

BEST PRACTICES 2020

April 1, 2021



HOSPITAL MANAGEMENT
CONFERENCE 
VIRTUAL 2021

BEST PRACTICES 2020

A YEAR DEEPLY IMPACTED BY COVID-19

It is impossible to talk about 2020 for long without referencing COVID-19—its emergence, its toll, how it affected our communities, our passionate caregivers and our business.

The challenge sparked innovation, creativity and collaboration between local marketing teams and their Agency colleagues. Much was accomplished despite, and sometimes because of, the pandemic.

What follows is a look at the work that impacted our business in 2020 and how it changed in the face of a year unlike any other. We salute everyone in the Acute Care and Behavioral Health divisions and their Agency colleagues for their extraordinary efforts in a challenging year.



This post struck a nerve and received social media's **highest** honor—an abundance of “shares.”



Doctors Hospital of Laredo

Posted by Sprout Social

September 18 · 🌐

It was a special surprise for patients Maria and Vicente Villarreal. The beautiful couple reunited after both spent three weeks apart and hospitalized in different units. Our team organized a special 65 anniversary celebration as they were united in a patient room and celebrated with their family via zoom. Congratulations to the Villarreal!



👍👍👍 1.4K

111 Comments · 807 Shares · 🌐

👍 Like

💬 Comment

➦ Share

112,558 people reached >

BEST PRACTICES 2020

INDEX

SECTION 01:
SYSTEMWIDE CAMPAIGNS AND RESOURCES

SECTION 02:
LEVERAGING DIGITAL PLATFORMS

SECTION 03:
ALIGNING IN-MARKET RESOURCES

SECTION 04:
HIGHLIGHTS FROM THE YEAR

SYSTEMWIDE CAMPAIGNS AND RESOURCES

2020 demanded solutions to address business challenges faced by the Acute Care and Behavioral Health divisions – volume drops and a need to tout the safety and readiness of facilities to care for patients. One part of the solution? Turnkey campaigns that could be customized per market.

The Agency worked with its partners in the field to produce such campaigns throughout the year.



HOSPITAL MANAGEMENT
CONFERENCE 
VIRTUAL 2021

SYSTEMWIDE CAMPAIGNS AND RESOURCES

RECOVERY CAMPAIGNS

- Don't Delay Care
- Here With You, Here For You
- Safe. Trusted. Ready.
- Open. Trusted. Here to Help. (BH)
- Health Is Your Top Priority. Ours Too. (AC)
- Mental Wellness Is Your Top Priority. Ours Too. (BH)
 - Extensively used by AC and BH divisions.
 - Pulsed out to field in 2020 with multiple channel assets (billboard, print, web, social, email, hospital/system home pages).



SYSTEMWIDE CAMPAIGNS AND RESOURCES

"SAFE. TRUSTED. READY."

Valley Health System and the Agency collaborated on a campaign to educate the Las Vegas community that VHS was prepared to provide high-quality care for patients in the safest manner possible. The campaign was then expanded and shared across the company and divisions. It is still in use today.

The strategy included:

- Outdoor media
- Social media, paid & organic
- Television
- Internal hospital communications
- YouTube



This VHS video delivered:



1 MILLION+
SOCIAL MEDIA IMPRESSIONS

 **YouTube**
245,000
VIEWS

Don't Wait Until It's an Emergency

Delivering care before can lead to health outcomes. Our team provides care before you arrive, so you can avoid a visit to the emergency room.

We are safe, trusted
and ready, right now.

To schedule an appointment,
call 1-888-4GW-DOCS (3627).
Or visit [gwhospital.com](https://www.gwhospital.com) to
schedule a virtual visit.

THE GEORGE WASHINGTON
UNIVERSITY HOSPITAL



We're Here for Life's
Special Deliveries
Because Babies Don't Wait
PRENATAL AND MATERNITY SERVICES

THE GEORGE WASHINGTON
UNIVERSITY HOSPITAL

The New
"House Call"
Is Here

Meet with your doctor from
the comfort of home.

THE GEORGE WASHINGTON
UNIVERSITY HOSPITAL



MAKE A VIRTUAL
APPOINTMENT NOW >



SYSTEMWIDE CAMPAIGNS AND RESOURCES

THE YEAR IN FULL: GW HOSPITAL

The George Washington University Hospital adjusted its message and channel mix as the situation evolved in 2020:

- PHASE 1** ● COVID-19 updates, including news and imaging of lung damage that appeared on CNN and the *New York Times*
- PHASE 2** ● Telehealth options
- PHASE 3** ● Availability of Emergency Care and Labor and Delivery Care
- PHASE 4** ● Safety for in-person visits

For more information contact:



Courtney.Clarke@gwu-hospital.com

SYSTEMWIDE CAMPAIGNS AND RESOURCES

RECOVERY IN THE BEHAVIORAL HEALTH DIVISION

A series of BH-specific resources and COVID messaging were developed for facilities to deploy across channels.

- Health Alerts deployed across 200+ BH facility websites.
- Templated emails and messaging, editable flyers, social media posts.

All designed to generate facility awareness and support virtual outreach efforts to professional referral sources, as well as consumers.

PUBLIC SERVICE ANNOUNCEMENT

**IN A MENTAL HEALTH CRISIS?
DO NOT DELAY IN
SEEKING HELP.**

Our facility is fully operational and ready to provide assessments and services.

**IF YOU THINK YOU'RE EXPERIENCING A MEDICAL EMERGENCY,
DIAL 911 OR GO TO THE NEAREST EMERGENCY ROOM FOR HELP.**

Facility operates 24 hours a day.

TAKING PROACTIVE STEPS to Keep Our Patients and Staff Safe

As leaders in behavioral healthcare, we are making every effort to avoid nothing unnecessary panic or anxiety among our clients and families, and we are taking every measure to protect them — along with our staff — during this dynamic situation.

Our facility is fully operational and serving the needs of our community.

FACILITY SERVICES AND PROGRAMS

- We are screening all individuals upon entering the facility. Patients and staff are screened daily.
- For those in need of non-emergency behavioral healthcare, contact us rather than the local Emergency Department.
- We are implementing all recommendations made by the CDC and our local health authority.
- All in-person relations has been suspended (with limited critical exceptions). We strongly encourage the use of electronic methods to stay connected with loved ones including telehealth, email, and extended phone time.
- We have implemented additional training for all employees on handwashing and hand sanitization, and strict employee and client compliance with wearing handwashing hands.
- We have increased the frequency of the required cleaning and sanitation of our facility, including intake rooms, hallways and common areas.

PREVENTION

- The CDC recommends individuals and families follow everyday prevention measures.
- Cover coughs and sneezes with a tissue, then dispose of the tissue.
- Avoid handshakes with anyone and avoid for at least 20 seconds, especially after using the bathroom, before eating, and after cleaning your nose, coughing or sneezing.
- Face and eye cover are not readily available, use an alcohol-based hand sanitizer with 60-70% alcohol.
- Routinely clean frequently touched surfaces and objects.
- Stay home when you are sick with respiratory disease symptoms.
- Practice social distancing in an effort to avoid spread of the virus. Do not meet in groups larger than 10 persons, and avoid personal space where engaging in person interactions.

ABOUT CORONAVIRUS (COVID-19)

We remind our community to follow the guidance. If individuals develop a fever or cough or have difficulty breathing, or have had close contact with someone who has had a positive COVID-19 test result, please seek medical attention by calling your provider's office. For more information, visit the Centers for Disease Control and Prevention (CDC).

We thank our community
for everyone's cooperation and for being
an advocate for the health of your loved
ones and all patients in our care.

If you find you're experiencing a medical emergency,
dial 911 or go to the nearest Emergency Room for help.
Facility operates 24 hours a day.

**CEDAR CREEK
HOSPITAL**
of Michigan
Stay Connected with Us

**IN A MENTAL
HEALTH CRISIS?
DO NOT DELAY IN
SEEKING HELP.**

Our facility is fully operational and ready to provide assessments and services.

Services may include:

- Counselors and Registered Nurses to provide assessments to establish level-of-care need
- Patient-centered, multidisciplinary treatment
- Evidence-based therapies
- Individualized treatment planning
- Structured, therapeutic environment

**No referral needed, anyone
may call for assistance.
We are here for you.
Call us to find out how we can help.**

817-476-7975

millwoodhospital.com

**MILLWOOD
HOSPITAL**
A MILLER DENTIST
Bellevue • West • Lynden • Millen Park

**IF YOU THINK YOU'RE EXPERIENCING A MEDICAL EMERGENCY,
DIAL 911 OR GO TO THE NEAREST EMERGENCY ROOM FOR HELP.**

Facility operates 24 hours a day.

**We are
OPEN and
ACCEPTING
Patients.**

We are your trusted partner,
serving the Behavioral Healthcare
needs of our community.

To make a referral, or for more
information on our programs
and services, please call:

501-771-1500

bridgeway.com

BridgeWay

Behavioral Healthcare

SYSTEMWIDE CAMPAIGNS AND RESOURCES

RECOVERY IN THE BEHAVIORAL HEALTH DIVISION

A resurgence campaign was developed to drive awareness and reiterate safety messaging that our BH facilities were “Open. Trusted. Here to help.” Resources included:

- Editable flyers, social media posts and web ads so facilities could simply add their logo and contact info.
- Behavioral Health and Substance Use Disorder email templates, which were uploaded into all active Constant Contact accounts.

Latest Information on COVID-19 Precautions

The safety of our patients and staff has always been and remains our top priority.

If you or someone you know is in need of mental health treatment, call us or visit our website today.

As the world continues to navigate the challenges presented by COVID-19, we realize that some people may have questions about coming to the facility even as they seek to address pressing health issues. Please note that we have implemented extraordinary measures and additional protocols to help ensure a safe and clean environment for our patients, physicians, staff and community. We are actively monitoring and responding to all recommendations made by the CDC and our local Health Authority.

Thank you for entrusting your care to us. When you or someone you know needs services, know that we are open, trusted and here to help.

800-972-4410
bloomingtonmeadows.com

COVID-19 Update

Open. Trusted. Here to Help.

Latest Information on COVID-19 Precautions

The safety of our patients and staff has always been and remains our top priority.

As the world continues to navigate the challenges presented by COVID-19, we realize that some people may have questions about coming to the facility even as they seek to address pressing health issues. Please note that we have implemented extraordinary measures and additional protocols to help ensure a safe and clean environment for our patients, physicians, staff and community. We are actively monitoring and responding to all recommendations made by the CDC and our local Health Authority.

Thank you for entrusting your care to us. When you or someone you know needs services, know that we are open, trusted and here to help.

For more information, visit our website.

800-243-2615
wyomingbehavioralinstitute.com

Open. Trusted. Here to Help.

As always, we're here for you – open, trusted and ready to deliver a superior behavioral healthcare experience.

If you or someone you know is in need of mental health treatment, call us or visit our website today.

