

Monthly Department Report: Department of Obstetrics & Gynecology

Status date: November 2019

Key initiatives/tactics:

- Digital women's primary care campaign
- Online appointment scheduling
- Physician Star Ratings
- Baby-Friendly recertification
- Exploring opportunities to promote fertility preservation and fertility services to Midlands team members and primary OB/GYN providers since this service is not available from a Prisma Health provider in their geography

Primary Care OB/GYN patient visits:

- New patient visits up 4.8% from this time last year
- Total patient visits down 0.1% from this time last year

Need to know:

- Shea Garbett is currently out of the office recovering from hip surgery. Should you need anything during her absence please contact Jordan Plumblee (Jordan.Plumblee@prismahealth.org).

Leading indicators & results:

- Search Engine Marketing
 - OB/GYN: Impressions: 9,155 Clicks: 949 CTR: 10.4%
 - Midwifery: Impressions: 8,875 Clicks: 453 CTR: 5.1%
 - Fertility Center of the Carolinas: Impressions: 2,154 Clicks: 50 CTR: 2.3%
- Web Analytics: 25,253 page views; 9,644 unique visitors
 - Most visited pages:
 1. Piedmont OB/GYN (3,846)
 2. Having a Baby? (1,938)
 3. Greenville Midwifery Care (1,693)
- Online Appointment Request:

Practice:	Provider:
1. Greenville OB/GYN Associates (46)	1. Megan Wright (17)
2. Greer OB/GYN (41)	2. Christina Schwering (14)
3. Piedmont OB/GYN (34)	3. Stella Walvoord (11)

Media Exposure:

- [Infant mortality rate, deaths in SC increased significantly last year](#)
 - Post & Courier (features Dr. Crockett)