

# Monthly Department Report: Cardiology

Status date: 9/6/2019

## Key initiatives/tactics:

- Per meeting on 11/20 with practice manager, priorities for FY'19 include:
  - Chest Pain (February-May)
  - AFib and Watchman (June/July-September)
  - Heart Failure and CardioMEMs (October-January)
  - Promotion for new cardiologists – Johnson, McNeely, Randall, Shah, McKillop
  - Possible general cardiology/health & wellness message

## Leading indicators & results:

- CarolinaCardio.com web traffic (August 2019)
  - Total visits: 4,812
  - Unique visitors: 3,592
  - Most visited pages: Our Team, Our Locations, Electrophysiologists
- Carolina Cardiology on ghs.org web traffic (August 2019)
  - Total visits: 1,009
  - Unique visitors: 897
  - Most visited pages: Our Team, Our Locations, Electrophysiology, New Patients
- In August, Cardiology was up 170 patient visits over this time last year

## Social Media:

- Expert cardiac care in Laurens County (August 28)

## Upcoming/Ongoing:

- Awareness message for June/July through September will be AFib. As part of that campaign, we are running the following:
  - AFib digital outdoor board
  - AFib digital ad campaign
  - AFib direct mail postcard (qty=13,005)
- CarolinaCardio.com is now redirecting to ghs.org
- Prisma Health Cardiology (both Midlands and Upstate affiliates) to participate in NC & SC ACC Annual Conference as Wi-Fi sponsor on Sept. 27-29 – collaborating with Midlands affiliate on marketing pieces to be produced
- Heart Failure program to be featured in next issue of Inside Health (publication date: Fall 2019)
- Update patient ed sheets to new brand (14 total)
- N. Brad Stevens, MD, & William T. Halligan, MD, bio cards
- Updated bio sheet to add Stevens & Halligan

## Need to know:

- Once the AFib campaign is finished, Allison Greene will take over marketing for Cardiology, as part of her efforts towards the Department of Medicine – she will work with Dr. Guichard and Regina Barber on the Heart Failure and CardioMEMs campaign for October-January