

## Monthly Department Report: Pediatrics

Status date: 8/2/19

### Key initiatives/tactics:

- Access message
- WSPA newcomer initiative
- Monthly e-newsletter
- Online appointment requests
- Healthy All Year campaign
- Pediatric Primary Care messaging in GHS social media
- Pediatric Primary Care providers included on Health Track for new employees
- Pediatric Primary Care handouts at Community Events
- MD360 & Physician Finder
- Promotion within OB practices
- Inclusion in pre-natal classes
- Community Relations opportunities

### Media exposure:

- [Medical office building will bring more doctors, pharmacy to Simpsonville's Five Forks](#), Greenville News

### Ongoing/Upcoming:

- Continue with Pediatric Primary Care campaign:
  - Digital display campaign
  - Digital outdoor boards
  - Retargeting on ghschildrens.org/pediatricians
  - Upstate Parent advertorial & added value
  - Inclusion of the Immunizations (McGee) advertorial in the July/August issue of HealthLinks magazine
- Pediatrics exposure
  - Travel Medicine clinic webpage for Pediatric Infectious Disease
  - Family Advisory Council panel card & patient videos panel card in new brand (on hold pending approval from Child Life Manager)
  - UPDATED Choosing Your Baby's Doctor brochure
  - Beads of Courage educational brochure
  - Pre-Op Surgery Tour flyer (Spanish)
  - NICU patient education sheets and phone
  - CenteringParenting class card for CPM
  - Pediatric Associates–Greer Buddy panels for front door
  - New Impact flyer to new brand
  - Welcoming New Patients banners: W. Georgia Road & Maxwell Pointe
  - UPDATED Primary Care UMG sheet
  - Infant Safety booklet
  - Various practice materials

## Monthly Department Report: Pediatrics

Status date: 8/2/19

### Leading indicators & results:

- ghschildrens.org Web traffic (June 2019)
  - Total visits: 18,731
  - Unique visitors: 14,939
  - Most visited pages:
    - Pediatric Primary Care (2,595)
    - Specialists (1,331)
    - After-hours sick care (1,179)
  - Most visited primary care practice pages:
    - Pediatric Associates–Spartanburg (1,331)
    - Carolina Pediatrics of Greenville (1,117)
    - Christie Pediatric Group (1,004)
  - Most visited specialty care practice pages:
    - Developmental Pediatrics (858)
    - Pediatric Neurology (565)
    - Children’s Emergency Center (437)
- Primary Care Pediatrics patient visits (through end of July 2019)
  - New visits down 374 from this time last year
  - Total visits up 7,339 from this time last year

- Search Engine Marketing
  - After-hours sick care: 9,050 impressions; 336 clicks; 3.71% CTR
  - Specialty Medicine: 5,690 impressions; 391 clicks; 6.88% CTR
  - Primary Care: 280 impressions; 20 clicks; 7.17% CTR

### Social Media Exposure:

- Family Advisory Council video: Finding a Medical Home (July 1)
- Heat stroke in children blog, Lee Penny with Bradshaw Institute (July 10)
- Promotion of BI-LO Charities Children’s Cancer Center (July 22)
- Gluten-free diets for kids blog, Melody Miller, DO, Pediatric Associates–Greer (July 23)
- Children’s Miracle Network at Dairy Queen blizzard day (July 25)