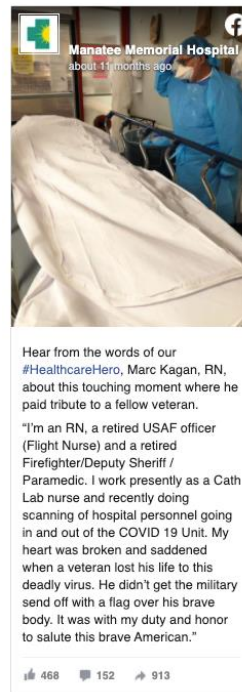
802-264-1030
calvarycenter.com

SYSTEMWIDE CAMPAIGNS AND RESOURCES

HEALTHCARE HEROES 1.0

This project to honor the commitment of our healthcare providers included customizable posters, social media posts, a presence on the corporate website, and an online survey where UHS employees were invited to highlight a colleague for recognition.

More than 700 UHS employees were named—including **123 from Corona Regional Medical Center alone.**



SYSTEMWIDE CAMPAIGNS AND RESOURCES

HEALTHCARE HEROES 2.0

A second pulse of the campaign launched in early 2021, with positioning on the home page of the corporate website and the availability of customizable assets to the field. The update defined what it means to be a hero in the pandemic.

H • E • R • O

HOPE EMPATHY RESILIENCE ONE TEAM

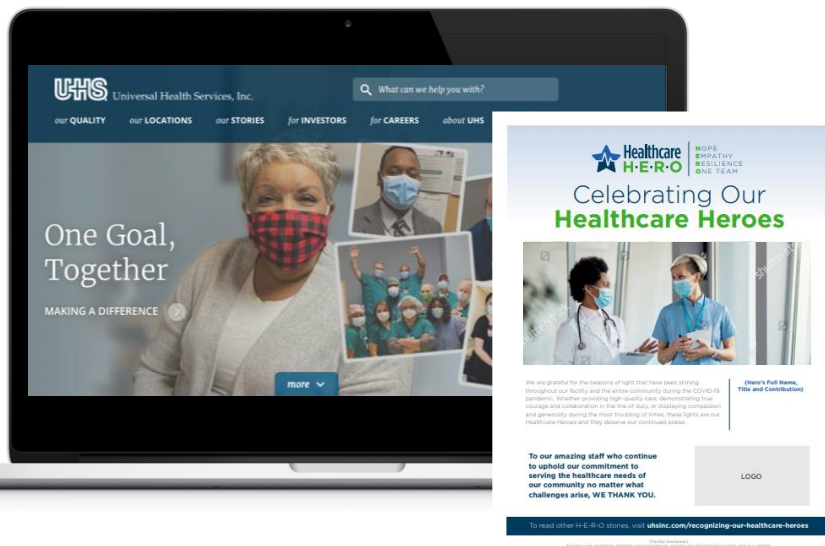
For more information contact:



Kevin Donahue
610-584-2783



Kevin.Donahue@uhsinc.com



SYSTEMWIDE CAMPAIGNS AND RESOURCES

TELEHEALTH

The pandemic accelerated the rollout of remote healthcare, and we responded with a toolkit of resources shared across BH and AC facilities:

- Digital ads/Social posts
- Editable print collateral
- Media releases and messaging
- Templated telehealth web pages for facilities to customize as needed
- An overview of remote healthcare on the corporate website



Connecting with a Provider Has Never Been Easier

Keeping you and our community healthy and safe, as well as maintaining mental well-being, have always been and remain our top priorities. As we face challenges presented by COVID-19, we also strive to provide the care and support you and your family need to stay healthy — physically, mentally and emotionally.



LEVERAGING DIGITAL PLATFORMS

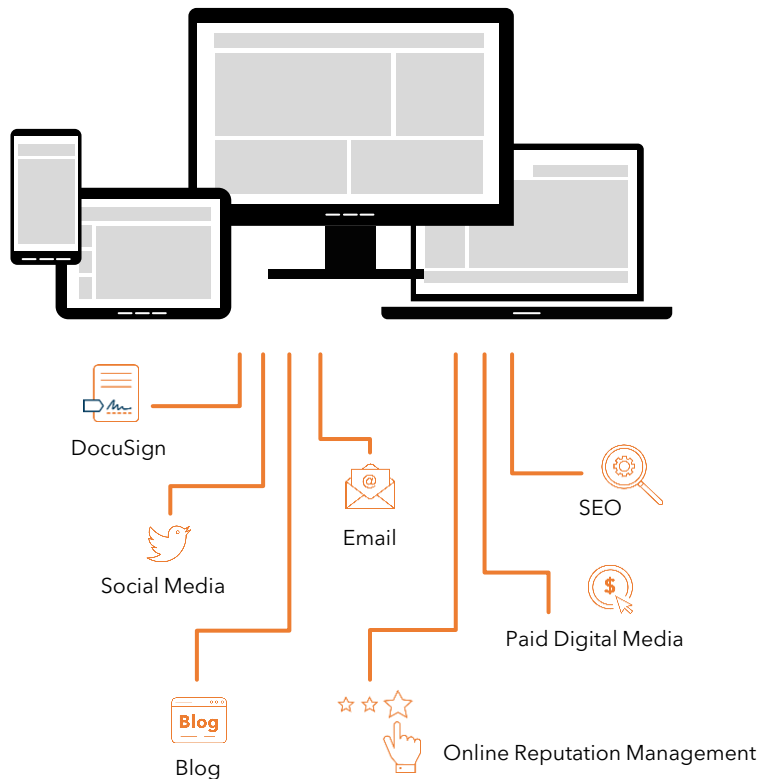


HOSPITAL MANAGEMENT
CONFERENCE 
VIRTUAL 2021

LEVERAGING DIGITAL PLATFORMS

THE SHIFT TO DIGITAL

The pandemic accelerated shifts toward digital channels and platforms, resulting in profound change in how we connect with customers and business partners:



The Top 15 Healthcare Systems^{1,2}

Rank	System	Reputation Score	Sentiment	Visibility	Engagement
1	Universal Health Services	729	63%	84%	94%
2	HCA Healthcare	714	72%	75%	87%
3	Community Health Systems	663	58%	73%	94%
4	CommonSpirit Health	581	60%	66%	71%
5	AdventHealth	564	43%	69%	87%
6	NewYork-Presbyterian	545	59%	64%	13%
7	Sutter Health	543	48%	63%	69%
8	Tenet Healthcare	539	36%	71%	84%
9	Baylor Scott & White Health	537	45%	61%	84%
10	Northwell Health	528	43%	72%	18%
11	Ascension	520	40%	65%	92%
12	Kaiser Permanente	516	47%	59%	68%
13	Banner Health	514	41%	64%	99%
14	Atrium Health	501	50%	59%	63%
15	Cleveland Clinic	497	42%	72%	3%

1. Based on publicly reported revenue.

2. The scope of hospitals we evaluated: children's, critical access; long-term acute care; rehabilitation; and short-term acute care.

LEVERAGING DIGITAL PLATFORMS

ONLINE REPUTATION MANAGEMENT RECOGNITION



UHS was named the **#1 healthcare system for Reputation Score** by Reputation in their recent 2021 Healthcare Report.

LEVERAGING DIGITAL PLATFORMS

ONLINE REPUTATION MANAGEMENT DURING COVID-19

232%

According to Reputation's report, healthcare systems with the highest Reputation Scores accumulated an average of 232% more reviews than laggards.



In 2020, a provider's front-line staff mattered more than ever with staff, bedside manner and cleanliness being the biggest drivers of positive sentiment.



Wait times and ER care were the two biggest drivers of negative sentiment in 2020.

30%

In 2020, the UHS Acute Care Division saw a 30% increase in review volume despite COVID-19, service lines being on hold and the IT security issue.

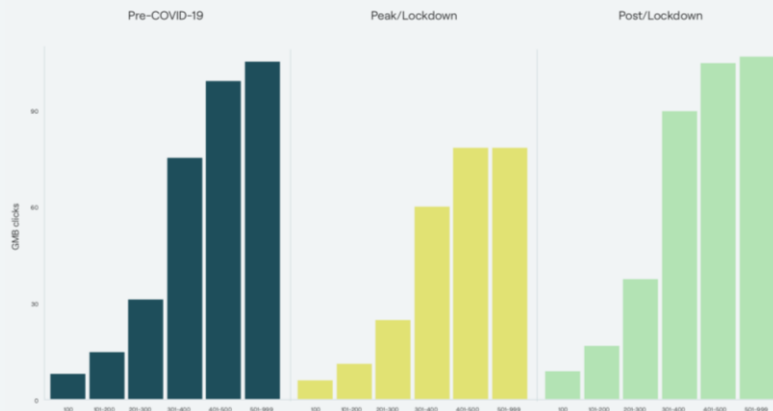
+.19

Staff sentiment increased the Acute Care Division's overall star average by +.19 on a 5-star scale..

-.10

Wait time and ER sentiment decreased the Acute Care Division's overall star average by -.10 on a 5-star scale.

Healthcare facility GMB conversions



LEVERAGING DIGITAL PLATFORMS

ONLINE REPUTATION MANAGEMENT AND BEYOND

- As shared within the report, healthcare facilities with a Reputation Score >501 see 1,290% more Google My Business (GMB) conversions.
- Conversions = patients taking action via clicks to website, phone calls and directions.
- According to Reputation, patient ratings/reviews are the single-most important factor influencing choice of physicians and facilities next to insurance accepted and proximity.

For more information contact:



Celine Patterson
610-382-4403



Celine.Patterson@uhsinc.com

LEVERAGING DIGITAL PLATFORMS

THE STOREFRONT AT THE AGENCY

The portal provides BH facilities with ready-made collateral on many subjects – including Next Step, Call Us First, condition-specific, Telehealth, Substance Use and review cards – in as little as two weeks. In addition:

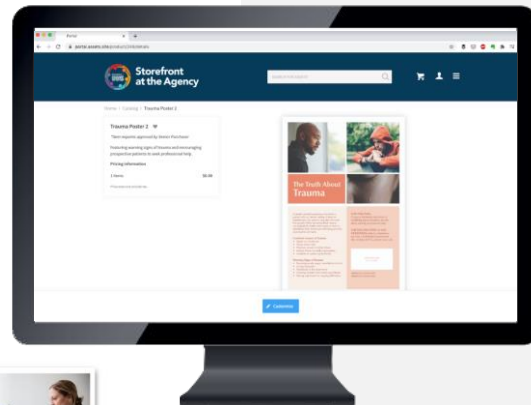
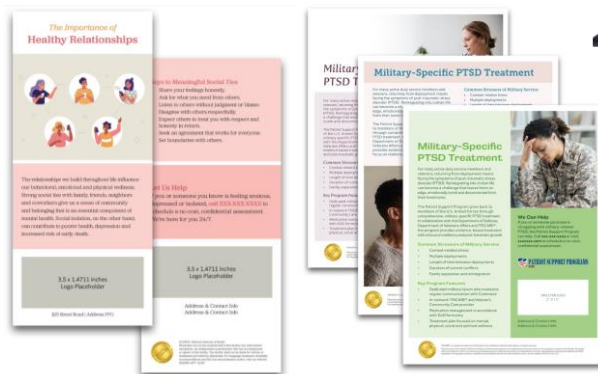
- New templates and division-wide resources are regularly added to the portal.
- The Storefront currently features over 200 templates.

The Storefront is expected to expand to Acute Care facilities in 2021.

For more information contact:



StorefrontSupport@uhsinc.com



LEVERAGING DIGITAL PLATFORMS

EMAIL-ACUTE CARE

Early in the crisis, the platform was expanded to all Acute Care hospitals and systems. Messages included:

- Health Alerts for past patients
- Welcome emails for new ones
- 19 customized monthly campaigns that mix localized information and health and wellness content
- News on screenings, upcoming webinars, seminars, or support groups to keep subscribers engaged.

