick, possibly because of vaping.

Vaping was once billed as a healthier alternative to cigarettes.

"Now we have to understand that this is probably a big mistake," said Dr. Armin Meyer, a pulmonary and critical care physician at Prisma Health-Upstate.

He said he's seen patients who have gotten seriously ill after vaping.

"Of these at least three were critically ill and required ICU care and ventilator support," Meyer said.

The S.C. Department of Health and Environmental Control (DHEC) has confirmed three cases of vaping-related illnesses in the state, one of which is in the Upstate. DHEC is also investigating eight suspected cases.

"We do know that there are different substances involved... nicotine, but also THC, so we can't assume that vaping is any safe way of delivering any of these drugs," Meyer said.

Symptoms of vaping-related illness include coughing and shortness of breath. Some also report fever, fatigue, chest pain, as well as nausea, vomiting, and diarrhea.

"What one might think is a case of a cold, can actually be vaping-induced lung injury," Meyer said.

DHEC recommends that no one vapes.

"At this point, we do not know if it is safe," Meyer said. "We do not know if in the long run we might be dealing with an even larger health crisis than actual tobacco smoking."

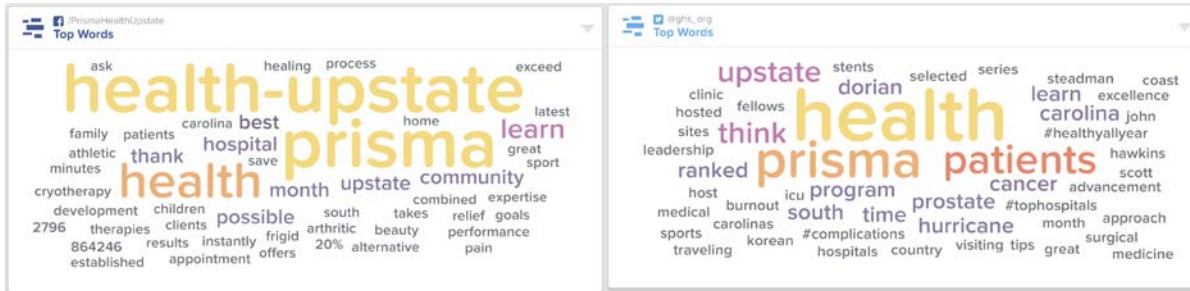
The onset of severe pulmonary disease has not yet been linked to any particular e-cigarette brand or device, according to Prisma Health.

You can find information on [Book Direct and](#)

[Book Direct and](#) **SALES FROM \$99.00**

Image and reputation (cont.)

Words connected to our Prostate Cancer Awareness Month content and the Prisma Health response to Hurricane Dorian were frequently used in September.



Share of voice (traditional media)

- Prisma Health: 52.0%
- AnMed: 11.3%
- Spartanburg Regional: 13.9%
- Bon Secours St. Francis: 21.7%

Sentiment (social media)

- Positive: 86.8%
- Negative: 13.2%

New patients and finance at a glance



FY 18-19 YOY patient visits

Business Line	New Patient Variance	Total Patient Variance
Internal Medicine	160	1,184
Family Medicine	(273)	15,784
Primary Care OB/GYN	(180)	4,497
Primary Care Pediatrics	(386)	8,371
Convenient Care (MD360 & MLCC)	(1,306)	4,566
Cancer	442	Information not requested
Cardiology	248	Information not requested
Orthopedics	3,326	Information not requested

Digital marketing campaigns (combination of keyword buy, display ads, paid social media ads, targeted emails) can be tracked to a total of **\$5,959,340 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.*

1,149 appointments requested through GHS.org during the month of September.

Looking ahead

Overhaul of Department of Psychiatry & Behavioral Medicine website

Team member and public-facing flu shot campaigns

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

Promotion of Breast Health awareness (Oct.) and Diabetes Prevention (Nov.) via social and traditional media

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