

Monthly Department Report: Surgery

Status date: August 2019

Key initiatives/tactics:

- Overall awareness of access and services
- Rebrand of all digital and physical materials
- Weight Management Institute rebrand
- Nutrition Solutions rebrand and coming under Weight Management Institute
- Breast Health Center upcoming campaign

Leading indicators & results:

- Search Engine Marketing
 - Impressions: 50.33k, Clicks: 2,452, CTR: 4.87%
- Most visited webpages:
 1. Regional Urology (1,984 page views)
 2. Greenville ENT (1,974 page views)
 3. Weight Management Institute (1,770 page views)
 4. Eye Institute (1,408 page views)
 5. Carolina Plastic Surgery & Aesthetics (1,194 page views)

Upcoming/Ongoing:

- Met with Weight Management Institute to discuss overall rebrand and vision going forward. Established a general timeline and timely priorities. Awaiting web/content changes
- Complete revision of Nutrition Solutions presence on ghs.org and Better Bites Cafe.
- Planning meetings with Breast Health Center to create awareness campaign for October 2019. Currently building out all assets.
- Carolina Plastic Surgery & Aesthetics monthly e-newsletter
- Rebrand of surgery manuals and patient information documents
- Rebranded all Patewood physical therapy patient materials
- Planning Fall 2019 campaign with Dr. Eller and The Voice Center
- Dr. Fiscus featured on prostate awareness Healthy All Year TV spot as well as radio interviews to air throughout September.

Need to know:

- N/A

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