

Monthly Department Report: Pediatrics

Status date: 9/9/19

Key initiatives/tactics:

- Access message
- WSPA newcomer initiative
- Monthly e-newsletter
- Online appointment requests
- Healthy All Year campaign
- Pediatric Primary Care messaging in GHS social media
- Pediatric Primary Care providers included on Health Track for new employees
- Pediatric Primary Care handouts at Community Events
- MD360 & Physician Finder
- Promotion within OB practices
- Inclusion in pre-natal classes
- Community Relations opportunities

Ongoing/Upcoming:

- Continue with Pediatric Primary Care campaign:
 - Digital display campaign
 - Digital outdoor boards
 - Retargeting on ghschildrens.org/pediatricians
 - Upstate Parent advertorial & added value

Ongoing/Upcoming (contd.):

- Pediatrics exposure
 - Family Advisory Council panel card & patient videos panel card in new brand
 - UPDATED Choosing Your Baby's Doctor brochure
 - Beads of Courage educational brochure
 - Pre-Op Surgery Tour flyer (Spanish)
 - NICU patient education sheets
 - New Impact flyer to new brand
 - UPDATED Primary Care UMG sheet
 - Infant Safety booklet
 - Various practice materials
 - 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

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Social Media Exposure:

- Radiothon (August 5, 8, & 9)
- Vaccines and what you need to know TV spot, Liz Chea, MD (August 8)
- When adulting involves a cancer diagnosis (August 12)
- Promotion of Prisma Health Wellness Library and Parenting blogs (August 13)
- Promotion of Adolescent & Young Adult Cancer Program (August 20)
- Opening of Pediatric Associates–Greer (August 23)
- Promotion of Primary Care: find a Prisma Health medical home (August 24)
- Patient Story: Grant Hugh Edwards (cleft palate)
- Nurse Spotlight: Mary Caldwell, RN with Children’s Hospital (5E) (August 27)
- Blog – Adolescents and acne by Andy Willis, MD, with Clemson-Seneca Pediatrics (August 28)
- Blog – Reading builds strong brains by Robert Saul, MD, with Ferlauto Center for Complex Pediatric Care

Media exposure:

- [Is gluten-free right for your child?](#), GVL Today

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Leading indicators & results:

- ghschildrens.org Web traffic (August 2019)
 - Total visits: 20,640
 - Unique visitors: 16,308
 - Most visited pages:
 - Pediatric Primary Care (2,859)
 - Specialists (2,161)
 - After-hours sick care (1,296)
 - Most visited primary care practice pages:
 - Pediatric Associates–Spartanburg (1,528)
 - Carolina Pediatrics of Greenville (1,122)
 - The Children’s Clinic (1,103)
 - Most visited specialty care practice pages:
 - Developmental Pediatrics (1,025)
 - Pediatric Neurology (677)
 - Pediatric Endocrinology (485)
- Primary Care Pediatrics patient visits (through end of August 2019)
 - New visits down 92 from this time last year
 - Total visits up 7,424 from this time last year
- Search Engine Marketing (August 2019)
 - After-hours sick care: 7,200 impressions; 270 clicks; 3.7% CTR
 - Specialty Medicine: 4,100 impressions; 281 clicks; 6.9% CTR
 - Primary Care: 3,400 impressions; 274 clicks; 8.1% CTR