

Monthly Department Report: Department of Psychiatry & Behavioral Medicine

Status date: 9/6/2019

Key initiatives/tactics:

- Updating Department Website and move to ghs.org – in process
- Prisma Health Grove Point Hospital
 - Inclusion in next Prisma Health News
 - Groundbreaking ceremony in October
- New Pediatric Residential Treatment Facility (Greer)
- Baptist Easley gearing up for expansion to ECT location
- FAVOR coaches expansion to Greer Memorial and Hillcrest with budget from Greenville Health Authority
- TMS/ECT marketing video
- Designation as host site for Greenville County Behavioral Health (GCBH) AmeriCorps VISTA Program for the 2019-2020 year

Leading indicators & results:

- Ghspych.org web traffic (August 2019)
 - Total visits: 2,760
 - Unique visitors: 2,327
 - Most visited pages:
 - Commitment (314)
 - Brownell Center (209)
 - Physicians (121)

Upcoming:

- From a marketing perspective, the biggest focus right now is on the following:
 - Website updates
 - Expansion of ECT referrals for Baptist Easley go live
 - Increase referrals for Adult Partial Hospitalization & Intensive Outpatient Services
- Collaborative Care at Greenville Ob/Gyn Associates