For more information contact:



Jennifer Palchik
267-625-8348



Jennifer.Palchik@uhsinc.com

Heart Awareness Month
Manatee Diagnostic Center Is Offering
a Discount for CT Heart Score Tests

You Pay only \$50, instead of \$75!


Extended Hours:
Monday - Thursday: 8am to 7pm
Friday: 8am to 5pm
Saturday: 8am to noon
Riverside Location Only

No prescription required. CT Heart Score tests are self pay. Results will be sent to your physician.

CT Heart Score Test ... it's easy and quick
The noninvasive test takes approximately 15 minutes. Using specialized X-ray equipment, a scan produces cross-sectional images of the heart, while an EKG simultaneously measures electrical activity in the heart to evaluate calcium deposits in the heart and arteries.

- No needles
- No dyes
- No liquids to swallow

Call 941.747.3034 and schedule today!


A Member of the Manatee Healthcare System

This Heart Awareness Month screening email from Manatee Healthcare delivered an open rate of **over 70%!**



At Palmdale Regional Medical Center, patient safety has always been and remains our top priority.

As the world continues to navigate the challenges presented by COVID-19, our commitment to serving the healthcare needs of our community has never wavered. In fact, the dedication, compassion and expertise demonstrated at every level of the hospital during this unprecedented time has only strengthened our resolve. Please note that we have implemented additional protocols to help ensure a safe and clean environment for our patients, physicians and staff, and continue to monitor and implement recommendations from the CDC and our Local Health Authority.

EMERGENCY DEPARTMENT: Do not delay seeking care. Our Emergency Department is staffed 24/7 and ready to provide critical care. If you experience chest pain, loss of vision or other symptoms of a possible heart attack or stroke, severe pain or bleeding, difficulty breathing, or serious injury of any kind, call 911 or go to the nearest emergency department. Delaying treatment can put your life at risk.

Resuming elective surgeries
The hospital resumed elective cases on May 18, 2020*. If you are scheduled for a procedure, please confirm with your doctor that it remains on schedule. For your convenience and safety, virtual visits are available allowing you to speak to a healthcare provider using a phone, tablet or computer from the comfort of your own home.

Finally, thank you for entrusting your health to us. When you or your loved ones need our services, know that we're here ... Safe, trusted and ready to deliver a superior healthcare experience. We appreciate the opportunity to serve you—it is truly a privilege. Stay well.

[Learn more about our commitment to safety](#)



 **PALMDALE
REGIONAL
MEDICAL CENTER**

LEVERAGING DIGITAL PLATFORMS

EMAIL-BEHAVIORAL HEALTH

As a result of COVID-19, many BH facilities embraced email marketing as a cost-effective and efficient way to connect with referrals, community mental health partners and consumers.

The number of active facility Constant Contact accounts almost doubled from 2019, with 155 accounts live in 2020.

Over 2,380 email templates were uploaded across accounts.

Since July 2020, the Corp BH Marketing team has distributed monthly email messaging to all facilities, covering various topics, which are simple to deploy at the facility level.



As the nation continues to navigate the challenges presented by COVID-19, we're here for all your behavioral health needs.

We stand for excellence and our goal is to be your provider of choice, striving to ensure superior quality care for each patient we are privileged to serve.

Please note that we have implemented extraordinary measures and additional protocols to help ensure a safe and clean environment for everyone who comes through our doors. We are actively monitoring and responding to all recommendations made by the CDC and our local Health Authority.

Thank you for entrusting your care to us. When you or someone you know needs behavioral health services, we are here for you. Call 800-483-6211 or visit alliancehealthcenter.com to learn how we can help.



LOGO

Programs & Services | Contact Us

000-000-0000

XXXXXXXXXX.com



XXXXXX Behavioral Hospital

All trademarks are the property of their respective owners. All rights reserved. All services are provided by Alliance Health Center. All services are provided by Alliance Health Center. All services are provided by Alliance Health Center. All services are provided by Alliance Health Center.

Alliance Health
CenterNew Leaf
Recovery

Yes, IT IS POSSIBLE. MY NEW LEAF RECOVERY STORY:

My name is John and I'm originally from Detroit, Michigan. My life with addiction began at the age of 13 drinking alcohol and smoking marijuana. By age 15, I was using harder drugs such as cocaine, pills and heroin and would describe myself as being a full-blown addict. There was no period of sobriety from age 13 until I came to New Leaf Recovery at Alliance Health Center.

After coming to Alliance, I was using drugs on a daily basis while living in my apartment. I was severely broken and used drugs for four to five days straight. At this point, I was disgusted with my life and went online to find a treatment facility. I found New Leaf Recovery at Alliance Health Center and began my journey to sobriety. Treatment began on November 15, 2019, and I attended six groups per day and lived in the Sober Living apartment.

After completion of the program, I continued treatment in the Intensive Outpatient Program three days per week. While attending the Intensive Outpatient Program, I got a job at a local grocery store and began work in January 2020. I also attended AA/NA meetings regularly, got a sponsor and started attending church when possible.

When I made that first call to New Leaf Recovery at Alliance Health Center, I had made up my mind that I no longer wanted the old life and was ready to make changes to live a life of sobriety with the treatment and coping skills I learned at New Leaf Recovery at Alliance Health Center. I have now been sober for 1 year.

- John



Call us at 601-483-6211 or 877-853-3094 today.
alliancehealthcenter.com

Physicians are on the medical staff of Alliance Health Center, but, with limited exceptions, are independent practitioners who are not employees or agents of Alliance Health Center. This facility shall not be liable for actions or omissions provided by physicians. For language assistance, disability accommodations and the non-discrimination notice, visit our website.



Treatments & Services | Contact Us
Alliance Health Center

[Our Facilities](#) [Patients & Visitors](#) [For the Community](#) [Resources](#) [About](#)

From a Troublesome Pregnancy to a Flawless Delivery

[Home](#) > [From a Troublesome Pregnancy to a Flawless Delivery](#)[Blog](#)[Health News](#)[Find a Doctor](#)[Patients](#)[Pay Your Bill](#)
[Health Records Online](#)[Visitors](#)

Advanced Maternity Care at The Women's Center

August 25, 2020

Just 14 weeks into her second child's pregnancy, Sonia Montemayor was experiencing excessive bleeding. She raised the issue with her OB/GYN several times and underwent testing, but was told there was nothing wrong. Concerned, she discussed it with her friends, who suggested she see a doctor with South Texas Health System Clinics. She chose Giannina Guardia-Rullan, MD.



Compassionate and Experienced Care

As soon as Montemayor stepped into Dr. Guardia-Rullan's practice, she knew she had made the right decision.

[Services](#) [Patients & Visitors](#) [Events](#) [About](#) [Careers](#)

Blog



[COVID-19: A Survivor Story](#)

May 26, 2020

The coronavirus hit hard and fast for 59-year-old Jimmy Blaser. But he battled his way back with support from his team at St. Mary's.

[Read Article](#)

LEVERAGING DIGITAL PLATFORMS

BLOGS

With the suspension of print Health News in the spring, a blog platform was created for Acute Care hospital and system websites to promote service lines and stories of extraordinary staff, and to share health tips and news.

- Launched April 2020
- More than 100 blog posts were published in 2020
- Improvements to platform and process will increase volume in 2021

For more information contact:



Kevin Donahue
610-584-2783

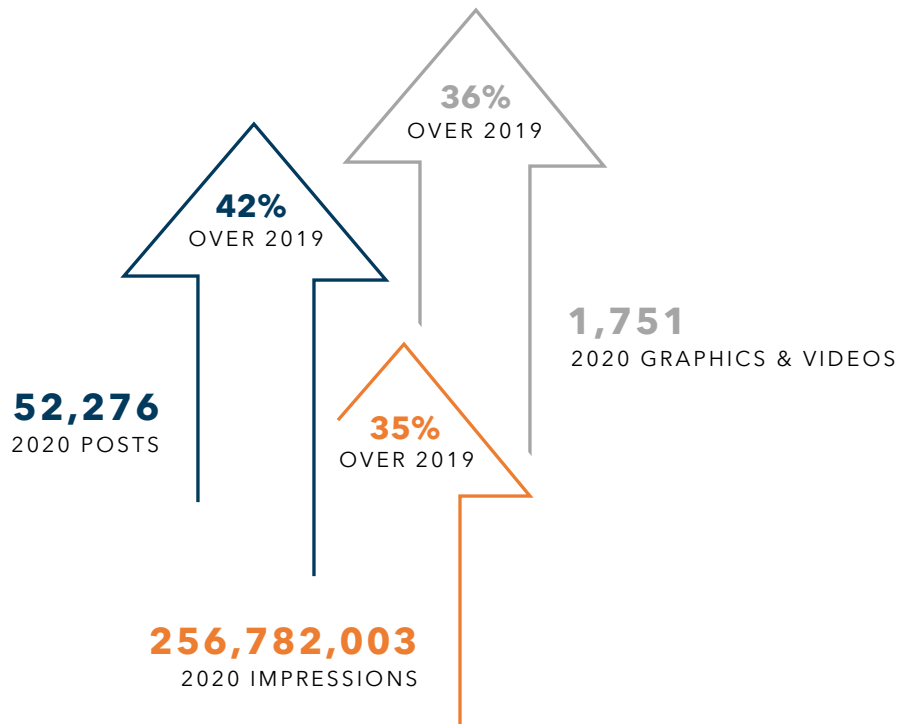


Kevin.Donahue@uhsinc.com

LEVERAGING DIGITAL PLATFORMS

SOCIAL MEDIA GROWTH CONTINUES

In a year when physical connection was limited, Social Media played a crucial role in distributing information, responding to consumers and anticipating issues. UHS saw huge leaps in the amount of work, attention and engagement.



For more information contact:



Jane Crawford
610-382-4830



Jane.Crawford@uhsinc.com

LEVERAGING DIGITAL PLATFORMS

SOCIAL MEDIA—STATE OF THE HOSPITALS EVENT

Southwest Healthcare System used a Facebook LIVE event to provide timely and accurate local hospital information regarding the COVID-19 pandemic. The event hosted three hospital CEOs, including one from a competitor. The event resulted in more than 3,300 views, 99 comments and 50 shares.

Facebook LIVE was used across divisions to publicize groundbreakings and facility openings, too.



★ ★ 2020 ★ ★
SOUTHWEST RIVERSIDE COUNTY REGION

STATE OF THE HOSPITALS

FACEBOOK LIVE ADDRESS

FRIDAY
june 5

10:00 AM

Join us live on Facebook as leaders from our four local hospitals come together to discuss the real state of the hospitals.

Tune in. Ask questions. Get informed.

Jared Giles, CEO, SWHS
Inland Valley Medical Center Campus
Rancho Springs Medical Center Campus

Darlene Welton, CEO
Tremecula Valley Hospital

Peter Baker, JD, MBA
Senior Vice President & Administrator
Loma Linda University Med. Ctr./Hurrieda

For more information contact:



Brian Connors
951-304-7152



Brian.Connors@uhsinc.com

LEVERAGING DIGITAL PLATFORMS

SOCIAL MEDIA—WEBINARS

In addition to public-facing work, the social team offered a variety of recorded events throughout the year to educate hospital and system staffers on social media best practices and collaborated using online tools to maintain a shared content calendar.



