

Monthly Department Report: Anesthesia

Status date: August 2019

Key initiatives/tactics:

- Update branding on all materials and platforms
- Awareness of services
- Updating websites with content and branding

Leading indicators & results:

- Top webpage visits:
 1. Pain Medicine
 - Page Views: 576
 - Unique Visitors: 425
 2. Our Providers
 - Page Views: 502
 - Unique Visitors: 285
 3. Anesthesiology (department page)
 - Page Views: 414
 - Unique Visitors: 314

Upcoming/Ongoing:

- Updating all materials to Prisma Health brand
- Revision of Center for Perioperative Optimization website in progress
- Complete overhaul and buildout of Department of Anesthesiology website
- Met with leadership and Public Relations to discuss opioid stewardship efforts for potential PR and promotion
- Changing Pain Management to Pain Medicine

Need to know:

- Awaiting content for department website rebuild
- Awaiting content/decisions on Center for Perioperative Optimization website

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