

Monthly Department Report: Cancer

Allison Greene

Status date: 9/9/19

Success Measure:

- FY 18-19 YTD variance of new patients/practice level: 380

Key initiatives/tactics:

- August CI newsletter: 768 emailed; 365 opened; 53 clicks

Print jobs in process:

Overall Cancer Institute booklet • SHE visit panel card • CIOS Lifetime brochure • Lung Cancer Screening brochure and poster • BMT pt ed booklet • CCPW pop-up banner • Aromatase Inhibitors pt ed booklet • CIOS Lymphedema Management program brochure • CIOS Moving On program brochure • CIOS Onc Rehab panel card • CIOS Nutritional Counseling brochure • CIOS Cancer Genetics (also in Spanish) • Rad Onc pt ed pieces (17 total) • CIOS overview brochure • CIOS IOS Visit panel card • CIOS Integrative Oncology Visit for CI NP's • IOS Visit poster • Cancer Research in MDC • Moving On newsletter • CI sympathy card • NCORP digital outdoor

News Media/Social Media

Extensive coverage in all news media and social media, including patient video) re NCORP grant; this specified in PR and Internal Communications of this report

- Also, article in Healthlinks re Prostate cancer/Dr. McTyre

Key initiatives/tactics (cont'd):

- Clinical Trials digital campaign continues, with display and search ads, along with geofencing to oncology practices, Charlotte to Columbia. Landing page: <https://www.ghs.org/healthcareservices/cancer/clinical-trials/>
- TrueBeam/SBRT digital campaign—in development
- NCORP grant: patient video, website content and internal publications/promotions

Leading indicators & results:

- 5,988 visits to CI webpages; 11,128 page views
- Most visited-
 - CI homepage (3,665)
 - Our team (1,046)
 - Locations (869)
 - Clinical Trials (824)
 - Breast Health Program (568)

Upcoming:

- Dr. McTyre/SBRT featured in Prisma Health News
- Prostate patient/Dr. McTyre to be featured in September

Need to know:

Extensive effort and successful promotion achieved for NCORP grant announcement