

# Monthly Department Report: Neuroscience

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Status date: 9/9/19

## Key initiatives/tactics:

Promoted Stroke program/providers via:

Digital outdoor boards (Top Tier Stroke Care)

Paid search terms continue

### Neuroscience print jobs in progress:

- Stroke providers referral sheet
- Neurology cards with provider photos
- Bio cards for Drs. Turk, O'Lynnger, Lenehan; Joyce Cook, NP, Erin Looper, PA; Timothy McHenry, MD; Matthew Naegle, PA
- Stroke Symposium 2109 piece
- Strike BEFAST magnet

### Website and Social Media:

- Extensive news media and social media coverage for "Miracle Girl" story/Dr. Kanos (covered elsewhere in this report)
- Patient video/Dr. Kanos on website

## Leading indicators & results:

- Neuroscience webpages:  
4,192 visits, 6,993 page views
- Most visited-
- SENSI (2,169)
- Neuroscience Institute (1,011)
- Spine programs (733)
- Meet Our Providers (601)
- Movement Disorders (280)

## Need to know:

- Continuing efforts to promote Stroke services, upcoming Stroke Symposium and World Stroke Day