



Telling the Prisma Health–Upstate story

Marketing and Communications, May 2019

Executive summary

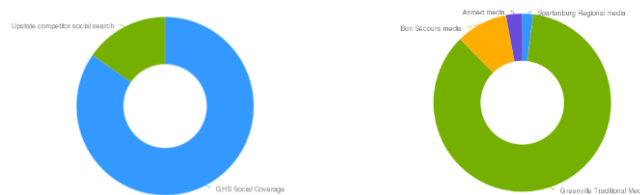
Campaign tied to **national stroke month** (advertising, social media, press, blogs, etc.) – [click here to review a summary](#)



Rebuilt **Roger C. Peace Rehabilitation** website



Prisma health **dominated share of voice** in both traditional media (85.7%) and social media (84.7%) when compared to Bon Secours St. Francis, AnMed and Spartanburg Regional



Marketing reports by department:

[Anesthesia](#)
[Cancer](#)
[Cardiology](#)
[Emergency Medicine](#)
[Family Medicine](#)
[Internal Medicine \(Primary Care\)](#)
[Neuroscience](#)
[Orthopedic](#)

[Pediatrics](#)
[Psychiatry & Behavioral Medicine](#)
[Radiology](#)
[Roger C. Peace Rehabilitation](#)
[Specialty Medicine](#)
[Surgery](#)
[Women's](#)

Image and reputation

Mark S. O'Halla named new CEO of national search
 Former GHS CEO Mike Riordan to retire
 Prisma Health — the company formed by the partnership of Greenville Health System and Palmetto Health — on Thursday announced that Mark S. O'Halla, the CEO of McLaren Health Care in Michigan since 2014, has been named its new CEO.

Venomous snake bites going up as development encroaches on reptile's habitat
 "We always see an uptick in snake bites when the weather starts to get warmer," he said.
 Every year, between 7,000 and 8,000 Americans are bitten by venomous snakes, according to the U.S. Centers for Disease Control and Prevention. About five of them die.

Prisma Health names new president and CEO
 Prisma Health is an 18-hospital system formed by the merger of Columbia, S.C.-based Palmetto Health and Greenville (S.C.) Health System. Mr. O'Halla succeeds Michael C. Riordan and Charles D. Beaman Jr., who have been serving as co-CEOs since the merger in 2017. Mr. Riordan will depart May 31, and Mr. Beaman will step down once Mr. O'Halla assumes the role in August.

Healthy Greenville awards 22 grants that will benefit children, veterans, elderly
 Prisma Health has awarded 22 grants to support various community programs, including a multi-regional stroke camp.

Prisma Health taps McLaren Health CEO
 Anuja Vaidya (Twitter | Google+) - Friday, May 31st, 2019 Print

GROVE POINT HOSPITAL
 PRISMA HEALTH
 \$34.7 MILLION DOLLAR FACILITY
 4 STORY, 79,000 SQUARE FOOT BUILDING
 65 LICENSED PATIENT BEDS
 OPEN AS EARLY AS 2020

PRISMA HEALTH-UPSTATE STROKE CAMP
 April 26-28
 Unicoi State Park Lodge, Helen Georgia
 \$125 per person
 strokecamp.org
 309-688-5450

@ghs_org
 Top Words



/PrismaHealthUpstate
 Top Words



Garnered **significant print, online, TV and radio media coverage**

Top 50 words/hashtags associated with Prisma Health on both Facebook and Twitter for the month of May include **#healthygreenville, stroke, and #befast**

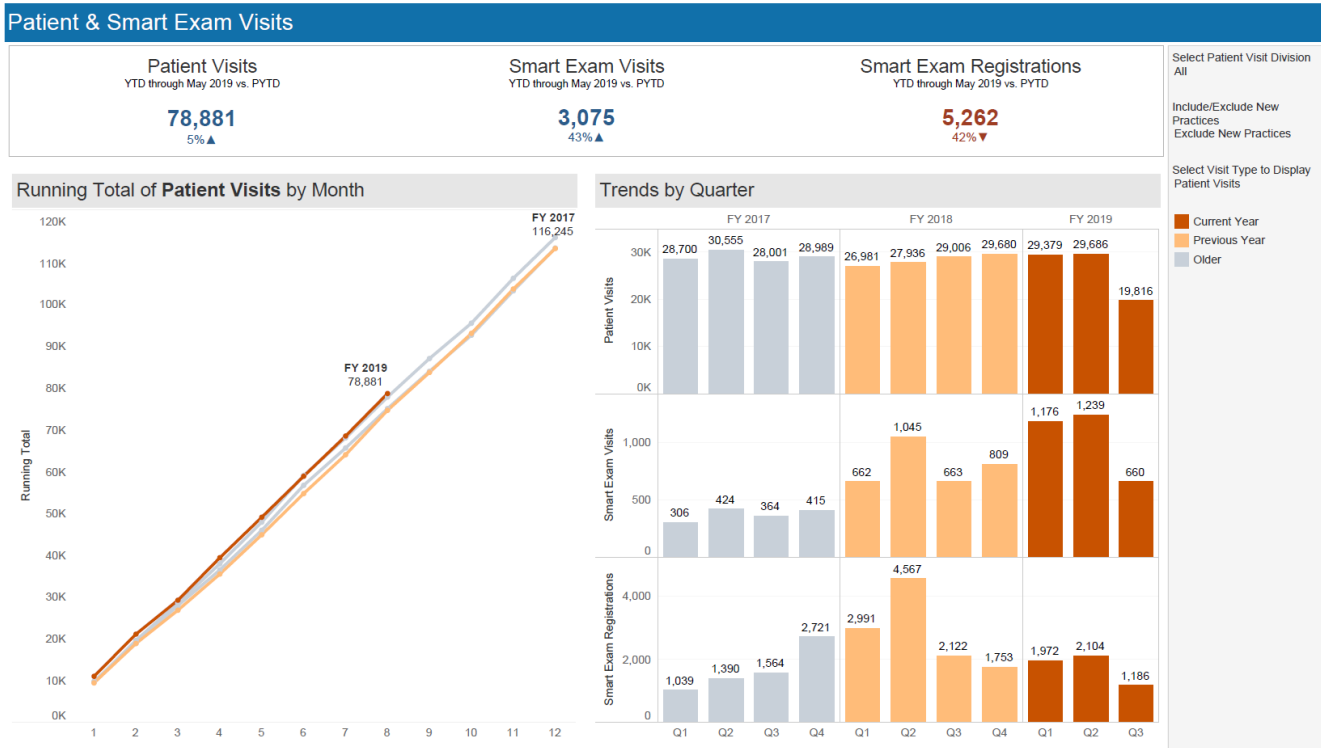
Share of voice (traditional media)

- Prisma Health: 85.7%
- Bon Secours St. Francis: 9.4%
- AnMed: 3%
- Spartanburg Regional: 2%

Share of voice (social media)

- Prisma Health: 84.7%
- Competitors (combined): 15.3%

New patients and finance at a glance



FY 18-19 YTD variance Primary Care new patients = (599); Total visit variance = 119,073

- IM: 107
- FM: 316
- OB/GYN: 826
- Peds: (293)
- Convenient Care (MD360 & MLCC): (990)
- Cancer: 340
- Heart: 257
- Orthopaedics: 2,871

Digital marketing campaigns (combination of keyword buy, display ads, paid social media ads, targeted emails) can be tracked to a total of **\$6,035,850 in total charges** to date.

1,040 appointments requested through GHS.org during the month of May.