LEVERAGING DIGITAL PLATFORMS

SOCIAL MEDIA—PHOTOGRAPHY

St. Mary's Regional Medical Center enhanced its visual storytelling on social media by focusing on photography. Simply varying the composition, angles and focal points, and sometimes shooting in black and white, helped develop an emotional narrative resulting in increased reach, engagement and shares.

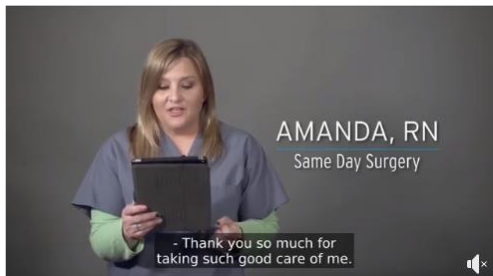




St. Mary's Regional Medical Center

Published by Sprout Social • November 26 at 10:30 AM •

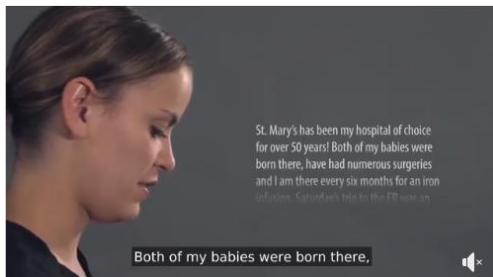
This [#Thanksgiving](#), we are grateful for the continued support of our community and truly appreciate patients who take the time to reach out with words of thanks after having a positive experience. Have a safe and healthy holiday. [#GratefulForOurPatients](#)



St. Mary's Regional Medical Center

Published by Sprout Social • November 27 at 7:45 PM •

We love hearing from former patients regarding their experiences at St. Mary's. [#Thankful](#)



LEVERAGING DIGITAL PLATFORMS

SOCIAL MEDIA—PATIENT COMMENT VIDEOS

St. Mary's video of nurses reading positive comments aloud as they saw them for the first time resulted in touching, authentic reactions. The videos were shared on social media during the Thanksgiving holiday to thank former patients for taking the time to acknowledge their caregivers.

For more information contact:



Lori Boyd
580-249-3665



Lori.Boyd@uhsinc.com

LEVERAGING DIGITAL PLATFORMS

SEARCH ENGINE OPTIMIZATION (SEO)

JANUARY 2020

NOW



The SEO Team started 2020 with **4 SEO campaigns** for the Behavioral Health division and a goal to wean off third-party vendors and extend SEO offerings to the Acute Care division in Q4 2020.

In 2020, the team developed a suite of services to package SEO offerings to BH and AC facilities.



Now the SEO Team manages **more than 50 SEO campaigns** between AC and BH.

LEVERAGING DIGITAL PLATFORMS

SEO CASE STUDY

Reasons Eating Disorder Clinic

Impressions: +82%

Clicks: +1%

This SEO campaign began in September, and the increase in impressions means that Reasons is much more visible in search, and gaining traction on more keywords, with some examples (see right) moving from the 10th page of listings to the first. The increase in clicks is modest, but impressive in that the facility is in one of the most competitive markets for eating disorder treatment in the country (Los Angeles).

For more information contact:



Tony Morisset
610-382-4695



Tony.Morisset@uhsinc.com

Keyword	reasonsedc.com	
	15 Mar ▲	Diff
1. adolescent eating disorder treatment california	1	+28
2. inpatient eating disorder treatment california	1	+9
3. php eating disorder adolescents los angeles	1	+19
4. reason center	4	+1
5. los angeles eating disorder treatment center	5	+4
6. los angeles eating disorder treatment	6	+7
7. los angeles anorexia treatment	6	+6
8. anorexia treatment center california	6	+2
9. eating disorder treatment los angeles	6	+5
10. anorexia treatment center in los angeles	6	+14
11. eatng disorder clinics in california	7	+1
12. eating disorder hospital california	7	+12
13. binge eating disorder treatment california	8	+2
14. eating disorder programs	8	+1
15. anorexia treatment center	9	+91
16. anorexia treatment facility	10	+39

LEVERAGING DIGITAL PLATFORMS

SEO CASE STUDY

Texoma Medical Center (since implementing February 2021):

Search Clicks: +9%

Page Views: +11%

Click-through Rate: +6%

Visitors: +17%

Sessions: +13%

In just one month, the hospital has seen significant gains in both search and general site metrics. Work on service line content in 2021 should boost traffic further.

For more information contact:



Tony Morisset
610-382-4695



Tony.Morisset@uhsinc.com

Keyword	texomamedicalcenter.net	
	15 Mar ▲	Diff
1. cardiac rehabilitation	3	+2
2. physical therapy	4	+4
3. neurology services	4	+1
4. orthopedic	5	+2
5. weight-loss surgery	5	+1
6. orthopedic surgeon	6	+2
7. orthopedic surgery	6	+4
8. bariatric surgery	7	+5
9. general surgery near me	7	+3
10. neurosurgery	8	+5
11. transradial cardiac catheterization	10	+1
12. cardiac and pulmonary rehabilitation program	11	+3
13. cardiologist	14	+62
14. cardiologists	21	+66
15. joint replacement surgery	23	+54
16. texas precision surgery center	49	+51

LEVERAGING DIGITAL PLATFORMS

DOCUSIGN

In a socially distanced world, getting signed consents is problematic. DocuSign rolled out through 2020 and was fully implemented in February 2021, replacing all paper-based Marketing consents. Each consent is offered in English and Spanish.

I have had the opportunity to read and consider the contents of this consent and authorization.
My signature below indicates that I understand and agree to the terms noted here.

<input type="text"/>	<input type="text" value="3/16/2021"/>
Print Individual's First and Last Name	Date
<div>Sign ↓</div>	<input type="text"/>
Signature (Parent or Legal Guardian must sign if individual is a minor)	Email Address

81%

In the last 12 months, 81%
of requests were completed.

95%

95% of completed consents
were signed within 24 hours.

2,341

2,341 digital consents were
completed through March 2021.

LEVERAGING DIGITAL PLATFORMS

DOCUSIGN CONSENTS

Over 200 UHS employees, including Acute Marketing Directors and BH DBDs, have access to the platform with four consents available:

1. PROMOTIONAL CONSENT

Consent for an individual's image, voice, statement to be used in promotional materials. Ex: Community members, employees, volunteers, local figures, etc.

2. PATIENT HIPAA CONSENT

Consent for disclosure of Personal Health Information (PHI). This has a 5-year expiration.

3. ANONYMOUS PATIENT/GUARDIAN TESTIMONIAL

For use with patients who wish to share their "thank you" cards/notes. Names redacted.

4. LICENSE FOR ARTWORK

Permission to display patient artwork; transfer of ownership of artwork.

For more information contact:



Kellie Manoppello
610-382-4598



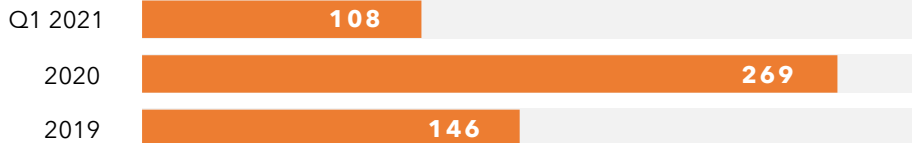
Kellie.Manoppello@uhsinc.com

LEVERAGING DIGITAL PLATFORMS

PAID DIGITAL MEDIA

COVID-19 hamstrung many of the fundamental tactics and strategies for building business, including face-to-face visits and on-site events. Leveraging paid media campaigns, especially on search and social platforms, proved an effective way to engage referrers and customers.

GROWTH IN DIGITAL AD PROJECTS



For more information contact:



Mukta Kasturia
615-573-7340



Mukta.Kasturia@uhsinc.com

Calvary Healing Center | Faith-Based Drug Rehab Center
ip.calvarycenter.com
Tackling substance use can be a scary process, but it's not one you have to face alone. The staff at Calvary Healing Center is here to help you walk the road to recovery.

Calvary Healing Center | Start a Recovery Journey Today
ip.calvarycenter.com
Tackling substance use can be a scary process, but it's not one you have to face alone. The staff at Calvary Healing Center is here to help you walk the road to recovery.

Calvary Healing Center
Published by Circle Social Inc. · October 3 ·

I felt like I was supposed to have everything figured out. I had to have my life look as put together as possible. A perfect household, well-behaved children, and a sparkling clean record.

So when I got a divorce, I felt like my life was over. Everyone would know. What would they think? What would they say? I started drinking to numb the pain and loneliness instead of confiding in those closest to me. Eventually, I developed an addiction, too.

I hid this part of me for so long. I almost forgot it existed myself. That's how good I was at compartmentalizing and internalizing to avoid the shame I would feel if my friends, co-workers, family members, or fellow church-goers found out.

But what would my addiction look like if I could come clean without shame to the people in my life? Find out how here...

<https://calvarycenter.com/how-community-benefits-addiction/>

Calvary Healing Center
Addiction's Impact on Church and Families
From Loneliness to Hope: How Community Benefits Addiction I was lost and...

52 Comments · 76 Shares

LEVERAGING DIGITAL PLATFORMS

CASE STUDY: PRIDE INSTITUTE

- March to May 2020 saw a precipitous decline in business due to fear of COVID-19.
- Responded by following CDC and state of Minnesota health guidelines and developing a media plan for Facebook and Paid Search ads targeted to those seeking LGBTQ+-informed care for addiction and mental health issues.
- Launched in November 2020 with \$35,000 spend.



Fact: Those who are attracted to the same gender go through many things that others don't.

It's not uncommon to get uncomfortable stares or even confrontations that have the potential to turn violent anywhere in public.

There are many implications of stigma and discrimination, including mental concerns and substance dependency.... [See More](#)



PRIDE-INSTITUTE.COM

Understanding Can Lead to Lasting Recovery

[Learn More](#)

335

94 Comments 28 Shares

Like

Comment

Share

LEVERAGING DIGITAL PLATFORMS

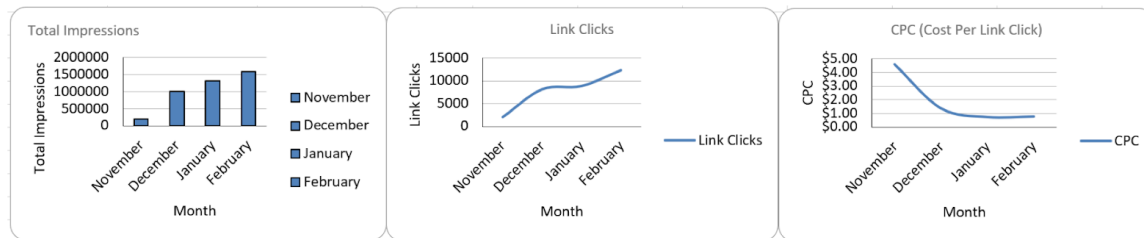


CASE STUDY RESULTS: PRIDE INSTITUTE

The results, November 20-February 21:

- 330% increase in admissions YOY via digital channels.
- 300% increase in web traffic to site.
- Increased conversion rate.
- Decreased costs per click.

