

BEST PRACTICES

March 16, 2022



2022 HOSPITAL MANAGEMENT
CONFERENCE | MARCH 12-16

LEADING *in a* CHANGING WORLD

BEST PRACTICES 2021

A Challenge Answered

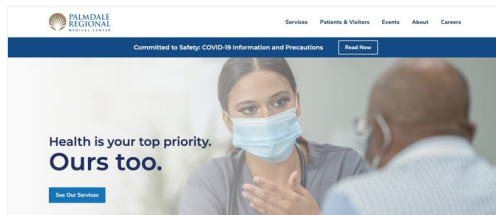
For a second year, UHS responded to an ongoing global pandemic with skill, enthusiasm and great work.

For the Agency, this meant a continuation of the course set in 2020, with an increased emphasis on digital strategies and executions, while moving forward with the work of making larger, more integrated networks of care top of mind for customers in all our markets.

What follows is a look at our best strategies and practices as they evolved in 2021. We salute everyone in the Acute Care and Behavioral Health divisions and their Agency colleagues for their extraordinary efforts this past year.

—**Roselle Charlier**

VP, Chief Marketing and Communications Officer



If you or someone you care about is struggling with their mental health, know that you are not alone. **Brooke Glen Behavioral Hospital** offers comprehensive behavioral health solutions to address what you may be experiencing, including:

- Anxiety, Depression
- Alcoholism, Substance Use Disorder
- Post-Traumatic Stress Disorder (PTSD)
- Bipolar Disorder
- Eating Disorders, and more

We are here for you. If you or a loved one is struggling, call **800-256-5300** for a no-cost assessment 24 hours a day, seven days a week.

And if we determine that we don't have the services you require, we are part of a broad network and can connect you with a facility that does, with services for adults, seniors and children/adolescents – including specialty programming for the LGBTQ+ community, military, first responders and healthcare workers. Ask us or visit [FindBHhelp.com](https://www.findbhhelp.com) to find a location and appropriate services near you.

Brooke Glen
BEHAVIORAL HOSPITAL

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BEST PRACTICES 2021

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LEVERAGING DIGITAL PLATFORMS

The Future Is Here

The ability to connect with and service customers at a distance proved ever-more-important in 2021, and digital strategies continued to grow quickly. Existing digital tools and platforms — including email, search, social media, digital ads, online reputation management, telehealth and blogs — all grew dramatically. And new initiatives, such as online diagnostic assessments, were piloted.

These technical changes, combined with generational shifts, are fundamentally changing our relationship with customers. When the pandemic finally recedes, the world is unlikely to roll back to its former state. There is no going back.

Before sharing UHS' efforts, let's consider some factors impacting these changes.

—**Diane Hill Lieb**,
Senior Director, Advertising



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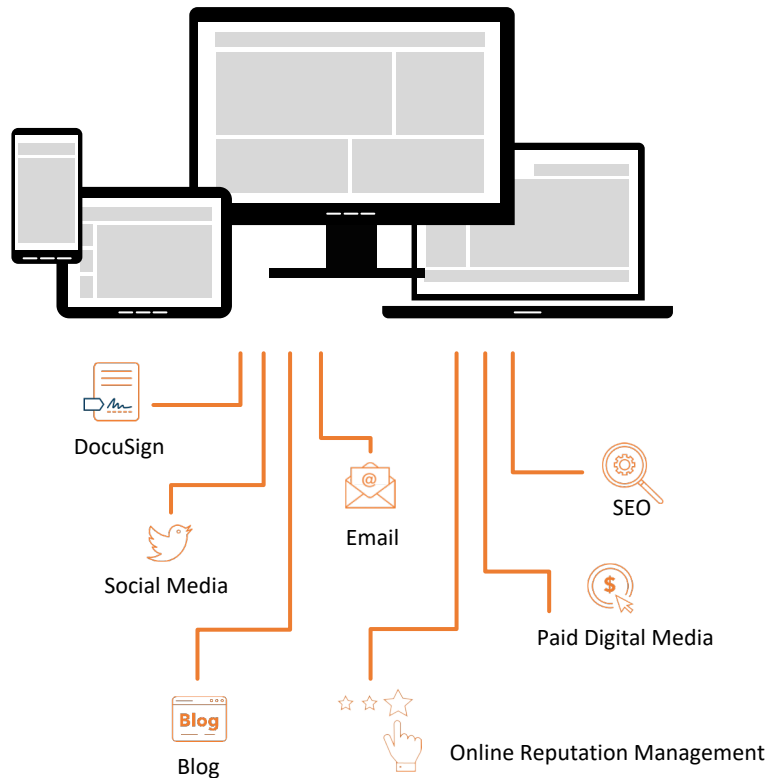
The Shift to Digital

The pandemic increased healthcare consumers' fear, uncertainty and doubt.

Patients are scared, anxious and reluctant to take action on their health.

- Patients have been bombarded with misinformation.
- Patients may not know what to believe.
- Patients don't know you.

Digital platforms = Easy access to health information

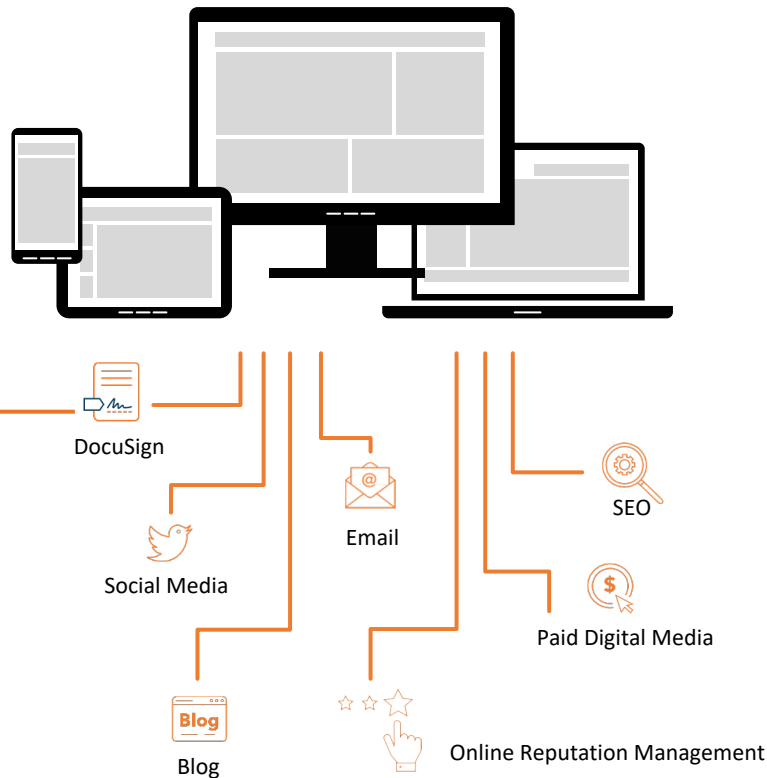
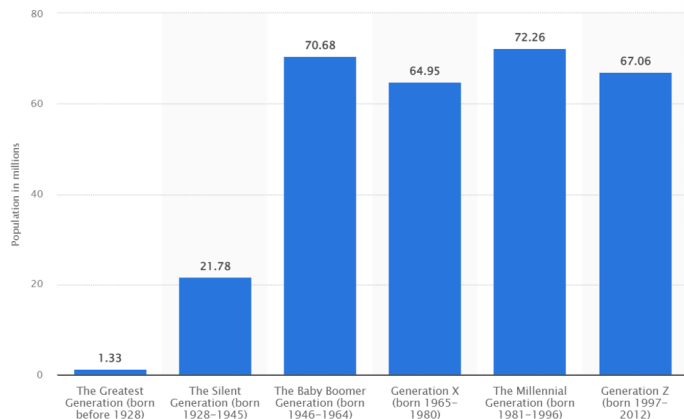


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Generational Shifts

55% of **Millennials** have selected one provider over another based on online reviews.

