

Monthly Department Report: Orthopedics

Status date: August 2019

Key initiatives/tactics:

- Overall awareness of access and services
- Market that we are an all encompassing department that treats all MSK problems
- Highlight sport-specific offerings and coverage
- Maximize partnerships including athletic trainer network
- Present all offerings as department while keeping some individuality of specific units
- Promote that we are the largest hand group in the Southeast
- Community Relations Opportunities

Leading indicators & results:

- Search Engine Marketing
 - Impressions: 35.78k, Clicks: 2,417, CTR: 6.76%,
- Most visited webpages:
 1. Steadman Hawkins Clinic of the Carolinas (5,559 visits)
 2. Blue Ridge Orthopedics (3,247 visits)
 3. Orthopedics Overview (2,906 visits)
 4. The Hand Center (2,096 views)

Upcoming/Ongoing:

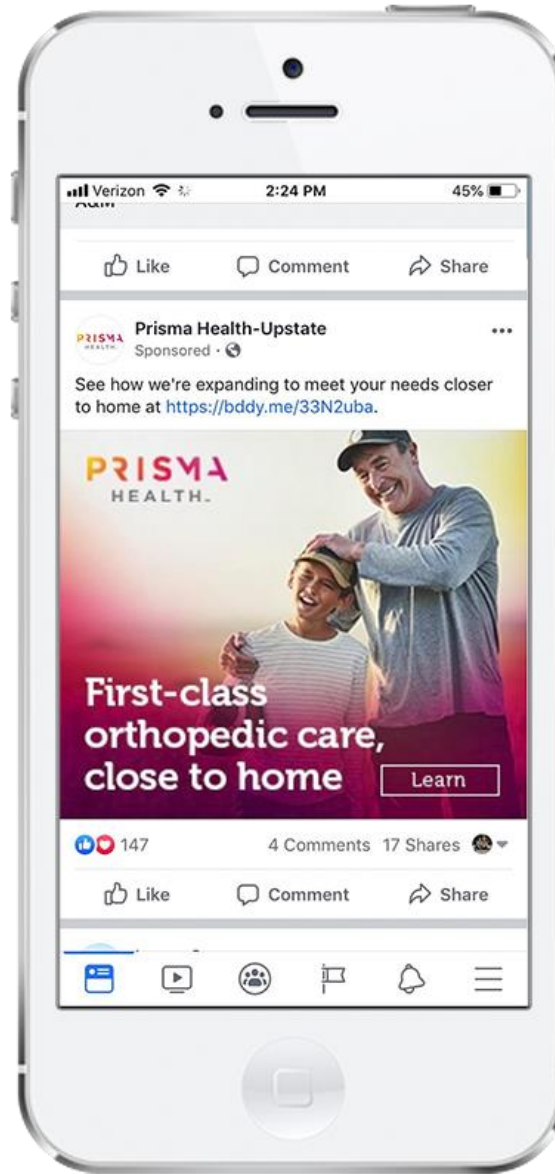
- Updating various patient information items with new content and brand
- Physical signs and advertisements placed at every Greenville County Schools through athletic trainer contract
- Updating ATC Network page and providing schools we cover with updated information about their trainer and our services
- Working with Dr. Moroski to revise Blue Ridge Orthopedics website. Edits received, but awaiting additional confirmation on follow-up questions.
- Continuing to connect with providers to begin work on opportunities discussed at department meeting
- Continually updating web presence with new brand and information
- Dr. Reeves radio interview to begin airing in Pickens/Oconee
- Promotion of Blue Ridge Orthopedics presence in Anderson
- Dr. Boyer spoke at a Food for Your Thoughts learning session in Easley
- Social and digital retargeting messaging (example on page 2)
- Updated Blue Ridge Orthopedics static billboard in Powdersville
- Orthopedics promoted on primary social media accounts on August 20 and August 26

For more information contact Jordan Plumblee (jordan.plumblee@prismahealth.org)

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Digital/Social Retargeting Example:



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