ADMITS/DIGITAL	FEB	JAN	DEC	NOV
2021	8	10	5	10
2020	0	4	2	4
PCT. INC.	INFINITE	250%	250%	250%



LEVERAGING DIGITAL PLATFORMS

CASE STUDY: ER AT FRUITVILLE

Lakewood Ranch Medical Center opened a new freestanding emergency room in December 2020, with limited ability for community outreach.

The media plan had two parts:

- Traditional: Direct mail, billboards, rack cards, print and radio ads. Started month before opening.
- Digital: Display, social media, radio streaming, paid search ads. Started opening day, December 12.

**Lakewood Ranch Medical Center**

February 19 at 3:56 PM · 🌐

We are excited to announce that our hospital offers outpatient services at our 24-hour freestanding emergency department (FED). Other features include care for all ages, full-service laboratory and radiology services, stabilization for major conditions such as heart attack or stroke and more. To learn about our FED, visit http://bit.ly/ER_Fruitville.



LEVERAGING DIGITAL PLATFORMS

CASE STUDY RESULTS: ER AT FRUITVILLE

- Foot traffic to the ER at Fruitville has increased 85% in first three months.
- More than 1,500 clicks to call or find directions.
- The ER's web page is the most-visited on the hospital site.

VISITS TO THE ER AT FRUITVILLE



For more information contact:



Mukta Kasturia
615-573-7340



Mukta.Kasturia@uhsinc.com



ER At Fruitville
CARE IS RIGHT HERE

Now Open and Ready to Care for Every Member of Your Family

Located Just East of I-75 on Fruitville Road

941-378-7500

Close, quality emergency care for all ages, pediatrics to geriatrics
Right here in Sarasota.

Open 24/7
 Always staffed by a board-certified or board-eligible physician
 Treatment for major and minor conditions, including stabilizing care for heart attack and stroke
 Full-service laboratory
 X-ray and CT services
 Ambulance access
 Most insurances accepted

To learn more about our emergency services, visit lwrmc.com/erfruitville

ER At Fruitville
 An Extension of Lakewood Ranch Medical Center
 6760 Fruitville Road | Sarasota, FL 34240

ALIGNING IN-MARKET RESOURCES

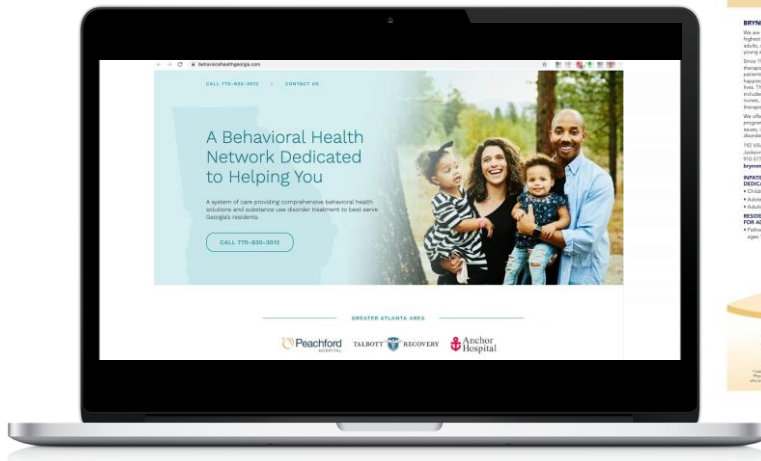


HOSPITAL MANAGEMENT
CONFERENCE 
VIRTUAL 2021

ALIGNING IN-MARKET RESOURCES

SYSTEMS OF CARE IN GEORGIA AND NORTH CAROLINA

These systems of care promote UHS' comprehensive behavioral health solutions and substance use disorder treatments available to best serve state residents.



A BEHAVIORAL HEALTH NETWORK *Dedicated to Helping You*

We offer a system of care providing comprehensive behavioral health solutions and substance use disorder treatment to better serve North Carolina residents.

BRINN MARR HOSPITAL
We are committed to providing the highest standard of psychiatric care to adults, adolescents, and children as young as 3.

Since 1963, our behavioral health programs have focused on providing patients with the skills they need to live happy, healthy, and more productive lives. The specialized treatment team includes a diverse and qualified psychiatric team, mental wellness and recreational therapists.

We offer a comprehensive treatment program that includes a variety of services, including group therapy, psychiatric medication, and substance use services.

**100 Village Drive
Johnsboro, NC 28540
919.537.4420 Fax: 919.537.4779
brinnmarr.org**

**EMERGENCY PROGRAMS
DEDICATED TO TREATING:**

- Children – ages 3 to 17
- Adolescents – ages 13 to 17
- Adults – ages 18+

**RESIDENTIAL PROGRAM
FOR ADOLESCENTS**

- Pathways Residential Treatment Unit – ages 13 to 17

HOLLY HILL HOSPITAL
Holly Hill Hospital offers comprehensive mental health programs for children, young adults, adults and older adults, as well as substance use treatment services and Electroconvulsive Therapy (ECT). The goal of our treatment and recovery programs is to help individuals return to a healthier life with substance use treatment, while partnering with community resources with their families and support systems.

In our outpatient program, adults, with family and their treatment team in a group setting, learn coping, problem-solving, and stress management skills and create a support plan for continued recovery and discharge.

**Main Building
2517 Forest Road
Raleigh, NC 27603
919.876.1000 Fax: 919.876.1880
hollyhillhospital.com**

**South Campus Adult
301 Alston Lane
27106-1000 • South Campus • Raleigh**

INPATIENT PROGRAMS:

- Adolescents
- Adults
- Child/Adolescent
- Trauma Recovery Specialty Unit
- ECT

OUTPATIENT ADULT PROGRAMS:

- Family Reconnection Program (FRT) for
- Mental Health and Dual Diagnosis
- Intensive Outpatient Program (IOP)

**OLD VINEYARD BEHAVIORAL
HEALTH SERVICES**
We offer expert mental health and substance use programs to meet the needs of our community. Our treatment programs take a holistic approach to help individuals gain control of their lives and achieve more positive outcomes. Each patient will receive a treatment plan that is tailored to their individual needs and goals.

**3001 Old Vineyard Road
Durham, NC 27705
919.796.3000 • Fax: 919.796.4219
oldvineyardhs.com**

INPATIENT PSYCHIATRIC PROGRAMS:

- Adolescents
- Adults
- Child/Adolescent

SPECIALTY INPATIENT PROGRAMS:

- Dual Diagnosis
- Trauma Recovery Program
- Alcohol Detoxification

OUTPATIENT ADULT PROGRAMS:

- Adult Inpatient Health and Dual Diagnosis
- IOP

BRINN MARR HOSPITAL

Holly Hill Hospital

Old Vineyard Hospital

ALIGNING IN-MARKET RESOURCES

SYSTEMS OF CARE IN GEORGIA AND NORTH CAROLINA

The assets available include landing pages, Facebook and LinkedIn presences, marketing collateral, an analytics dashboard, SEO and cable/streaming TV campaign for Georgia SOC residents.

- [Behavioral Health Georgia](#)
- [Behavioral Health North Carolina](#)





NATIONALLY RECOGNIZED YEAR AFTER YEAR
Accreditations and awards for excellence in patient safety, heart, stroke, women's healthcare, robotic surgery, and more

AN INTEGRATED NETWORK OF CARE
Providing comprehensive and advanced services at our four acute care facilities, six freestanding emergency departments, and behavioral health facility

A LEGACY OF INVESTING IN VALLEY 'FIRSTS'
Including our freestanding children's and heart care facilities, innovative procedures and programs, and hybrid operating rooms

Visit southtexashealthsystem.com/RGVpriority to learn more about South Texas Health System.

Marketers are not endorsed or affiliated with South Texas Health System. The System and its affiliates do not endorse or guarantee any products, services, or programs. Health care services and programs are subject to change without notice. © 2021 South Texas Health System.

Your Health. OUR PURPOSE.

At South Texas Health System, the health of you and your family is our top priority. It drives everything we do and inspires us to be among the nation's leaders in healthcare.

NATIONALLY RECOGNIZED YEAR AFTER YEAR
Accreditations and awards for excellence in patient safety, heart, stroke, women's healthcare, robotic surgery, and more

AN INTEGRATED NETWORK OF CARE
Providing comprehensive and advanced services at our four acute care facilities, six freestanding emergency departments, and behavioral health facility

A LEGACY OF INVESTING IN VALLEY 'FIRSTS'
Including our freestanding children's and heart care facilities, innovative procedures and programs, and hybrid operating rooms

With locations throughout the Valley, we are where you are:

RGV Division	South Texas Health System McCombs	South Texas Health System Heart
South Texas Health System Children's	South Texas Health System Children's	South Texas Health System Children's
South Texas Health System Children's	South Texas Health System Children's	South Texas Health System Children's
South Texas Health System Children's	South Texas Health System Children's	South Texas Health System Children's

Visit southtexashealthsystem.com/RGVpriority to learn more about South Texas Health System.

ALIGNING IN-MARKET RESOURCES

SOUTH TEXAS HEALTH SYSTEM—BRAND REFRESH

South Texas Health System revisited its branding, with a fresh tag line ("Your Health, Our Purpose" / "Tu salud, nuestro propósito") and a new look for marketing materials, including a revised, and earthy, color palette and a distinctive design.

Importantly, it emphasized the system of care, including four acute care hospitals, a behavioral health facility, six freestanding emergency rooms, family medicine and specialty physician practices and comprehensive outpatient services.

The refresh rolled out this year on campus and across print, digital, TV, radio and more.

For more information contact:



Tom Castaneda
956-388-2016

ALIGNING IN-MARKET RESOURCES

FRN INTEGRATION INTO BH DIVISION

Since May 2020, the Agency has partnered with the Behavioral Health Division Business Development and Operations leadership to onboard Foundations Recovery Network (FRN) marketing account management and introduce UHS Agency and Marketing Communications capabilities.

Together, we've leveraged in-house resources, enhanced the quality of deliverables and marketing strategies, including thought leadership, social media and reputation management efforts, and coordinated the in-market promotion of Talbott, FRN and Black Bear Lodge within the Georgia System of Care.

Overarching goal: Continue to increase brand awareness and differentiate facility offerings within the Substance Use Disorder space.

Following are three examples of recent work for these facilities.


ALIGNING IN-MARKET RESOURCES

MICHAEL'S HOUSE


Michael's House initiated a campaign to target potential customers by honing in on "We're ready and here to help" messaging in their local market. Once the campaign was identified, it was shared across all marketing and business development channels.

Campaign assets included:

- Constant Contact email
- Social media graphic
- Editable graphic
- Flyer



Michael's House is Ready to Serve Your Clients



We are immediately available to support your clients on their recovery journey in Riverside, Orange, Los Angeles and San Bernardino Counties. Our compassionate staff is here to collaborate with you to find the treatment plan that works best for their needs.

If they are ready to take the first step, our admissions staff is here to guide them through the process. Our goal is to make it as easy and convenient as possible with in-person or virtual assessments available.

Insurance

We can work with all insurances and are currently contracted with:

- Aetna®
- Beacon Health Options®
- Blue Cross® Blue Shield®
- ComPsych®
- Humana®
- Magellan Health
- Prominence Health Plan
- TRICARE®
- 4 Your Choice

Treatment Contact Us

For more information, call our direct/local admissions line: **760-450-9001**
michaelshouse.com



Michael's House is Ready to Serve You



We are immediately available to support you on your recovery journey in Riverside, Orange, Los Angeles and San Bernardino Counties. Our compassionate staff is here to collaborate with you to find the treatment plan that works best for your needs.