Generation Z is the most recent to have been named, and many group members **will not be** able to remember a time before smartphones and social media.



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Generational Attributes

Millennials and Generation Z
(age 41 and younger) combined
now outnumber Boomers and Generation X.

Generation Z

Born ~2001-Present



- Others make health decisions for them
- Value customization
- Lack trust in healthcare

Millennials

Born ~1981-2000



- Avoid healthcare
- Prefer self-diagnosis
- Convenience & low cost are key
- Not loyal to one provider

Generation X

Born ~1965 -1980



- Chief Health Officer
- Shop for healthcare
- Online = info sources
- Value efficiency

Baby Boomers

Born ~1946-1964



- Expect face time
- Want personal relationships
- Advise others on health decisions

Traditionalists

Born ~1910-1945



- High utilizer
- Doctor = info source
- Others may make health decisions for them

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Online Reputation Management and Beyond

- Over 65% of consumers use search engines in their journey to care.
- Since 2020, there has been a 54% increase in usage of healthcare review sites to find care providers.
- Marketing and SEO can lead patients to care, but online ratings will win them.
- Search engines are rarely the final destination, but rather serve as a gateway or jumping-off point to other websites that help inform provider selection.
- Google is the #1 source for online reviews.
- A positive online reputation (4 stars or more) is the #1 deciding factor in choosing one provider over another.
- Failure to examine the consumer experience at every touchpoint can negatively impact a healthcare organization's brand, reputation and revenue.
- Digital drives choice: Patients rely on digital resources 2.2x more than provider referrals when choosing a healthcare provider.
- Referral leakage: 84% would not see a referred provider if they were rated under 4 stars.
- 50% of adults read 10+ online reviews.

For more information contact:



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LEVERAGING DIGITAL PLATFORMS

Online Reputation Management Recognition

In its 2022 Healthcare Report, **Reputation ranked UHS as having the third-highest Reputation Score** among the top 15 healthcare systems named by *Modern Healthcare*.

Among the factors that separated leaders from laggards:

- Leaders engage more with patients and respond to reviews more frequently.
- Leaders accumulated 237% more reviews than laggards.
- Sentiment, the most impactful part of a Reputation Score, differed by 27 percentage points between leaders and laggards.

The Top 15 Healthcare Systems

| Rank | System | Reputation Score | Sentiment | Visibility | Engagement |
|------|---|------------------|-----------|------------|------------|
| 1 | Community Health Systems | 723 | 65% | 77% | 99% |
| 2 | HCA Healthcare | 685 | 65% | 71% | 84% |
| 3 | Universal Health Services | 684 | 53% | 79% | 98% |
| 4 | Baylor Scott & White Health | 571 | 46% | 68% | 81% |
| 5 | CommonSpirit Health | 556 | 59% | 62% | 61% |
| 6 | Trinity Health | 550 | 42% | 68% | 60% |
| 7 | Advent Health | 546 | 33% | 72% | 83% |
| 8 | Ascension | 541 | 35% | 70% | 86% |
| 9 | Tenet Healthcare | 519 | 32% | 68% | 86% |
| 10 | Sutter Health | 517 | 42% | 64% | 85% |
| 11 | Northwell Health | 507 | 41% | 71% | 16% |
| 12 | University of Pittsburgh Medical Center | 501 | 27% | 69% | 82% |
| 13 | Spectrum Health | 496 | 35% | 63% | 78% |
| 14 | Banner Health | 495 | 34% | 64% | 98% |
| 15 | Intermountain Healthcare | 494 | 43% | 64% | 76% |

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Online Reputation Management 2021

UHS 2021 Acute Hospital Reputation Score 708

+302 above Healthcare Industry Average

Avg Star Rating 4.1/5



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Online Reputation Management 2021

We've heard from more than 16,000 patients in 2021!*



Celebrating our Staff

Staff, nursing and beside manner were the biggest drivers of positive sentiment in 2021.

+.16

Staff sentiment and beside manner increased the Acute Care Division's overall star average by +.16 on a 5-star scale.



What we can do better

In 2021, greater volumes of ED patients with hospitals at full capacity caused a 13% increase in the % of negative reviews mentioning wait times. Average star rating of reviews mentioning Wait Times dropped .3 points in 2021 when compared with 2020.

-.21

Wait time and ER sentiment decreased the Acute Care Division's overall star average by -.21 on a 5-star scale.

+28%

Review volume increased to nearly 5,000 across BH facilities.

LEVERAGING DIGITAL PLATFORMS

Growing Our SEO Portfolio

Search engine optimization (SEO) is crucial to digital marketing and UHS made significant progress in the past year.



In a 24-month span, the Agency's team has grown SEO campaigns in-house by **1,825%**.



In 2021, the team Increased the number of internal organic SEO campaigns for UHS across three divisions (BH, Acute Care, IPM) by **120%** YOY.



31% of Behavioral Health division facilities are currently enrolled in an ongoing in-house SEO campaign.



Generated **3.2 million** new users organically for BH division — up **13%** YOY.



Generated **3.8 million** new users organically for Acute Care and IPM division — up **35%** YOY.

For more information contact:



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LEVERAGING DIGITAL PLATFORMS

Case Study: Doctors Hospital of Laredo



Doctors Hospital of Laredo was the first Acute Care facility chosen for a pilot program to promote highly profitable service lines.

The SEO, content team and marketing directors collaborated to construct well-written SEO content for CONGO service lines.

The campaign more than quadrupled clicks and impressions.

BY THE NUMBERS



TOTAL CLICKS

157,600

+364%



TOTAL IMPRESSIONS

8.3 million

+307%



AVERAGE CLICK-THROUGH RATE

1.89%

+14%

LEVERAGING DIGITAL PLATFORMS

Case Study: Centennial Hills



The Agency's SEO team provides competitor analysis tracking for high-volume keywords in each facility's local market.

This example (right) shows how the SEO campaign impacted Centennial Hills Hospital's ranking for high-value keywords in Las Vegas. (The blue number is the on-page ranking and Diff is the rank change over six months.)

The facility, which has the highest reputation score in the market, surpassed its competitors in keyword ranking for a majority of high-volume keywords.

