

Monthly Department Report: Cardiology

Allison Greene Status date: 12/18/2019

Key initiatives/tactics:

- Per meeting on 11/20/18 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:

- Carolina Cardiology on ghs.org web traffic (Nov 2019)
 - Total visits: 3,912
 - Unique visitors: 1,688
 - Most visited pages: home page, Our Team, Our Locations, Electrophysiology, Our Services
 - In November, Cardiology was up 25 new patient visits over this time last year

Upcoming/Ongoing:

- Cardiology Symposium, Jan. 25, 2020
- Cardiology calendar for 2020 completed

Media exposure:

None in November

Need to know:

Restructuring of Marketing Communications department with halt to advertising and 30-day hold on new print jobs continues. New SVP Deborah Fullerton started 11/11/19.

Allison Greene, Marketing Strategist covering Cardiology now, needs to meet with leadership to learn 2020 goals.