

Monthly Department Report: Department of Obstetrics & Gynecology

Status date: 8/2/19

Current initiatives/tactics:

- Access message
- Monthly e-newsletter
- Online appointment requests
- Healthy All Year campaign
- MD360 & Physician Finder
- Community Relations opportunities

Moving forward:

- Promotion of Dept. of Obstetrics & Gynecology as one group – we provide everything you need in one health system
 - Digital outdoor board
 - Creation of a common landing page
 - Direct mail postcard
 - Digital ad campaign
 - Social media inclusion
- Rebuild of OB/GYN websites
- Campaign scheduled to start 8/12

Ongoing & Upcoming Projects:

- Baby-Friendly designation materials
- Fourth Trimester booklet
- Fertility Preservation brochure and updated website
- Greenville Midwifery Care brochure and updates based on recent birth center closing
- Women's Boutique brochure (or panel card) with potential online resource that includes product availability in the boutique
- Breast Pump Rental brochure
- Grief brochures (Guiding you through your loss, A father's grief, Sibling grief, Healing after miscarriage, Grieving grandparents)
- Induction of Labor patient education
- Discharge checklist
- Breastfeeding Support Group flyer updated to add Laurens
- Walk to Remember invitation

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Leading indicators & results:

- OB/GYN Web traffic (July 2019)
 - Total visits: 18,332
 - Unique visitors: 13,366
 - Most visited sites:
 - Piedmont OB/GYN (4,360)
 - Greenville Ob/Gyn Associates (4,017)
 - OB/GYN Primary Care (2,143)
- Primary Care OB/GYN patient visits (through end of July 2019)
 - New visits up 807 from this time last year
 - Total visits up 7,532 from this time last year
- Search Engine Marketing
 - OB/GYN: 40,090 impressions; 2,265 clicks; 5.65% CTR
 - Midwifery: 6,300 impressions; 577 clicks; 6.1% CTR

Online appointment requests (Primary Care):

- By Practice:
 - Greenville Ob/Gyn Associates (83)
 - Piedmont OB/GYN (77)
 - Greer OB/GYN (49)
- By Provider:
 - Erin Thurston (Greenville Ob/GYN) – 26
 - Megan Wright (Greer OB/GYN) – 23
 - Kimberly Dubose (Piedmont OB/GYN) – 16

Media exposure:

- [Medical office building will bring more doctors, pharmacy to Simpsonville Five Forks](#), Greenville News
- [Clemson professor looks to develop early cancer screening test after a death in the family](#), Greenville News