Keyword Rankings 1 - 10 (23)

| Keyword | centennialhillshospital.com | | sunrisehospital.com | | dignityhealth.org | | umcsn.com | |
|---|-----------------------------|------|---------------------|------|-------------------|------|-----------|------|
| | 21 Feb ▲ | Diff | 21 Feb | Diff | 21 Feb | Diff | 21 Feb | Diff |
| 1. maternity unit maternity | 2 | +3 | 12 | -10 | 52 | -42 | - | - |
| 2. cardiology service cardiology | 5 | +70 | 9 | +65 | - | -94 | 83 | -65 |
| 3. maternity care maternity | 6 | +5 | 1 | +1 | - | -84 | - | - |
| 4. cardiovascular care cardiology | 9 | +91 | 12 | +88 | - | - | 57 | +43 |
| 5. orthopedics orthopedic | 10 | +90 | - | - | 17 | +31 | - | - |
| 6. surgical services general surgery | 13 | +87 | - | - | 15 | -6 | 39 | -18 |
| 7. maternity maternity | 14 | +86 | - | - | - | - | - | - |
| 8. cardiology cardiology | 15 | +85 | 11 | +43 | 20 | -8 | - | - |
| 9. labor and delivery maternity | 15 | +85 | 1 | 0 | 9 | -1 | - | - |
| 10. orthopedic surgeon orthopedic | 17 | +83 | 61 | +39 | - | -59 | - | - |

LEVERAGING DIGITAL PLATFORMS

Case Study: Rivendell BHH



Rivendell Behavioral Health Hospital launched an SEO service line campaign for their teen substance use program in April 2021.

The resulting increase in online visibility led to more calls and a 58% increase in admissions year over year.

SEO BRINGING IN BUSINESS: ADOLESCENT TRUST PROGRAM

| | 2021 | | 2020 | |
|-------------|---------------|-------|---------------|-------|
| | MONTHLY TOTAL | | MONTHLY TOTAL | |
| | CALL | ADMIT | CALL | ADMIT |
| Apr | 41 | 16 | 18 | 7 |
| May | 28 | 15 | 13 | 6 |
| Jun | 35 | 12 | 24 | 15 |
| Jul | 11 | 10 | 22 | 9 |
| Aug | 35 | 9 | 20 | 9 |
| Sept | 47 | 13 | 30 | 6 |
| Oct | 36 | 17 | 26 | 6 |

LEVERAGING DIGITAL PLATFORMS

Case Study: Del Amo BHS

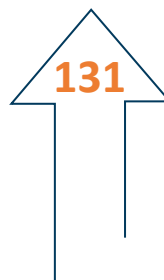


Del Amo Behavioral Health System approached the SEO team with concerns about low admissions for its senior adult program and losing census to direct competitors.

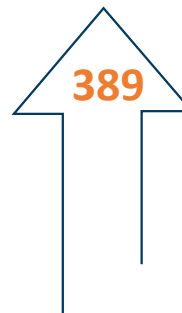
In April 2021, the SEO team launched a robust service line campaign focused on senior adult program. The results were nearly immediate and dramatic.

SEO BRINGING IN BUSINESS: LEGACY SENIOR MENTAL HEALTH PROGRAM

Number
of Admissions



July 2020 - April 2021: 131



April 2021 - December 2021: 389

196%
INCREASE

LEVERAGING DIGITAL PLATFORMS

Case Study: Reasons Eating Disorder Center



"It's nice to see the growth, and as we implemented this full-scale digital marketing campaign a little past the mid-point of 2020, I thought the 3-year overview would be impactful."

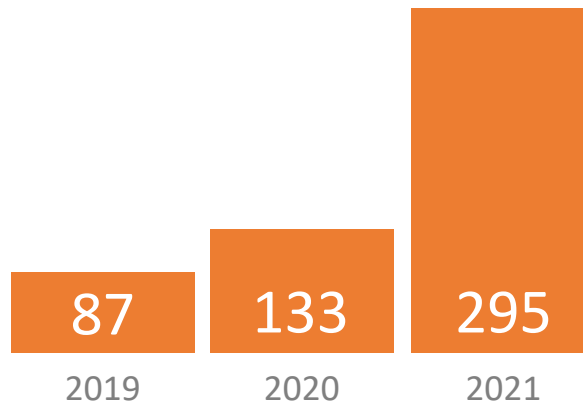
Fiona LaRosa-Waters
Director of Business Development
Reasons Eating Disorder Center



REASONS
Eating Disorder Center



TOTAL CALLS FROM WEB
JANUARY – NOVEMBER



*Data provided by Reasons Eating Disorder Center

LEVERAGING DIGITAL PLATFORMS

IPM SEO Update

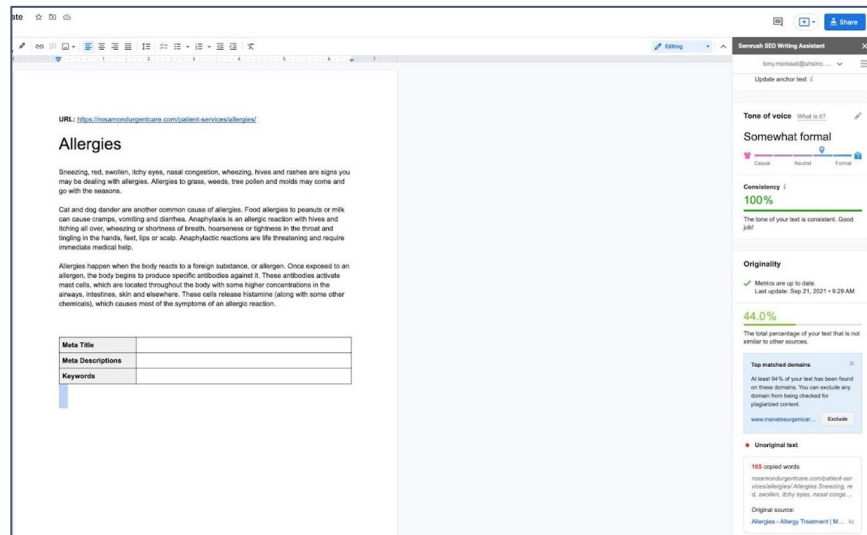
The SEO team audited IPM websites while developing a program to serve them and found a serious issue: 80% of the content on the sites was duplicative of the other IPM sites. Google was penalizing all IPM websites for this.

THE SOLUTION:

Copywriters crafted 5,000-9,000 unique words per website, which reduced duplicative content to less than **30%**.



The audit also uncovered broken links and other issues leading to **possible bad web search** performance for all IPM websites.



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Case Study: Rosamond Urgent Care




Rosamond Urgent Care was the second IPM SEO campaign that the SEO team launched in September 2021. In just one month, traffic via organic search grew 44% — then grew more.

One benefit of organic search is that, while 25% of traffic comes from paid search, studies* show that a majority of users don't click on paid ads. Facilities save money when users see and click on organic results.

Phrase: urgent care ear
Location: United States, California, Rosamond, desktop
Device: Desktop
Date: 30 September, 2021
Mask: rosamondurgentcare.com (1)

Ad · <https://www.rosamondurgentcare.com/urgent-care> :
Rosamond Urgent Care - No Appointment Necessary
Rosamond **Urgent Care** Provides Treatment of Minor Emergencies, Common Illnesses & Injuries. Open Seven Days a Week with Convenient Daytime and Evening Hours - Get Directions Now! Walk-ins Welcome. Adult & Children's **Care**. Open 7 Days a Week.

