

Monthly Department Report: Specialty Medicine (excluding Neuro & Oncology)

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Key initiatives/tactics:

- Supported Gastro, Derm, Geriatrics, Endocrin, Pulmonary, Hospitalists, Palliative Care & Transitional Care for web and print updates; rounding with Gastro/ID and Pulmonary

Print jobs in process:

- Asthma patient ed booklet (and Spanish version)
- COPD pt ed booklet (Spanish version)
- Palliative Care bereavement card
- Lung cancer screening brochure and poster
- GI Lab thank you card
- New brand Hospitalist cards
- Caregiver card for Oconee Memory program
- Inpatient Admissions packet rebrand (and Spanish)
- Pulmonary Rehab brochure
- Charles Darragh, MD, bio card
- Palliative Care brochure
- Supportive Care at Home brochure
- Palliative Care magnet
- Gastro Center pop-up banner

Leading indicators & results:

- Specialty Med webpages: 12,799 visits, 21,331 page views
- Most visited-
 - Carolina Derm (3,002)
 - Gastro (1,548)
 - Pulmonary & Critical Care (1,376)
 - Endocrine/Thyroid (980)
 - Acadia Allergy (910)

Need to know:

Majority of Marketing time (all areas) currently being spent in print/rebrand activities