If you are ready to take the first step, our admissions staff is here to guide you through the process. Our goal is to make it as easy and convenient as possible with in-person or virtual assessments available.

Insurance

We can work with most insurances and are currently contracted with:

- Aetna®
- Beacon Health Options®
- Blue Cross® Blue Shield®
- ComPsych®
- Humana®
- Magellan Health
- Prominence Health Plan
- TRICARE®

For more information, call our direct/local admissions line: 760-450-9001

Proudly serving individuals with co-occurring disorders since 1989.
 1910 S Camino Real, Palm Springs, CA 92262
 Admissions 760-450-9001

TRICARE® is a registered trademark of the Department of Defense, Defense Health Agency. All rights reserved. Physicians are on the medical staff of Michael's House, Inc., with limited exceptions, and independent practitioners who are not employees or agents of Michael's House. The facility shall not be liable for actions or treatments provided by physicians. Model representations of real patients are shown. Actual patients cannot be divulged due to HIPAA regulations. For language assistance, disability accommodations and the non-discrimination notice, visit our website. ©2011-2020





ALIGNING IN-MARKET RESOURCES

TALBOTT RECOVERY

Talbott launched a program to treat the mental health needs of First Responders, and adopted assets developed by the Agency to support the Honor Strong Program, which is used at several other UHS facilities nationally.

ALIGNING IN-MARKET RESOURCES

SKYWOOD OUTPATIENT AT ROYAL OAK

Foundations Detroit was rebranded as Skywood Outpatient at Royal Oak to be more closely aligned to Skywood Recovery, which is located about 2 hours away.

The campaign around the rebrand emphasizes the continuum of care available to patients in the Detroit market, as the two facilities refer to one another as needed.

The campaign included:

- Press release
- Directory updates
- Web updates
- Email template
- New logo
- Flyer

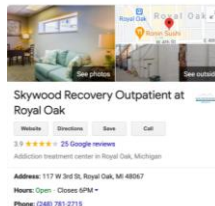
For more information contact:



Katie Forbis
615-498-0053



Katie.Forbis@uhsinc.com



We are proud of our high patient satisfaction scores

On a scale of one to five, our patients say:

4.8 ★★★★★
I feel better now than when I was admitted

4.6 ★★★★★
My treatment goals and needs were met

4.7 ★★★★★
Overall I was very satisfied with my treatment

Survey data was collected from January 2020 - December 2020. The survey was conducted by a third-party vendor. All data is confidential and for internal use only.

[Skywoodrecovery.com](https://www.skywoodrecovery.com)



HIGHLIGHTS FROM THE YEAR



HOSPITAL MANAGEMENT
CONFERENCE 
VIRTUAL 2021

HIGHLIGHTS FROM THE YEAR

BH TOOLKITS: STREAMLINED CONSUMER RESOURCES

With the need to quickly produce and deliver new, multi-channel resources across the division, we streamlined marketing efforts and increased standardization with the development of 15+ toolkits in 2020.

These toolkits included COVID messaging, Telehealth/teleassessments, Mental Health Month, School Resources, Suicide Prevention Month and more.



Connecting with a Provider Has Never Been Easier

Keeping you and our community healthy and safe, as well as maintaining mental well-being, have always been and remain our top priorities. As we face challenges presented by COVID-19, we also strive to provide the care and support you and your family need to stay healthy — physically, mentally and emotionally.

WHAT IS TELEHEALTH?
Simply put, telehealth enables you to receive virtual care through live interactive healthcare services and consultations via phone, video or computer.

Our community telehealth services and communications technology allow you to see and speak with a provider or therapist just as you would during an in-person session — all in real time, regardless of your physical location.

TELEHEALTH OFFERS:
• Increased access to providers for assessment, advice, education, treatment and monitoring, such as:
• Professional behavior health visits, consult with Therapist
• Group behavioral health video sessions

Eligibility for telehealth will depend on your behavioral health condition and geographic location, and services will be determined by your provider.

To learn more about eligibility for Telehealth or to schedule an appointment, please call
XXX-XXX-XXXX
XXXXXXXX@com

Telehealth is not a replacement for in-person care. In some cases, a telehealth visit may not be appropriate for your condition or situation. Please consult with your provider for more information.


**NOW OFFERING
TELE-ASSESSMENTS TO BETTER
SERVE OUR COMMUNITY**

Benefits of a virtual assessment can include:

- **Accessibility** without the need to travel to the facility
- **Reduced wait times** for appointment and assessment
- **Privacy and confidentiality** via our secure platform
- **Referral** to behavioral health services close to you, as appropriate
- **Continuity** of care and follow-up services



**WICKVA SPRINGS
CENTER**



STRUGGLING WITH ADDICTION?

Do not delay in seeking treatment. We are here for you.


If use of drugs or alcohol has become a problem, call us today. We can provide support whenever you are in your recovery journey, especially in these uncertain times.

Our goal is to help keep you safe

The safety of you and your loved ones is our top priority, and we are taking comprehensive precautions to help protect your health and wellness.


We are enforcing:

- Universal masking
- Temperature checks and screening questions upon entrance
- Appropriate personal protective equipment (PPE) for staff
- Limited in-person visitation, while expanding remote visit via platforms like Facetime and Zoom
- Rigorous cleaning and disinfection
- Telehealth appointments, whenever possible



Please do your part to help stop the spread of COVID-19:

- Wear a mask in public
- Wash hands often for at least 20 seconds. (Use an alcohol-based hand sanitizer with 60 to 95 percent alcohol if soap and water are not available.)
- Routinely clean frequently touched surfaces and objects
- Avoid large gatherings
- Social distance



Thank you for trusting us to care for you and your loved ones. Now more than ever, we're in this together.

904-296-3533
wekivacenter.com

HIGHLIGHTS FROM THE YEAR

BH TOOLKITS: STREAMLINED CONSUMER RESOURCES

CONTENTS
Overview
Questionnaire

UHS

Suicide Prevention Awareness and Recovery Month
Sharing Hope and Community

OVERVIEW

This has been a difficult year, but through it all your teams have rallied and inspired a sense of hope and community in your patients, their co-workers and our local communities. As these values are so vital to healing and recovery, we want to share how your staff cultivate hope and community in their lives during these challenging times.

Have your staff fill out the below questionnaire to share their responses with your online communities. Pair this with a great photo* OR record a short video** all from providing their answer. Please remember to follow COVID-19 safety protocols in any photography or video, including proper usage of masks and social distancing.

***Photo Guidelines:**

- Clean, focused photos
- Try to capture staff in the space they typically work
- No selfies, please

****See Social Media Video Best Practice Guidelines**

LGBT HEALTH AWARENESS **WHAT YOU SHOULD KNOW**

LGBT INDIVIDUALS ARE ALMOST **3X** MORE LIKELY TO EXPERIENCE A MENTAL HEALTH ISSUE SUCH AS **DEPRESSION** OR **ANXIETY**

38-65% OF TRANSGENDER INDIVIDUALS EXPERIENCE SUICIDAL IDEATION **YOU ARE NOT ALONE** ♥ **SUPPORT IS AVAILABLE**

If you or someone you know is thinking about suicide, call the Suicide Prevention Lifeline at **1-800-273-TALK(8255)**

XXX-XXX-XXXX
XXXXXXXXXXXXXXXXXXXXXXX

Tips for Balancing LEARNING AND HOME LIFE

Create a flexible schedule and routine

- Keep consistent bedtimes and wake-up times during the week
- Structure the day for learning, free time, healthy meals and snacks, and physical activity

Facing a mental health crisis?

Do not delay in seeking treatment. We are here for you.

Telehealth options are available.

BACK TO SCHOOL BACK TO STRESS!

Stress, anxiety, depression and feelings of isolation regularly rank highest among mental health issues for college students.

OTHER COMMON ISSUES INCLUDE:

- Drug and alcohol use
- Eating disorders
- ADHD and attention problems
- Obsessive compulsive disorder
- Bipolar disorder
- Post-traumatic stress

TO COMBAT THESE ISSUES, STUDENTS CAN:

- ✓ Listen to music
- ✓ Meditate, practice yoga or learn other relaxation techniques
- ✓ Eat balanced meals and limit alcohol and caffeine
- ✓ Find ways to manage stress and have fun without drugs or alcohol
- ✓ Get enough sleep and exercise daily
- ✓ Spend time in nature and engage in outdoor recreation
- ✓ ASK FOR HELP! Attend counseling and support group meetings.

SOURCES: National Institute of Health and the Substance Abuse and Mental Health Services Administration ©2021 UHS of Oklahoma, Inc. All Rights Reserved

PUBLIC SERVICE ANNOUNCEMENT

IN A MENTAL HEALTH CRISIS? DO NOT DELAY IN SEEKING HELP.

Our facility is fully operational and ready to provide assessments and services.

IF YOU THINK YOU'RE EXPERIENCING A MEDICAL EMERGENCY, DIAL 911 OR GO TO THE NEAREST EMERGENCY ROOM FOR HELP.

STATE OF OKLAHOMA TEL. 800-555-5555



HIGHLIGHTS FROM THE YEAR

DIRECT-TO-CONSUMER RESOURCES: TEMPLATED BH COMMERCIALS

In 2020, templated 30-second commercials were produced and implemented by at least 50 facilities, providing a turnkey and cost-effective opportunity to reach prospective patients and their loved ones via cable TV, streaming video, digital campaigns and social media.

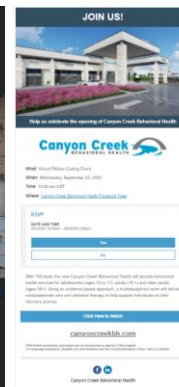
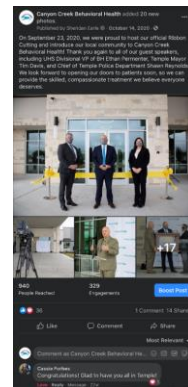
HIGHLIGHTS FROM THE YEAR

CANYON CREEK BEHAVIORAL HEALTH

Canyon Creek Behavioral Health, one of UHS' de novo partners with Baylor, Scott & White, opened its doors in September 2020 and currently provides inpatient treatment options for adults facing issues with mental health and mood disorders such as bipolar disorder and depression.

A virtual ribbon-cutting event was held in honor of the opening and garnered over 920 views on Facebook Live. Other key metrics include:

- 1,345 people reached
- 522 engagements
- 44 reactions
- 46 comments
- 5 shares



PRINT AD

Your Valley > YOUR CARE
THE VALLEY HEALTH SYSTEM

Comprehensive Emergency Care

Safe. Trusted. Ready.

- ER/ED 24/7
- ER Reserve® — request a time online and wait in the comfort of your home if you have a non-emergency illness or injury
- Accredited Chest Pain Center
- Advanced Certification as a Primary Stroke Center
- Advanced Certification for Total Hip and Knee Replacement — Gold Seal of Approval®


For ER wait times and ER Reserve, visit centennialhillshospital.com
Centennial Hills Hospital
MEDICAL CENTER

A Member of The Valley Health System
4900 North Doreen Circle Las Vegas, NV 89109
702.835.9705


The exterior of the new Patient Tower is almost completed. Interior work underway, with additional patient rooms coming soon.