Urgent Care Centers :

Rating Hours

Rosamond Urgent Care
2.4 ★★★★★ (23) · Urgent care center
2559 W Rosamond Blvd d · (661) 256-6365
Open · Closes 8PM
[Online care](#)

First Aid Urgent Care
No reviews · Urgent care center
Lancaster, CA · (661) 490-9370
Open · Closes 4:30AM Thu
[Online care](#)

Website Directions

Website Directions

← Paid Result

← Organic Result

* Source: <https://www.hubspot.com/marketing-statistics>

LEVERAGING DIGITAL PLATFORMS

SEO Goals for 2022

Have
40%

of BH facility websites on an
ongoing SEO campaign

10% increase

Have
55%

of IPM websites on an ongoing
SEO campaign

15% increase

Have
31%

of Acute Care websites enrolled in an
ongoing CONGO SEO campaign

11% increase

For more information contact:



Tony Morisset
610-382-4695



Tony.Morisset@uhsinc.com

* Source: <https://www.hubspot.com/marketing-statistics>

LEVERAGING DIGITAL PLATFORMS

Email—Acute Care

A year after the email platform was expanded to all Acute Care hospitals and systems, volumes increased to 360 campaigns in 2021. Messages included:

- Health Alerts for the full universe of patients
- Welcome emails for newly opted-in subscribers
- 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

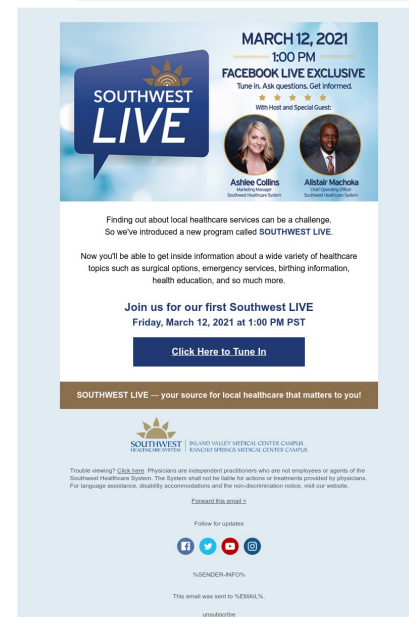
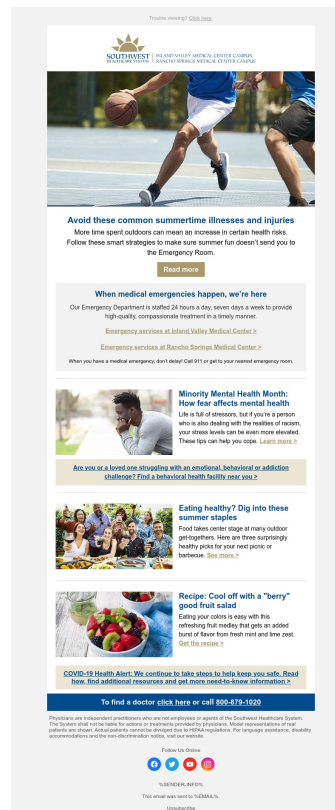
For more information contact:



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484-690-6709



Len.Matty@uhsinc.com



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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 doubled from 2019, to 166 accounts live in 2021.

Over 2,471 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.


For more information contact:




Jenny Ke



Jenny.Ke@uhsinc.com



NAMI YOGA



Date: May 22, 2021
Time: 7 AM – 12 PM
Session times: 8 AM, 9 AM (break) final at 11 AM
Location: South Parking Lot/South Lawn
Instructor: Faith Bowen of Positive Recovery Centers

Join us for our socially distanced NAMI Yoga event! Blended Coffee Bar and Bakery will be set up in parking lot from 7 AM – 12 PM. Coupons will be issued to employees for a morning pastry and beverage of choice. Guests are cash pay.

Branded yoga mats and tote bags will be provided for any outside guests. Yoga mats will be provided for use to any employees who wish to participate and sanitized between sessions.

We are donating \$10 per participant or \$1000 to NAMI, whichever is greater.

Call 281-404-1001 today or visit us at kingwoodpines.com

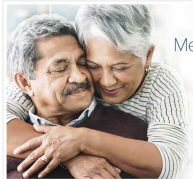
Programs & Services

Contact Us

Kingwood Pines Hospital

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View as Website




Mental Health, *Addiction* and COVID-19

We are a year into the pandemic and it has had a major effect on almost all aspects of our lives. Many of us are facing extreme challenges emotionally, socially and financially that can lead to overwhelming stress. Persistent isolation can also increase stress and anxiety, especially in those who are already vulnerable.

People who have had the virus may still be feeling the physical effects and may be depressed with survivor syndrome, which can include guilt and elements of PTSD. Many who never had a mental health condition before contracting COVID now may be struggling mentally as a result of facing new limits on activity levels or they may be feeling concerned about their long-term health.

COVID-19 has also presented unique challenges for people with substance use disorders and for those who are in recovery. The pandemic has presented enormous challenges for these individuals, as evidenced by significant increases in drug use since March of 2020. The good news is that telehealth has expanded access for treatment and may compensate for the challenges of fewer options for in-person care.

If you or someone you know is having a hard time coping with the mental health effects of the pandemic, we are here to help. We offer no-cost assessments 24/7. Visit us at texasneurorehab.com or call 800-252-5151 to learn more.



Medical Rehab Services

Behavioral Services

Contact Us

Source: National Institute of Mental Health

Physicians are on the medical staff of Texas NeuroRehab Center, but, with limited exceptions, are independent practitioners who are not employees or agents of Texas NeuroRehab Center. 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.

Texas NeuroRehab Center

View as Website

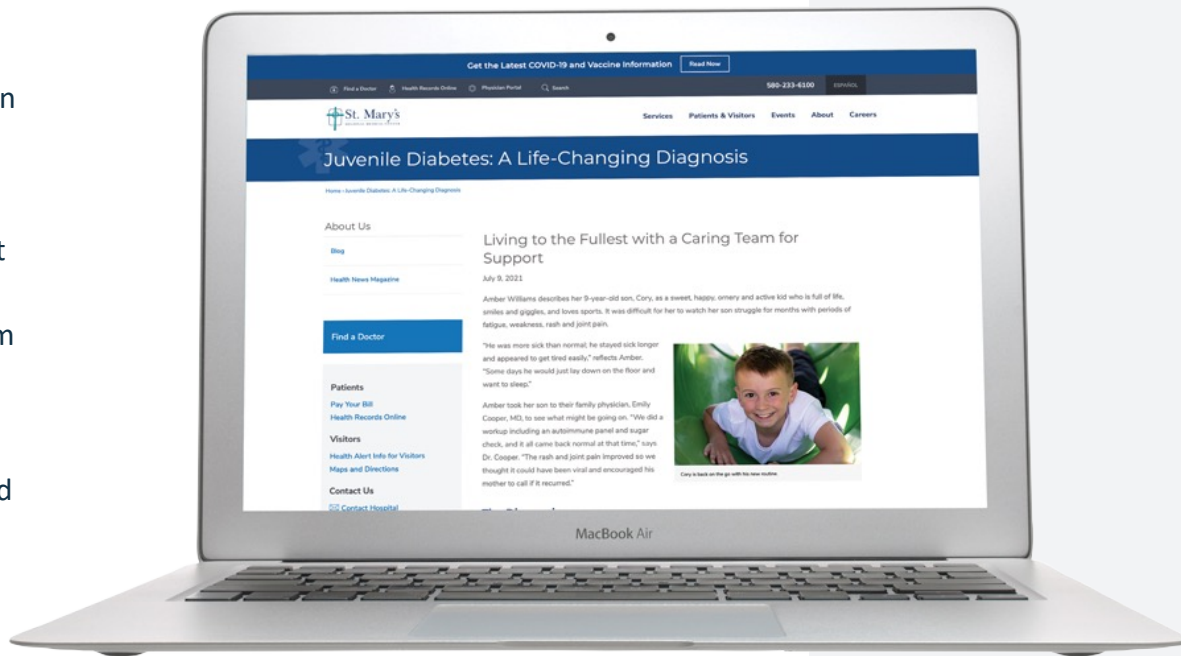
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Blogs

