

Monthly Department Report: Department of Obstetrics & Gynecology

Status date: 9/6/19

Current initiatives/tactics:

- Access message
- Monthly e-newsletter
- Online appointment requests
- Healthy All Year campaign
- MD360 & Physician Finder
- Community Relations opportunities

Moving forward:

- Promotion of Dept. of Obstetrics & Gynecology as one group – we provide everything you need in one health system
 - Digital outdoor board
 - Creation of a common landing page
 - Direct mail postcard
 - Digital ad campaign
 - Social media inclusion
- Rebuild of OB/GYN websites
- Campaign scheduled to start 9/9

Ongoing & Upcoming Projects:

- Baby-Friendly designation materials
- Fourth Trimester booklet
- Fertility Preservation brochure and updated website
- Greenville Midwifery Care brochure and updates based on recent birth center closing
- Women's Boutique brochure (or panel card) with potential online resource that includes product availability in the boutique
- Breast Pump Rental brochure
- Grief brochures (A father's grief, Sibling grief, Grieving grandparents)
- Updated Crib Cards
- Babyscripts materials:
 - Patient education sheet
 - Poster
 - Panel card
- U.S. News & World Report poster and banner
- Baby Visitation Guide for Laurens County Hospital
- Greenville Ob/Gyn lactation room flyer
- Banners at W. Georgia Rd. and Maxwell Pointe to promote all practices

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Leading indicators & results:

- OB/GYN Web traffic (August 2019)
 - Total visits: 18,536
 - Unique visitors: 13,931
 - Most visited sites:
 - Piedmont OB/GYN (4,170)
 - Greenville Ob/Gyn Associates (4,026)
 - OB/GYN Primary Care (2,190)
- Primary Care OB/GYN patient visits (through end of August 2019)
 - New visits up 791 from this time last year
 - Total visits up 6,707 from this time last year
- Search Engine Marketing
 - OB/GYN: 54,100 impressions; 2,992 clicks; 5.5% CTR
 - Midwifery: 9,500 impressions; 482 clicks; 5.1% CTR

Media exposure:

- [Clemson professor looks to develop cancer screening test](#), AP News, features Larry Puls, MD, Gynecologic Oncology

Online appointment requests (Primary Care):

- By Practice:
 - Piedmont OB/GYN (65)
 - Greenville Ob/Gyn Associates (58)
 - Greer OB/GYN (32)
- By Provider:
 - Christina Schwering (Blue Ridge Women's Center) – 22
 - Kimberly Dubose (Piedmont OB/GYN) – 17
 - Erin Thurston (Greenville Ob/Gyn), Stella Walvoord (Greenville Ob/Gyn), Megan Wright (Greer OB/GYN) – 15

Social Media:

- Prisma Health Greenville Memorial Hospital named top 50 hospital for gynecology by U.S. News & World Report (August 6)
- Prisma Health Baptist Easley Foundation reveals newly renovated Garnet and Polly Barnes Women's Center (August 13)
- Primary Care: find a Prisma Health medical home (August 24)