

Monthly Department Report: Internal Medicine

Status date: 9/9/2019

Key initiatives/tactics:

- Newcomer & lapsed patient campaign
- Access message
- WSPA newcomer initiative
- Monthly e-newsletter (used to promote new providers)
- Online appointment requests
- Healthy All Year campaign
- PCP messaging in GHS social media
- Primary Care providers included on Health Track for new employees
- Primary Care handouts at Community Events
- MD360 & Physician Finder
- SmartExam & Physician Finder

Internal Medicine practice projects:

- Medical Center–Boiling Springs map flyer and services flyer
- Heritage–Wren practice brochure – NEW BRAND
- Five Forks:
 - Welcoming New Patients banner
 - Practice magnet

Leading indicators & results:

- Internal Medicine Web traffic (August 2019)
 - Total visits: 9,469
 - Unique visitors: 7,688
 - Most visited sites: Internal Medicine Associates (3,083), Heritage Pediatrics & IM–Wren (1,496) Pediatrics & IM–Wade Hampton (1,411)
- Internal Medicine patient visits (through end of August 2019)
 - New visits up 302 from this time last year
 - Total visits up 9,877 from this time last year
- Online Appointment Requests (August 2019)
 - By Practice: Internal Medicine Associates (48), Cypress IM–Patewood (23), Cross Creek Internal Medicine (18)
 - By Provider: Ashley Trexler (IMA) – 12, Sallie Areford (CIM-Patewood) – 11, & Eva Wolf (CCIM) – 9
- Search Engine Marketing (August 2019)
 - Internal Medicine: 500 impressions; 35 clicks; 7.8% CTR
 - Primary Care: 2,400 impressions; 149 clicks; 6.2% CTR

Social Media:

- Primary Care: Find a Prisma Health medical home (August 24)

Monthly Department Report: Internal Medicine (contd.)

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Greenville Health System
701 Grove Rd.
Greenville, SC 29605

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Upcoming:

- Continue with Primary Care campaign:
 - Digital display campaign
 - Digital outdoor boards
 - Retargeting on ghs.org/mydoctor
 - Adult Primary Care direct mail postcard (Family and Internal Medicine focused – attached)



Primary care focused on you

Having a medical home and a personal physician with whom you can establish a lifelong relationship is important.

Most people don't think about going to the doctor unless they're sick. But it's actually more important for you to establish a relationship with a doctor and a primary care practice while you are well. This relationship and regular checkups are keys to early detection and successful treatment of health conditions.

If you need help finding a provider, here is a list of Prisma Health primary care practices located throughout the Upstate. Or call the Prisma Health Physician Finder at **1-844-447-3627**. That operator can help you find a medical home near where you work, live or play.

For more about these practices (or our OB/GYN or pediatric practices), go to ghs.org/mydoctor.

BOILING SPRING
Family & Internal
Medicine
2400 Boiling Spring
599-0731

CLEMSON
Clemson Primary Care*
101 Chapman Hill Rd., 29631
653-4071

CLINTON
Advanced Family Medicine*
210 S. Broad St., 29325
833-0973

Internal Medicine—Laurens*
22725 Hwy. 76 E., Ste. A, 29325
833-4545

DUNCAN
Palmetto Medical Associates*
500 Squires Pte., Ste. B, 29334
968-5123

EASLEY
Easley Family Medicine*
106 John St., 29640
859-2220

Easley Internal Medicine*
704 N. A St., 29640
859-4480

GREENVILLE
Center for Family Medicine*[†]
877 W. Faris Rd., Ste. A, 29605
455-7800

Center for Pediatric & Internal
Medicine—West*[†]
5 W. Main St., 29611 • 522-5470

Cross Creek Internal Medicine*
50 Cross Park Ct., 29605
797-7035

Cypress Internal Medicine—
Patewood*
200 Patewood Dr., Ste. B460,
29615 • 454-2226

Greenville Family Medicine*
2-A Cleveland Ct., 29607
271-7761

Internal Medicine Associates
of Greenville*
1025 Verdae Blvd., Ste. A, 29607
242-4683

Internal Medicine—Maxwell
Pointe*
3907 S. Hwy. 14, 29615
522-1300

Pediatrics & Internal Medicine—
Wade Hampton*
1809 Wade Hampton Blvd.,
Ste. 120, 29609 • 522-5000

Riverside Family Medicine—
Eastside*
215 Halton Rd., 29607
454-2700

Riverside Family Medicine—
Maxwell Pointe*
3909 S. Hwy. 14, 29615
522-1320

GREER
Center for Family Medicine—
Greer[†]
109 Physicians Dr., Ste. A, 29650
797-9150

Cypress Internal Medicine—
Oconee*
325 Medical Pkwy., Ste. 200,
29650 • 797-9550

Greer Family Medicine*
1107 W. Poinsett St., 29650
879-8886

LAURENS
Laurens Family Medicine*
106 Parkview Dr., 29360
984-0571

LIBERTY
Liberty Family Care*
300 W. Front St., 29657
843-5605

PIEDMONT/POWDERSVILLE
Heritage Pediatrics & Internal
Medicine—Wren*
1115 Wren School Rd., 29673
859-0740

Powdersville Family & Internal
Medicine*
15 Roe Rd., 29611 • 295-2308

SENECA
Center for Family Medicine—
Oconee[†]
139 Lila Doyle Dr., 29678
482-3483

Seneca Medical Associates*
11082 N. Radio Station Rd.,
29672 • 882-2314

Upstate Family Medicine*
12016 N. Radio Station Rd.,
29678 • 882-6141

SIMPSONVILLE
Heritage Pediatrics & Internal
Medicine—Simpsonville*
727 SE Main St., Ste. 320, 29681
454-6440

Hillcrest Family Practice*
717 SE Main St., 29681
522-5400

Internal Medicine—Simpsonville*
727 SE Main St., Ste. 300, 29681
522-1170

Keystone Family Medicine*
1409 W. Georgia Rd., Ste. B,
29680 • 454-5000

Simpsonville Family Medicine
1336 Hwy. 14, 29681
522-4700

TAYLORS
Palmetto Family Medicine
3551 A Rutherford Rd., 29687
522-4750

TRAVELERS REST
Travelers Rest Family Medicine*
9 McElhaney Rd., 29690
834-3192

WALHALLA
Family Medicine—Walhalla
103 Whitetail Dr., 29691
638-3444

*Practices that are recognized by the National Committee for Quality Assurance (NCQA) as a Patient-Centered Medical Home.

[†]Most insurances accepted, including S.C. Medicaid program and Medicaid Managed Care.

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