Content is increasingly digital-first, then used in print products as a supplementary channel.

Blog volume increased late in 2021 with the introduction of “internally syndicated” content — health and wellness content created internally, shared broadly to all hospital/system blogs, and customized per market.

All hospital and system blogs now receive monthly updates that support service lines and introduce the facilities and staff to the community.



For more information contact:



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Cyrano Video Platform

UHS entered an agreement with Cyrano Video that allows hospitals and facilities to create video communications simply, effectively and affordably. Sixty-eight Behavioral Health and Acute Care facilities, as well as the Corporate team, are using Cyrano's platform.

It is used mostly for internal communications — CEO messages, team recognition, training/education, local event recaps and more — but can be leveraged for social media posts and website videos that are shared more broadly.

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Media

Digital ad buying has followed a trajectory similar to other digital channels, increasing nearly 50% from 2019, including a \$3.6 million leap in 2021 alone.



Total number of campaigns launched in 2021 is 360, averaging 13 multichannel campaigns per month.

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ACUTE CARE

- CONGO focused
- Majority of the campaigns run 12 months a year now (i.e. evergreen)

BEHAVIORAL HEALTH

- Typically shorter in duration, due to facility budget limitations



LEVERAGING DIGITAL PLATFORMS

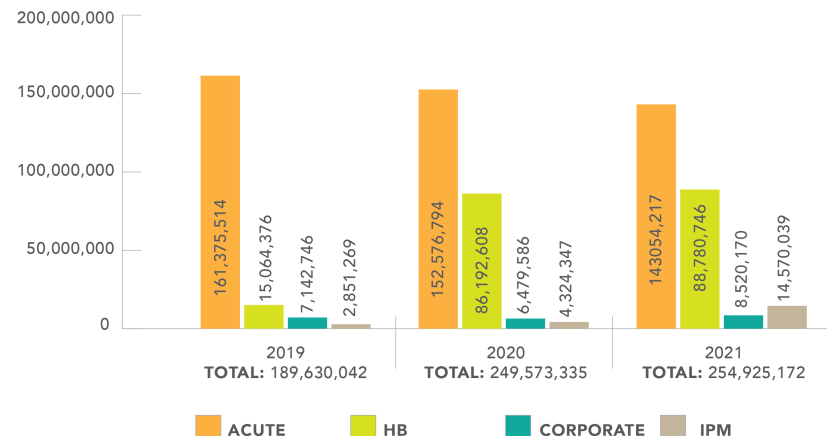
Social Media

For consumers, social media has become the primary way they get information and interact with brands. UHS positions itself on social media, especially Facebook, as a trusted source of useful, authoritative health information and to connect facilities to their communities, using various strategies — videos, photos, animated graphics and text — to celebrate, inform and connect.



IMPRESSIVE GROWTH

Impressions number per channel for the last 3 years.



BY THE NUMBERS



1,500+

Social Media Accounts managed



15,000+

Content pieces developed/shared

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254,925,172
Total impressions
in 2021

55,232 UHS LinkedIn followers
(Surpassed 50,000 followers in 2021)

DIVISIONWIDE CAMPAIGNS



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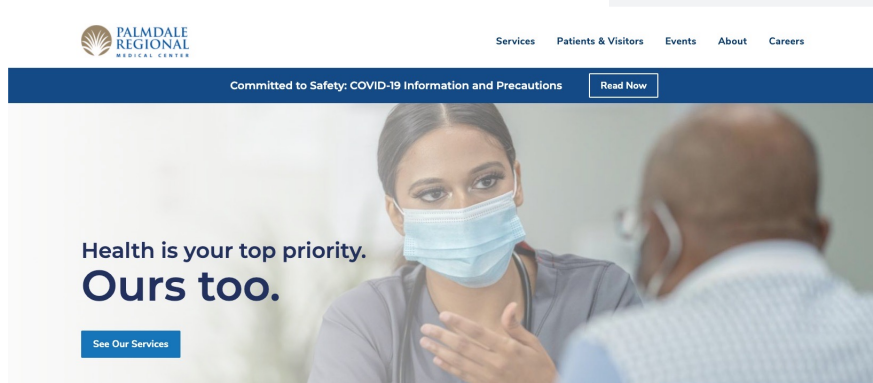
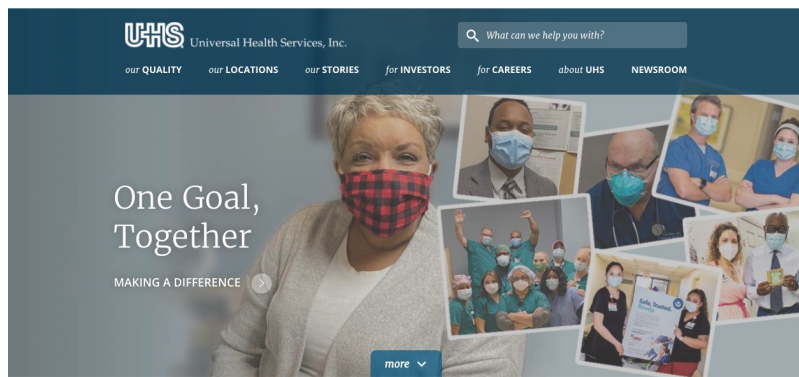
LEADING *in a* CHANGING WORLD

DIVISIONWIDE CAMPAIGNS

Healthcare Heroes

As the pandemic continued, healthcare providers were asked to provide an extraordinary, and sustained, level of care. To honor and support our colleagues and their continuing effort, UHS shared positive, supportive messaging on hospital and corporate websites, and on social media.

In February, UHS received a Gold AVA Digital Award for its Healthcare Heroes Tribute video, created in 2020 to honor, thank and recognize the outstanding efforts of its 90,000 employees during the COVID-19 pandemic. It can be seen at uhs.com/healthcareheroes.



DIVISIONWIDE CAMPAIGNS

Hope. Help. Healing.