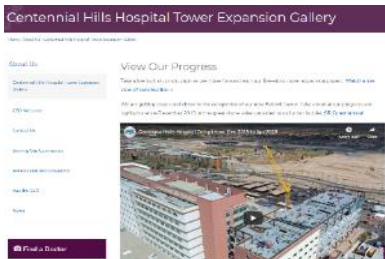
MEDIA COVERAGE

Las Vegas hospital executives say they're ready for second wave of COVID-19

Hospitals better prepared, but need public's help



SOCIAL MEDIA

Centennial Hills Hospital opens areas for expanded patient care


LIVE WEB CAM



DIRECT MAIL

HIGHLIGHTS FROM THE YEAR

CENTENNIAL HILLS HOSPITAL
—NEW PATIENT TOWER

The Valley Health System team provided updates on the status of the future Patient Tower through a live view of construction on the website, social media updates, media coverage and existing campaigns. The news was tied to the "Safe. Trusted. Ready." recovery campaign, which was used extensively across the company.

For more information contact:


Christine Beltran
702-835-9705


Christine.Beltran@uhsinc.com

HIGHLIGHTS FROM THE YEAR

DESERT VIEW HOSPITAL —OUTPATIENT SERVICES

As a critical-access hospital, Desert View Hospital offers outpatient services to keep residents close to home rather than traveling an hour for services.

To promote key service lines and keep volumes up amid the pandemic, this campaign used a billboard, various print ads, email and social media.

For more information contact:



Gretchen Papez
702-388-4663



Gretchen.Papez@uhsinc.com



Time for Your Annual Screening Mammogram?

Don't put your healthcare on hold. Even during these uncertain times, Desert View Hospital is safe and ready to serve you, now. Your breast health is important. If you are due for an annual screening mammogram, there's no need to wait. Desert View Hospital can help. A physician's order is required for all outpatient services.

To schedule an exam,
please call **778-781-7884**
between 8 a.m. and 5:30 p.m.
Monday through Friday.



Physical Therapy
Wound Care • Mammograms
Stay Healthy!



HIGHLIGHTS FROM THE YEAR

FORT DUNCAN—AFTER-HOURS MAMMOGRAM FIESTA

COVID-19 decreased business across all Outpatient Services, including Mammography, which dropped from 2,097 patients in 2019 to 1,329 in 2020.

The After-Hours Mammogram Fiesta was created to allow women to feel comfortable coming in for essential care in a safe environment.

The three-day event was a success. All scheduled slots were filled within the first week of announcing the event on Facebook.

For more information contact:



Judy Martinez
956-523-2020



Judy.Martinez@uhsinc.com



LAKESIDE
BEHAVIORAL HEALTH SYSTEM

Breakthroughs
happen here every day.

Learn more about recovery at lakesidebhs.com

Together, we are stronger.

Behavioral Health Services

We Can HELP
Call 901.373.0970

Lakeside.
Get back to you.

HIGHLIGHTS FROM THE YEAR

LAKESIDE BEHAVIORAL HEALTH SYSTEM

Lakeside wanted to unify its brand presentation and communicate that:

- The need for addiction and mental health treatment can happen to anyone.
- If nothing else, seek treatment for the people in your life.

In addition to an overall brand Creative Concept, program-specific concepts were developed that incorporated key design elements and nuances from the overarching design while enabling a distinctive, branded “voice” for each program.

HIGHLIGHTS FROM THE YEAR

MANATEE HEALTHCARE SYSTEM —STRUCTURAL HEART PROGRAM

Manatee Memorial Hospital became the first hospital on Florida's West Coast to implant the next-generation WATCHMAN FLX on August 18, 2020.

It celebrated becoming the first hospital in the state of Florida to achieve 500 WATCHMAN/WATCHMAN FLX cardiac procedures in October.

Targets for the campaign: adults age 45+, physicians and their offices.

Channels included print ads, articles, patient testimony videos, podcasts, brochures/flyers, social media posts, news releases and website.

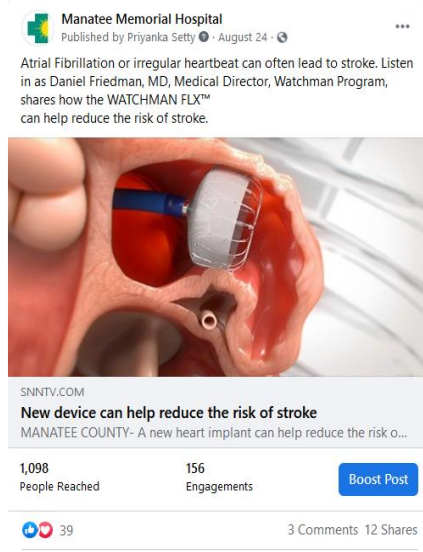
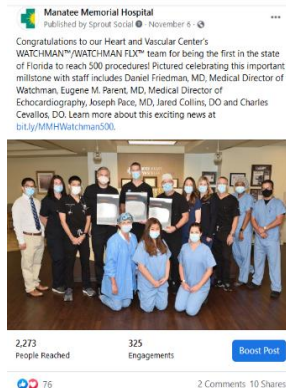
For more information contact:



Betty Chambliss
941-745-7545



Betty.Chambliss@uhsinc.com



HIGHLIGHTS FROM THE YEAR

MAYHILL HOSPITAL —SENIOR ADULT PROGRAM

Mayhill, in Denton, Texas, strove to increase awareness around its Senior Adult program in Q3-Q4 by launching a digital display plan and leveraging a local newspaper print/web/social proposal targeting adult children and caregivers of senior adults.

The opportunity to target broadly in digital with additional hyperlocal tactics created both scale and efficiency in the traditionally expensive Dallas market.

Media spend:

Google Display: \$10,000, June 8 - November 9

Denton Record Chronicle: \$3,000, July - September

If you or an older adult
need help, **Mayhill
Hospital** is here

**We are Open and
Fully Operational**

- Treating mental health and addiction issues
- Inpatient and outpatient programs available



If you or a senior adult in your
life needs help, **Mayhill Hospital**
is here



Specialized Treatment for Older Adults

**We are Open and
Ready to Serve You**

- Treating mental health and addiction issues
- Inpatient and outpatient programs available



If you or an older adult in your life needs help, **Mayhill Hospital** is here

We are open and fully operational

- Treating mental health and addiction issues
- Inpatient and outpatient programs available



2809 S. Mayhill Road | Denton, TX 76208
mayhillhospital.com | 940-239-3000

We can be the answer your family needs.
Find out more at mayhillhospital.com or call us today at
940-239-3000 for a no-cost assessment.



HIGHLIGHTS FROM THE YEAR

MAYHILL HOSPITAL RESULTS

The Google Display campaign drove 159,000 clicks and 22.5 million impressions. Two *Denton Record Chronicle* print ads per month, July through September, provided an additional 12,700 social media impressions.

The campaign helped to stabilize admissions after a COVID-related plunge in the Spring.

ADMISSIONS JULY-NOV INPATIENT GERIATRIC (PSYCH & DETOX)



For more information contact:



Gloria Andree
484-690-6727



Gloria.Andree@uhsinc.com

HIGHLIGHTS FROM THE YEAR

NORTHERN NEVADA MEDICAL CENTER —ER AT MCCARRAN NW GRAND OPENING

The market's first FED opened in August 2020.

The Strategy: Engage community stakeholders in grand opening and launch multi-channel marketing campaign to the public, including a Facebook Live event.

The Outcome: The grand opening event, over three days, hosted nearly 100 community leaders; the multi-channel marketing campaign was active in the market through year end.

For more information contact:



Jamii Uboldi
775-356-4933



Jamii.Uboldi@uhsinc.com



A look inside Northern NV's first-ever freestanding emergency department

News | August 24, 2020

Kathy Fowler
@kathyfowlernews



A look inside the ER at McCarran NW which will operate 24/7, seven days a week since opened, on Aug. 17.

UPSTATE 10 a.m. Monday, Aug. 31: The ER at McCarran NW is now open as of Aug. 17, according to a press release from Northern Nevada Medical Center.

As of Aug. 18, NNMHC officials said the new freestanding emergency department (FED) was ready to open, but couldn't get as it was still awaiting confirmation from the state — which must conduct various procedural inspections and other reviews before it is open to its authorized facilities.

"Our new facility expands access and provides a convenient option when seeking emergency services," Helen Lohmeyer, CEO of NNMHC, said in the Aug. 31 statement. "The FED will meet the same top-notch standards as a hospital emergency department, and it will anticipate how work flows."

RENO, Nev. — When the coronavirus pandemic took hold this spring, hospitals, medical clinics and ERs across the country were forced to quickly adapt to opening to the age of a COVID-19.

From having enough proper personal protective equipment to knowing how to properly treat and release contagious patients, healthcare providers on the frontlines adjusted on the fly to help battle the rampant virus.

A new freestanding emergency department slated to open soon in Northwest Reno will not be bound with that issue.

The ER at McCarran NW is an extension of Northern Nevada Medical Center, is well equipped to provide the "highest level of infection control that anybody in the country could afford," said Dr. Travis Anderson, medical director at NNMHC.

Located at 10900 N. McCarran Blvd., the ER at McCarran NW will operate 24 hours a day, seven days a week. Once opened, the facility will become the region's first freestanding emergency department.

HIGHLIGHTS FROM THE YEAR

NORTHWEST TEXAS HEALTH SYSTEM—NORTHWEST SPORTS AND ORTHO LAUNCH

WELCOME TO THE NORTHWEST SPORTS AND ORTHO

We take a modern approach to help you get back to what you love to do. Our team offers outpatient physical therapy (PT) to athletes of all levels.

The clinic treats patients who may require therapy services for conditions including:

- Arthritis
- Orthopedic Conditions
- Deconditioning
- Sports Injuries
- Chronic Pain

NOT YOUR ORDINARY PHYSICAL THERAPY

Overseen by Dr. Olorok, we provide highly trained physical therapists to coach and cheer you on. In addition, patients gain access to the 65,000 square-foot Verdure Fitness Club in Amarillo.

Our therapy is designed for individuals involved in organized athletics or leisure activities who have experienced traumatic or cumulative trauma injuries. The goal is to return athletes to sports or recreational activities as quickly and successfully as possible.

Physical therapists can help you reduce pain, weakness and stiffness, while helping you build strength and endurance. This may include manual techniques, exercise and neuromuscular training, gait training, joint mobilizations, modalities to address pain, taping/fueling and education. Physical therapists develop individualized rehabilitation programs with specialized exercises and equipment to optimize recovery from injury or physical dysfunction.

Ask your physician for a physical therapy prescription if you have any of the following conditions:

- Arthritis, Bursitis or Tendonitis
- Fracture, Sprains or Strains
- General Joint Pain
- Joint Replacement Preparation and Recovery
- Muscle Weakness
- Sciatica Pain
- Dysfunctions of the shoulder, elbow, hip, knee, ankle and foot.

