

# Monthly Department Report: Family Medicine

Status date: 9/9/2019

## Key initiatives/tactics:

- Newcomer & lapsed patient campaign
- Access message
- WSPA newcomer initiative
- Monthly e-newsletter (used to promote new providers)
- Online appointment requests
- Healthy All Year campaign
- PCP messaging in GHS social media
- Primary Care providers included on Health Track for new employees
- Primary Care handouts at Community Events
- MD360 & Physician Finder
- SmartExam & Physician Finder

## Social Media:

- Primary Care: Find a Prisma Health medical home (August 24)
- Blog – Heat illness for the weekend warrior by Stephanie Bailey, DO with SHCC and Laurens Family Medicine (August 27)
- Promotion of Expert cardiac care in Laurens (part of Laurens Family Medicine) (August 28)

## Leading indicators & results:

- Family Medicine Web traffic (August 2019)
  - Total visits: 13,883
  - Unique visitors: 11,130
  - Most visited sites: Center for Family Medicine–Greer (1,888), Travelers Rest Family Medicine (1,206), Riverside Family Medicine–Eastside (1,120)
- Family Medicine patient visits (through end of August 2019)
  - New visit down 348 visits from this time last year
  - Total visits up 14,075 from this time last year
- Online Appointment Requests (August 2019)
  - By Practice: Greenville Family Medicine (31), Riverside Family Medicine–Maxwell Pointe (28), & Riverside Family Medicine–Eastside (26)
  - By Provider: Beth Motley (Greenville Family Med) – 19, Katherine Gettys (IM-Simpsonville) – 17, & Eric Knapp (Hillcrest FP) – 12
- Search Engine Marketing (August 2019)
  - Family Medicine: 500 impressions; 35 clicks; 7.0% CTR
  - Primary Care: 2,400 impressions; 149 clicks; 6.2% CTR

# Monthly Department Report: Family Medicine (contd.)

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Greenville Health System  
701 Grove Rd.  
Greenville, SC 29605

Non-Profit Org.  
US Postage  
PAID  
Greenville SC  
Permit No. 842

## Upcoming:

- Continue with Primary Care campaign:
  - Digital display campaign
  - Digital outdoor boards
  - Retargeting on ghs.org/mydoctor
  - Adult Primary Care direct mail postcard (Family and Internal Medicine focused – attached)



Primary care focused on you

Having a medical home and a personal physician with whom you can establish a lifelong relationship is important.

Most people don't think about going to the doctor unless they're sick. But it's actually more important for you to establish a relationship with a doctor and a primary care practice while you are well. This relationship and regular checkups are keys to early detection and successful treatment of health conditions.

If you need help finding a provider, here is a list of Prisma Health primary care practices located throughout the Upstate. Or call the Prisma Health Physician Finder at **1-844-447-3627**. That operator can help you find a medical home near where you work, live or play.

For more about these practices (or our OB/GYN or pediatric practices), go to [ghs.org/mydoctor](http://ghs.org/mydoctor).

**BOILING SPRING**  
Family & Internal  
Medicine  
2400 Boiling Spring  
599-0731

**CLEMSON**  
Clemson Primary Care\*  
101 Chapman Hill Rd., 29631  
653-4071

**CLINTON**  
Advanced Family Medicine\*  
210 S. Broad St., 29325  
833-0973

Internal Medicine—Laurens\*  
22725 Hwy. 76 E., Ste. A, 29325  
833-4545

**DUNCAN**  
Palmetto Medical Associates\*  
500 Squires Pte., Ste. B, 29334  
968-5123

**EASLEY**  
Easley Family Medicine\*  
106 John St., 29640  
859-2220

Easley Internal Medicine\*  
704 N. A St., 29640  
859-4480

**GREENVILLE**  
Center for Family Medicine\*<sup>†</sup>  
877 W. Faris Rd., Ste. A, 29605  
455-7800

Center for Pediatric & Internal  
Medicine—West\*<sup>†</sup>  
5 W. Main St., 29611 • 522-5470