The “Hope. Help. Healing.” campaign, which debuted in *Woman’s Day* magazine, was our first national, direct-to-consumer ad campaign for the BH division. It launched in April, to leverage Mental Health Awareness Month, and promoted FindBHHelp.com, a new, comprehensive online directory of UHS BH resources. It received more than 20,000 views in 2021.

- Encompassed 293 facility listings
- 4,530 unique views during May
- Primary source: Direct URL (as seen on WD, social, ads, etc.)
- Secondary source: Link from uhs.com
- Average time spent on the site: 1:10 min
- Traffic from all 50 states, and District of Columbia

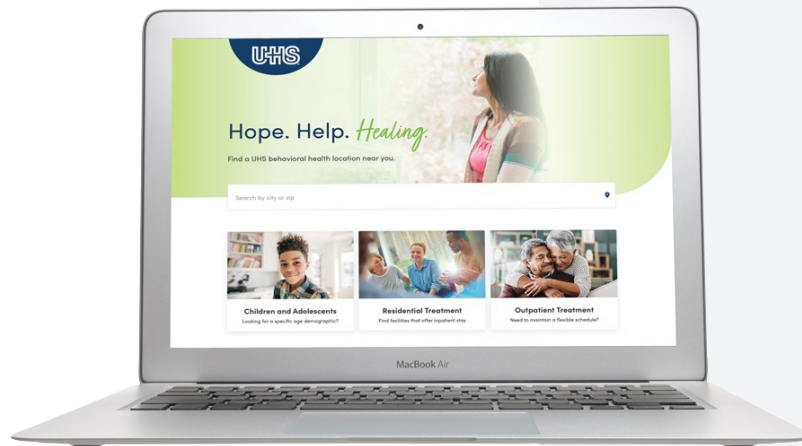
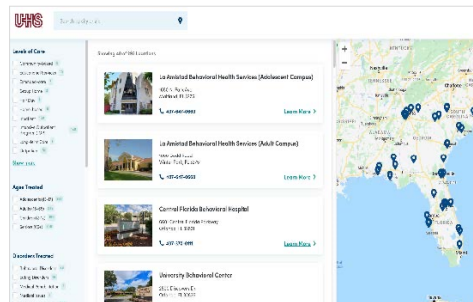
For more information contact:



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LEVERAGING DIGITAL PLATFORMS

KidLink Expansion

UHS leveraged the KidLink brand with state-specific pages listing child/adolescent treatment centers within Tennessee and Virginia.



Admissions information for our Virginia facilities



| | | |
|--|---|---|
|  <p>POPLAR SPRINGS Hospital <small>Behavioral Healthcare Services</small></p> <p>Acute Inpatient Psychiatric Treatment Ages 11 and up Psychiatric Residential Treatment Program Ages 11-17 Partial Hospitalization/Intensive Outpatient for Adults</p> |  <p>Harbor Point Behavioral Health Center</p> <p>Psychiatric Residential Treatment Program Ages 8-17 for Males Ages 10-17 with IQ 70 or higher Sexually Reactive Male Program Self-Injurious Female Program Assessment and Diagnostic Program</p> |  <p>Newport News Behavioral Health Center</p> <p>Acute Inpatient Psychiatric Treatment Ages 8-17 Psychiatric Residential Treatment Program Ages 11-18 with IQ 65 or higher Male Sexual Offender/ Male Substance Use/ Female Complex Trauma Residential Program Ages 11-17 with IQ 70 or higher</p> |
|  <p>THE HUGHES CENTER <small>Behavioral Health Services</small></p> <p>Psychiatric Residential Treatment Program Ages 10-22 IDD and/or ASD Community-Based Education Services Ages 5-22 IDD and/or ASD</p> |  <p>Kempville Center for Behavioral Health</p> <p>Acute Inpatient Psychiatric Treatment Ages 4-18 Psychiatric Residential Treatment Program Ages 11-17 Partial Hospitalization Program Ages 8-18</p> |  <p>North Spring Behavioral Healthcare</p> <p>Acute Inpatient Psychiatric Treatment Ages 7-17 Psychiatric Residential Treatment Program Ages 9-17 Inappropriate Sexual Behaviors Residential Treatment Program Ages 9-17 Assessment and Diagnostic Program/ Partial Hospitalization/ Intensive Outpatient Ages 9-17</p> |
|  <p>cumberland <small>Behavioral Healthcare Services</small></p> <p>Acute Inpatient Psychiatric Treatment Ages 5-17 Brain Injury, Chronic Illness, Neurobehavioral Hospital Services Ages 2-22 Psychiatric Residential Treatment Program Ages 13-17 with IQ 55 or higher Neurobehavioral Psychiatric Residential Ages 7-17 with IQ 75 or Lower</p> |  <p>LIBERTY ADOLESCENT</p> <p>Neurodevelopmental Psychiatric Residential Treatment Males ONLY Ages 12-17 at Admission ID and/or ASD with Co-occurring Axis I Adolescent RTC Continuum with Youth Transitional Programming</p> | |

DIVISIONWIDE CAMPAIGNS

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 divisionwide resources are regularly added to the portal.
- The Storefront currently features over 250 templates, which were used to complete nearly 500 projects in 2021.
- An ECT Work Group, with representatives from multiple facilities and the Agency, collaborated to produce a playbook and collateral materials to assist hospitals launching Electroconvulsive Therapy (ECT) and/or Transcranial Magnetic Stimulation (TMS) service lines.

The Storefront is expected to expand to Acute Care facilities in 2022.

For more information contact:



StorefrontSupport@uhsinc.com

Step into a brighter future and take control of your mental wellness

Like your physical health, it's important to be proactive with your behavioral, emotional and mental wellness. Having mental health needs can have long-lasting impacts on your life, and there is no shame in seeking care.

Outpatient and partial hospitalization programs offer treatment for those who struggle with a mental health disorder but do not need the around-the-clock care of an inpatient setting.

With some day and frequency options:
These programs allow you to return home at night and may allow them to maintain family, work and school commitments while receiving care.

SERVICES MAY INCLUDE:

- Assessment from assessment and registration teams to establish the appropriate level of care
- Evidence-based therapies
- Individualized treatment plans
- Multidisciplinary treatment approaches
- Structured, therapeutic environment
- Telehealth services

Help is a Call Away

To schedule a no-cost assessment, call 800.800.8008 or visit uhsinc.com. We are here 24 hours a day, seven days a week.

3.5 x 2.4713 inches
Logo: 3.5x2.4713 in

Address & Contact Info
Address & Contact Info

3.5 x 2.4713 inches
Logo Placeholder

123 Street North - Address POC

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123 Street North - Address POC

There is hope
for treatment-resistant mental illness

Is ECT Right for You?
Electroconvulsive Therapy (ECT) can provide short-term relief from symptoms of depression or bipolar disorder that haven't responded to medication. ECT is a safe, effective treatment.

ECT may help if you have:

- Depression that doesn't respond to medication, antidepressants or more powerful medications
- Bipolar disorder with mania that doesn't respond to medication or stable doses
- Treatment-resistant depression or bipolar disorder that doesn't respond to medication

We Are Proud of Our Satisfaction Scores for ECT:

XX
Patient satisfaction scores for ECT are consistently high, reflecting a commitment to patient care.

