

Monthly Department Report: Radiology

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Status date: 9/9/19

Key initiatives/tactics:

- Continuing to promote 3D mammo, all locations—direct mail piece going out to all Upstate early Oct. (63,000)

Print projects in process:

- 3D direct mailer
- GMMC MRI pt ed piece

Website:

Website has been modified with as much info as received:

<https://www.ghs.org/healthcareservices/radiology/>

Leading indicators & results (cont'd):

- Radiology webpages: 2,392 visits, 3,718 page views
- Most visited-
 - Radiology Services (1,810)
 - GHS Outpatient Radiology (407)
 - 3-D Mammography (252)
 - Migraine (229)
 - MRI (149)

Need to know:

- Prostate cancer/SBRT will be a focus for September.
- Questions outstanding re website:
- How to incorporate existing sites for pages for 3D mammo (<https://www.ghs.org/healthcareservices/radiology/3d-mammography/>) and Breast Health (<https://www.ghs.org/healthcareservices/cancer/clinical-programs/breast-health-program/>)? Do you want to use info from these pages and/or link to them? And, current pages listed under Radiology Services—such as CT Scan, Diagnostic radiology/x-ray, MRI, Nuclear medicine, Ultrasound and 3D—should these be deleted?
- Also waiting on some photo selections