

# Monthly Department Report: Pediatrics

Status date: 11/26/19

## Key initiatives/tactics:

- Monthly e-newsletter
- Online appointment requests
- Pediatric Primary Care messaging in social media
- Pediatric Primary Care handouts at Community Events
- MD360 & Physician Finder
- Promotion within OB practices
- Inclusion in pre-natal classes
- Community Relations opportunities

## Media exposure:

- [NICU babies at Greenville hospital dress up for Halloween](#), WSPA.com
- [Cancer treatment drug shortage hits Upstate families](#), FOX Carolina
- [‘Whipping’ and ‘spanking’ have no place in South Carolina](#), The State newspaper
- [Kids are vaping – and parents and teachers may not know it](#), Upstate Parent
- [25 Most Beautiful 2019: Meet Robin Blackwood](#), Greenville News

## Ongoing/Upcoming (contd.):

- Pediatrics exposure
  - Infant Safety booklet
  - Update Buddy to new brand:
    - All camp Buddy’s (including Camp Crescent and Camp Heart-to-Heart)
    - Sleep
    - Swim
    - Buddy with ball
    - Walker
  - Wrap for money boxes at GMH
- Goodnight Lights event on Sun., 12/8 at both Children’s Hospitals (Upstate and Midlands)
- Working with Dr. Maurer and Lisa Childs (practice manager) on promotion of After Hours Care

## Social Media Exposure:

- Dr. Snodgrass (video): the dangers of vaping (Oct. 4)
- Child Health Day (pictures) (Oct. 7)
- Dr. Fields article in Upstate Parent on the dangers of vaping (Oct. 10)
- Annual Reverse Trick-or-Treat at Children’s Hospital (Oct. 31)

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## Leading indicators & results:

- ghschildrens.org Web traffic (October 2019)
  - Total page views: 55,610
  - Unique visitors: 15,762
  - Most visited pages:
    - Pediatric Primary Care (2,950)
    - Specialists (2,703)
    - After-hours sick care (1,881)
  - Most visited primary care practice pages:
    - Pediatric Associates–Spartanburg (1,391)
    - Carolina Pediatrics of Greenville (1,258)
    - The Children’s Clinic (1,109)
  - Most visited specialty care practice pages:
    - Developmental Pediatrics (1,335)
    - Pediatric Neurology (659)
    - Kidnetics (594)
- Primary Care Pediatrics patient visits (through end of October 2019)
  - New visits up 35 from this time last year
  - Total visits down 886 from this time last year
- Search Engine Marketing (October 2019)
  - After-hours sick care: 7,334 impressions; 343 clicks; 4.67% CTR
  - Specialty Medicine: 4,662 impressions; 338 clicks; 7.3% CTR
  - Primary Care: 5,148 impressions; 327 clicks; 6.4% CTR
    - Compared to industry average CTR of 3.27%, Pediatric SEM is doing well in all areas.