XX
Patient satisfaction scores for ECT are consistently high, reflecting a commitment to patient care.

To find out more about ECT, contact the professionals at XXXXXX facility. We are here 24/7 to answer your questions. Call 800.800.8008 today or visit us at uhsinc.com.

LOGO

XXXXXX Healthcare System | 1234 Street North, Suite 500 | XXXX, TX 75001 | Phone: 800.800.8008 | Fax: 800.800.8008

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LOCAL MARKET HIGHLIGHTS OF THE YEAR



2022 HOSPITAL MANAGEMENT
CONFERENCE | MARCH 12-16

LEADING *in a* CHANGING WORLD

LOCAL MARKET HIGHLIGHTS OF THE YEAR

Northern Nevada— “Elevate Your Health” Campaign

In moving beyond COVID-19, hospitals and systems developed and launched campaigns expressing the breadth and depth of the extensive network of care and key offerings. The goal: A cohesive strategy to establish strong brand identity in competitive markets.

Northern Nevada Health System accomplished just that with its “Elevate Your Health” campaign.

Subsequent market research has shown that the campaign's positive, empowering message strikes a chord with adults 35-54 in particular.

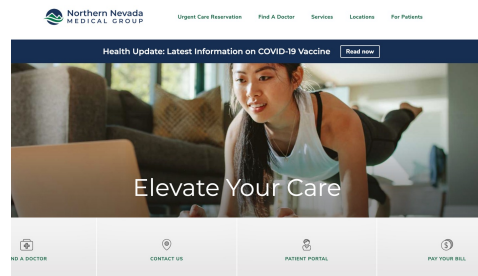
For more information contact:



Jamii Uboldi
775-356-4933



Jamii.Uboldi@uhsinc.com



LOCAL MARKET HIGHLIGHTS OF THE YEAR

Valley Health System Social Media Consolidation

The Valley Health System elevated and built awareness of the brand by consolidating individual Facebook pages for Centennial Hills Hospital, Desert Springs Hospital, Henderson Hospital, Spring Valley Hospital, Summerlin Hospital and Valley Hospital. They maintain individual presences for posting reviews and wayfinding.

The move simplifies messaging while continuing to deliver meaningful engagement. Elite Medical Center, which joined the VHS family in 2021, continues to support a free-standing Facebook page.

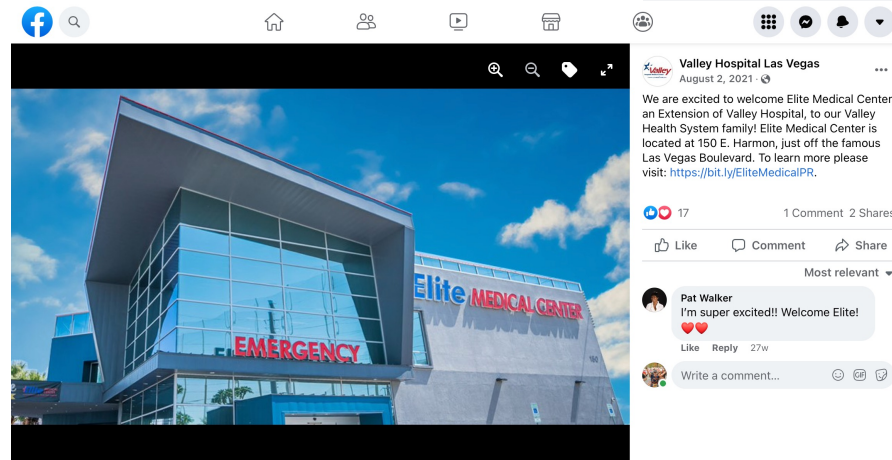
For more information contact:



Gretchen Papez
702-388-4663



Gretchen.Papez@uhsinc.com



LOCAL MARKET HIGHLIGHTS OF THE YEAR

Glen Oaks–Square One Campaign

Located northeast of Dallas, Glen Oaks Hospital is surrounded by colleges and universities, and already had best-in-class rankings for search impression. The staff worked with the Agency to develop a campaign that targeted mental health service for young adults between ages 18 and 28, developing a variety of collateral and marketing pieces that exuded a bright, energetic look and feel. Collateral pieces included a flyer, Constant Contact email template and social graphic.

Paid Media contributed to increased awareness and engagement with tactics such as targeted email blasts to colleges within a 50-mile radius during a particularly stressful timeframe: March, April and May. The year-over-year results are impressive.

INPATIENT

| 2020 | Calls | Admissions |
|--------------|-------------|------------|
| March | 339 | 175 |
| April | 297 | 144 |
| May | 372 | 202 |
| TOTAL | 1008 | 521 |

| 2021 | Calls | Admissions |
|--------------|-------------|------------|
| March | 560 | 193 |
| April | 536 | 180 |
| May | 592 | 186 |
| TOTAL | 1688 | 559 |

OUTPATIENT

| 2020 | Calls | Admissions |
|--------------|-----------|------------|
| March | 25 | 16 |
| April | 18 | 5 |
| May | 28 | 14 |
| TOTAL | 71 | 35 |

| 2021 | Calls | Admissions |
|--------------|------------|------------|
| March | 44 | 39 |
| April | 32 | 24 |
| May | 34 | 21 |
| TOTAL | 110 | 84 |

For more information contact:



Lisa Haino
610-893-1594



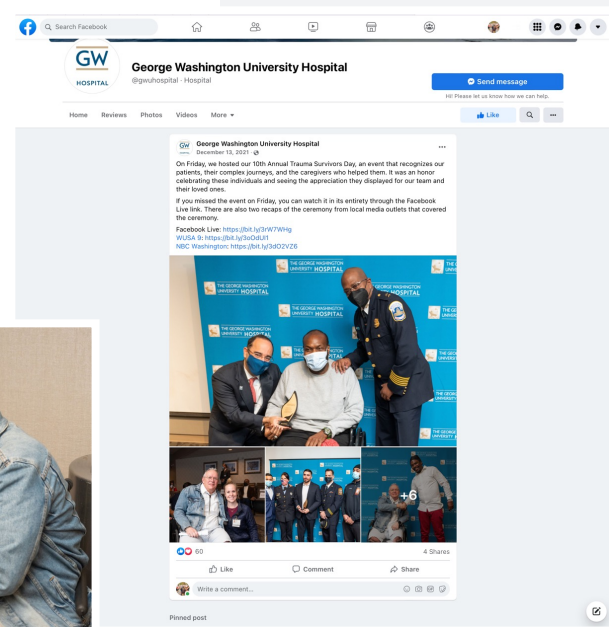
Lisa.Haino@uhsinc.com

LOCAL MARKET HIGHLIGHTS OF THE YEAR

GW Hospital—Trauma Survivors Day

The 10th annual Trauma Survivors Day recognized patients, their complex journeys and the caregivers who helped them.

Also, GW Hospital was named a High Performing Hospital for Stroke, Lung Cancer Surgery, Heart Attack, Heart Failure and Kidney Disease by U.S. News and World Report.