Cross Creek Internal Medicine\*  
50 Cross Park Ct., 29605  
797-7035

Cypress Internal Medicine—  
Patewood\*  
200 Patewood Dr., Ste. B460,  
29615 • 454-2226

Greenville Family Medicine\*  
2-A Cleveland Ct., 29607  
271-7761

Internal Medicine Associates  
of Greenville\*  
1025 Verdae Blvd., Ste. A, 29607  
242-4683

Internal Medicine—Maxwell  
Pointe\*  
3907 S. Hwy. 14, 29615  
522-1300

Pediatrics & Internal Medicine—  
Wade Hampton\*  
1809 Wade Hampton Blvd.,  
Ste. 120, 29609 • 522-5000

Riverside Family Medicine—  
Eastside\*  
215 Halton Rd., 29607  
454-2700

Riverside Family Medicine—  
Maxwell Pointe\*  
3909 S. Hwy. 14, 29615  
522-1320

**GREER**  
Center for Family Medicine—  
Greer<sup>†</sup>  
109 Physicians Dr., Ste. A, 29650  
797-9150

Cypress Internal Medicine—  
Oconee\*  
325 Medical Pkwy., Ste. 200,  
29650 • 797-9550

Greer Family Medicine\*  
1107 W. Poinsett St., 29650  
879-8886

**LAURENS**  
Laurens Family Medicine\*  
106 Parkview Dr., 29360  
984-0571

**LIBERTY**  
Liberty Family Care\*  
300 W. Front St., 29657  
843-5605

**PIEDMONT/POWDERSVILLE**  
Heritage Pediatrics & Internal  
Medicine—Wren\*  
1115 Wren School Rd., 29673  
859-0740

Powdersville Family & Internal  
Medicine\*  
15 Roe Rd., 29611 • 295-2308

**SENECA**  
Center for Family Medicine—  
Oconee<sup>†</sup>  
139 Lila Doyle Dr., 29678  
482-3483

Seneca Medical Associates\*  
11082 N. Radio Station Rd.,  
29672 • 882-2314

Upstate Family Medicine\*  
12016 N. Radio Station Rd.,  
29678 • 882-6141

**SIMPSONVILLE**  
Heritage Pediatrics & Internal  
Medicine—Simpsonville\*  
727 SE Main St., Ste. 320, 29681  
454-6440

Hillcrest Family Practice\*  
717 SE Main St., 29681  
522-5400

Internal Medicine—Simpsonville\*  
727 SE Main St., Ste. 300, 29681  
522-1170

Keystone Family Medicine\*  
1409 W. Georgia Rd., Ste. B,  
29680 • 454-5000

Simpsonville Family Medicine  
1336 Hwy. 14, 29681  
522-4700

**TAYLORS**  
Palmetto Family Medicine  
3551 A Rutherford Rd., 29687  
522-4750

**TRAVELERS REST**  
Travelers Rest Family Medicine\*  
9 McElhaney Rd., 29690  
834-3192

**WALHALLA**  
Family Medicine—Walhalla  
103 Whitetail Dr., 29691  
638-3444

\*Practices that are recognized by the National Committee for Quality Assurance (NCQA) as a Patient-Centered Medical Home.

<sup>†</sup>Most insurances accepted, including S.C. Medicaid program and Medicaid Managed Care.

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## Ongoing projects:

- Choosing Your Baby's doctor brochure (now includes Family Medicine)
- Maxwell Pointe Welcoming New Patients banner
- Mountain Lakes Family Medicine Welcoming New Patients banner
- Family & Internal Medicine–Five Forks
  - Welcoming New Patients banner
  - Practice magnet
- Medical Center–Boiling Springs
  - Services offered flyer to new brand
  - Map flyer to new brand
- Center for Family Medicine–Greer campaign
  - Direct mail postcard – mailed
  - Facebook campaign – running
  - Signage in front of Greer campus – complete
  - Updated practice brochure – in progress
- Laurens County: Care in your own backyard campaign
  - Direct mail postcard
  - Digital ads
  - Social media exposure
  - Digital outdoor boards