A FACILITY FIT FOR THE PROS

Northwest Sports and Ortho offers what no other program can — access to the sprawling 65,000 square foot Verdure Fitness Club in Amarillo. Patients can rehabilitate on the surfaces they compete on. The club offers:

- A basketball court
- Heated swimming pool with lap lanes
- Field turf
- A boxing ring
- Pole vaulting station
- Shooting range
- Climbing wall
- Golf simulator
- Racquetball courts
- Indoor track and more

Plus, Verdure is home to a wide variety of equipment, including large assortments of free weights and cable machines, treadmills, Arc machines, rowing machines, ellipticals, stair steppers, Bosu trainers, TRX bands, and much more.

As a Northwest Sports and Ortho patient, you have access to all of this and the club's dressing rooms and showers. Our partnership with Verdure makes our physical therapy unlike anything in this area. Let us help Reclaim YOUR game!

PUT NORTHWEST SPORTS AND ORTHO ON YOUR TEAM



VISIT NWTHS.COM FOR MORE INFORMATION

RECLAIM YOUR GAME

Northwest Sports and Ortho
A Service of Northwest Texas Healthcare System

VERDURE

Inside the Black Building next to Verdure



Northwest Texas developed a unique partnership with a high-end gym and wanted to use the change as an opportunity to appeal to both athlete and non-athlete audiences.

Successful strategy implementation included logo, billboards, print ads, digital ads and brochures.

Results from the campaign: 73% increase in outpatient visits.

For more information contact:



Martha Del Toro
806-354-1118



Martha.DelToro@uhsinc.com

HIGHLIGHTS FROM THE YEAR

PALMDALE REGIONAL MEDICAL CENTER —“KEEPING IT REAL WITH COVID-19”

Palmdale Regional commissioned a 6-video series called “Keeping It Real with COVID-19” to spotlight its passionate, caring staff.

In it, nurses, therapists and technicians shared what they were feeling and experiencing during the COVID-19 pandemic.

The series was a way to bring home to the community the realities of the healthcare response and the need to help bring the pandemic under control.

[Watch them here.](#)

For more information contact:



Julie Montague
661-382-6601



Julie.Montague@uhsinc.com



I Definitely ^{Didn't see it} Getting Like This



Exciting Scary Exhausting



This is For Real



ISTHISEVEN REAL?



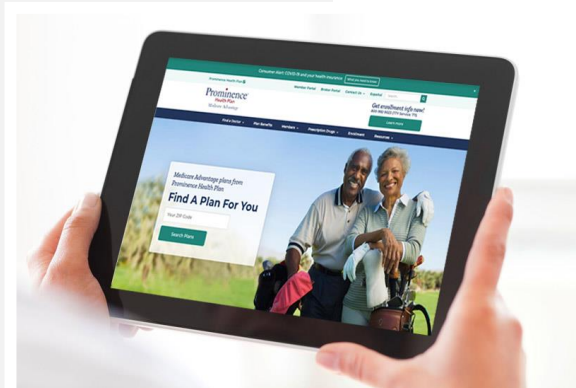
They were ^{preparing for} Something Big!

HIGHLIGHTS FROM THE YEAR

PEACHFORD HOSPITAL

In 2020, the Agency partnered with Peachford Hospital, in Atlanta, to re-energize facility branding and marketing assets. This Creative Concept reflects the hospital's geographic location and highlights its tagline "Bringing life into balance" across all channels.





HIGHLIGHTS FROM THE YEAR

PROMINENCE HEALTH PLAN

The Agency supported annual enrollment campaigns in Nevada, Texas and Florida with various elements.

- Launched redesigned website
- Assisted in writing, designing and the fulfillment of provider and member newsletters for the Medicare business line.



HIGHLIGHTS FROM THE YEAR

SPRING VALLEY HOSPITAL —ER CAMPAIGN

Goal: To create awareness around the newly-opened FED and boost census at the hospital-based ER.

Activities included:

- Radio advertising on the top two stations
- Digital campaigns
- 2 PSAs in monthly print publications
- Short web videos featuring the FED medical director
- Updated website content and social media posts
- Maps with directions to EMS as leave-behind in case patients decide to seek ER care at a later time

For more information contact:



Gretchen Papez
702-388-4663



Gretchen.Papez@uhsinc.com



1:37
springvalleyhospital.com — Private

Watch these videos to learn some key signs and symptoms of common conditions and illnesses:

Heart Attack



Stroke



Abdominal Pain



HIGHLIGHTS FROM THE YEAR

SUMMERLIN HOSPITAL —PEDIATRICS

With the cancellation of many pediatric-related events due to the pandemic and temporary cessation of our pediatric publication, social media was the only channel for highlighting patients, staff, activities, special volunteers and new community partners. The results:

Go Gold for Childhood Cancer

- Impressions: 3,342
- Engagements: 721

Meet Billie

- Impressions: 2,715
- Engagements: 378

Outpatient Therapy/Halloween Fun

- Impressions: 1,399
- Engagements: 297

May the 4th Be With You

- Impressions: 1,686
- Engagements: 241

For more information contact:



Gretchen Papez
702-388-4663



Gretchen.Papez@uhsinc.com



HIGHLIGHTS FROM THE YEAR

TEXOMA MEDICAL CENTER —CARDIOLOGY/STRUCTURAL HEART

Despite the pandemic, TMC pursued a strategy to grow CONGO service lines in 2020, including its Structural Heart program. Key business objectives included to increase total cardiology cases and TAVR procedures, introduce WATCHMAN program, and increase awareness of the Texoma Heart Institute.

Marketing efforts focused heavily on social media, digital blogs, evergreen campaigns, TV, news articles and supporting PRM outreach.

TMC's cardiology case volume increased 21% year over year. Growth of the program helped TMC to compete with health systems in the Dallas-Fort Worth area.

For more information contact:



Amber Sweeney
903-416-5505

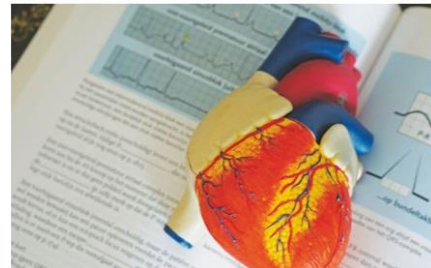


Amber.Sweeney@uhsinc.com

Watchmen: TMC's new procedure offers alternative for stroke-risk patients

Michael Hutchins Grayson Magazine

Published 1:27 p.m. CT Jul. 16, 2020



AFib Patients Have an Alternative to Long-term Blood Thinner Therapy

November 12, 2020

Las Skinner has seen his share of heart issues, with a history of vascular disease, including quadruple bypass surgery, chronic atrial fibrillation and several complicating factors including insomnia and chest pain. He also had been falling due to medications he was taking. Finally, the blood thinner he was taking to treat his AFib was causing internal bleeding. "After I started having problems, my cardiologist, Dr. Matipudi, told me I might be a candidate for the WATCHMAN®," says Skinner.

WATCHMAN is a small device, inserted by way of a minimally invasive procedure. It is recommended for people with AFib not caused by a heart valve problem who need an alternative to blood thinners.

An evaluation cleared Skinner to receive the WATCHMAN procedure. "I was one of the first three patients at Texoma Medical Center to have this done, and Dr. Matipudi did an excellent job," says Skinner.



Complex heart issues can have a variety of treatments. At Texoma Medical Center, we offer a new alternative for many patients with atrial fibrillation (AFib) who are at high risk for stroke. The WATCHMAN device is a small, umbrella-shaped device implanted in the heart to prevent blood clots from traveling to the brain. It is a minimally invasive procedure that can be performed in our catheterization lab. The device is made of a special material that is designed to trap blood clots and prevent them from traveling to the brain. The device is implanted in the heart through a small incision in the groin. The procedure is performed by a cardiologist and a nurse. The device is implanted in the heart through a small incision in the groin. The procedure is performed by a cardiologist and a nurse. The device is implanted in the heart through a small incision in the groin. The procedure is performed by a cardiologist and a nurse.

For more information, contact Dr. Las Skinner at 903-416-5505 or Amber.Sweeney@uhsinc.com. The WATCHMAN device is a minimally invasive procedure that can be performed in our catheterization lab. The device is made of a special material that is designed to trap blood clots and prevent them from traveling to the brain. The device is implanted in the heart through a small incision in the groin. The procedure is performed by a cardiologist and a nurse. The device is implanted in the heart through a small incision in the groin. The procedure is performed by a cardiologist and a nurse.



DRIVE-THRU HEALTH FAIR

JUN 24 Drive-thru Health Fair
Public - Hosted by Temecula Valley Hospital

Wednesday, June 24, 2020 at 9:00 AM – 12:00 PM PDT
about 5 months ago

Temecula Valley Hospital
31700 Temecula Pkwy, Temecula, CA 92592



HIGHLIGHTS FROM THE YEAR

TEMECULA VALLEY HOSPITAL —DRIVE-THRU HEALTH FAIR

TVH hosted its first Drive-Thru Health Fair in June 2020.

The objective of the event was to have the community see that TVH was safe and prepared to care for the community. The event had a positive turnout and successful media coverage.

After the event, TVH received many calls from across the country asking for tips and strategies on how to plan and execute healthcare events during a pandemic.

For more information contact:



Merideth Allard
951-331-2220



Merideth.Allard@uhsinc.com

HIGHLIGHTS FROM THE YEAR

WELLINGTON REGIONAL MEDICAL CENTER—BARIATRICS

What can you do when COVID-19 forces the cancellation of all in-person seminars? The seminar went online only, and a chat service was added to the website to answer questions in real time to gather patient information for leads, and to direct people to the online seminar. WRMC aggressively marketed it with direct-to-consumer billboards, social posts and testimonials, and brochures for physician referrals. Despite being shut down for two months, the program surpassed 2019 surgical case volumes and qualified for Blues and Optum Distinction, opening a business channel that was previously not available to the program.

For more information contact:



Allen.Poston@uhsinc.com

Collateral material to target physicians and patients

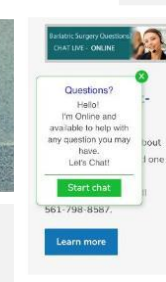


Online patient seminar



Creative billboards placed throughout the PSA

24/7 live chat



CONTACTS

ACUTE CARE

Nicole Fufaro, Senior Acute Care Marketing Account Manager,
Nicole.Fufaro@uhsinc.com, 484-690-6726

BEHAVIORAL HEALTH

Taylor Reber, Senior Behavioral Health Marketing Account Manager,
Taylor.Reber@uhsinc.com, 484-584-2799

Katlyn Lowry, Behavioral Health Marketing Account Specialist,
Katlyn.Lowry@uhsinc.com, 484-584-2787

Gloria Andree, Behavioral Health Marketing Account Specialist,
Gloria.Andree@uhsinc.com, 484-690-6727

Katie Forbis, Behavioral Health Marketing Account Specialist,
Katie.Forbis@uhsinc.com

ONLINE REPUTATION MANAGEMENT

Celine Patterson, Lead, Online Reputation Management,
Celine.Patterson@uhsinc.com, 610-382-4403

PAID DIGITAL MEDIA

For more information: Mukta Kasturia, Digital Media Manager,
Mukta.Kasturia@uhsinc.com

SEO

Tony Morisset, Lead SEO Specialist,
Tony.Morisset@uhsinc.com, 610-382-4695

SOCIAL MEDIA

Jane Crawford, Director, Corporate Communications,
Jane.Crawford@uhsinc.com, 610-382-4830