For more information contact:



Courtney Clarke



Courtney.Clarke@gwu-hospital.com

LOCAL MARKET HIGHLIGHTS OF THE YEAR

Desert Springs Weight Control Center—Reshape Your Tomorrow

Desert Springs Hospital/Surgical Weight Control Center partnered with the Agency to develop a brand campaign to market its Bariatrics service line.

Phase 1 included an SEO competitive analysis, content enhancements, and the development of ads for paid search, paid Social, and radio.

Phase 2 saw the launch of the multichannel brand campaign across web, digital, print and out-of-home (OOH) channels.

For more information contact:



Nicole Fufaro
484-690-6726



Nicole.Fufaro@uhsinc.com

274,780

Impressions served on Social Media

+71%

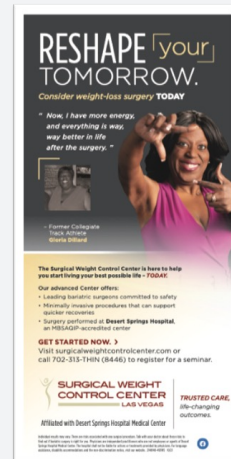
Organic search conversions
(click on phone #, contact us)

+67%

Web sessions

+74%

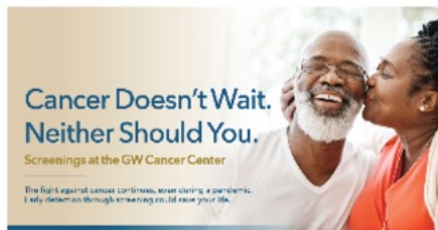
Online requests for appointments



LOCAL MARKET HIGHLIGHTS OF THE YEAR

Service Line Campaigns

The Agency worked with many Acute Care hospitals in 2021 to relaunch service lines impacted or paused by the pandemic.



GW Hospital screenings



South Texas heart



Valley Health stroke



Northwest Texas behavioral health



Northwest Texas OB/GYN



Palmdale Regional OB/GYN

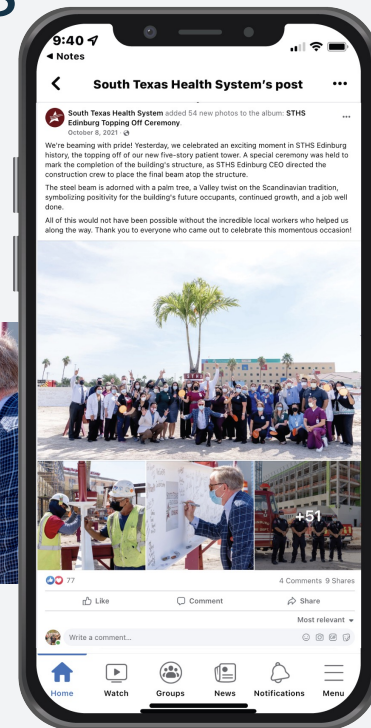


Aiken Regional breast cancer screenings

LOCAL MARKET HIGHLIGHTS OF THE YEAR

South Texas Health System Beam Topping

South Texas completed the topping of its new, five-story patient tower with a special beam adorned with a palm tree, a tip of the cap to a Scandinavian tradition symbolizing positivity.



For more information contact:



Tom Castaneda



Tom.Castaneda@uhsinc.com

LOCAL MARKET HIGHLIGHTS OF THE YEAR

Gluten-Free Menus

Seven Acute Care hospitals achieved national certification as a gluten-free food service facility in 2021. They are:

- Lakewood Ranch Medical Center
- Northwest Texas Health System
- Centennial Hills Hospital
- Summerlin Hospital
- Desert Springs Hospital
- Valley Hospital
- GW Hospital



Lakewood Ranch Medical Center

Posted by Katie Lawson • 12/15/2021

UHS
56,637 followers
2mo •

Enhancing the Patient Experience | UHS recognizes the [Gluten Intolerance Group \(GIG\)](#) for its active leadership role in validating hospitals as Gluten-free Safe Spots. UHS is proud that already seven of our Hospitals are validated, as we continue to prioritize this initiative across our network. The validation provides gluten-free consumers the confidence and peace of mind that the menu served during one's hospital stay is gluten safe.

Congrats to: [Lakewood Ranch Medical Center](#), [Northwest Texas Healthcare System](#), [Centennial Hills Hospital Medical Center](#), [Summerlin Hospital Medical Center](#), [Desert Springs Hospital Medical Center](#), [Valley Hospital Las Vegas](#), and [The George Washington University Hospital](#). #ThisisUHS



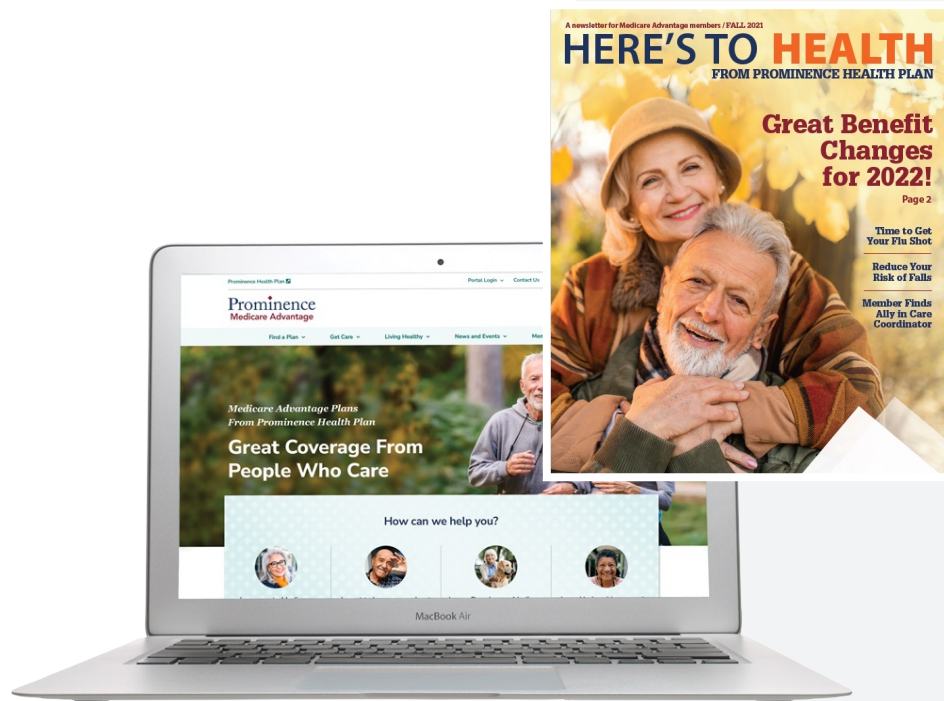
Summerlin Hospital

LOCAL MARKET HIGHLIGHTS OF THE YEAR

Prominence Health Plan

The Agency supported a significant update of annual enrollment campaigns in Nevada, Texas and Florida with various elements, including a website redesign. Among the benefits to the web experience:

- An 82% increase in users
- A 52% increase in pageviews
- An incredible reduction in bounce rate, from 23% to less than 3%
- A 15% increase (to 40%) in mobile usage



For more information contact:



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