

Monthly Department Report: Emergency Medicine

Status date: 9/9/19

Key initiatives/tactics:

- Convenient Care is a feeder for primary care, so if patient visits are needed, then promotion is available

Leading indicators & results:

- Emergency Department Web traffic (August 2019)
 - Total visits: 558
 - Unique visitors: 517
- MD360 Web traffic (August 2019)
 - Total visits: 4,822
 - Unique visitors: 4,103
- Convenient Care Patient Visits (August 2019)
 - New visits: down 1,193 visits over last year
 - Total visits: up 5,176 visits over last year

Social Media:

- Blog – Spiders in the Upstate by Nathaniel Mann, MD (August 28)
- Blog – Summer, Salt & Sun by Nathaniel Mann, MD (August 30)

Media exposure:

- [Upstate panel addresses misconceptions surrounding sexual assault evidence](#), WYFF 4 (NBC)

Upcoming/Completed Projects:

- None at this time

Need to know:

- None at this time