

Marketing / PR

& Davis County Hospital Foundation



Introduction

- Staff of 1
- Roles:
 - Marketing
 - Public Relations & Communications
 - Davis County Hospital Foundation Liaison



Marketing Core Goals

- Healthcare. Is. Complicated. = SIMPLIFY
- Target Audience
- Humanize
- Brand Core: *Building Better, Healthier Lives*
 - We are their partner in healthcare



Continuous Improvement Process



Marketing & PR Focus Last Year

- Internal & External COVID-19 Communication
- Davis County Public Health Grant Fund/Marketing
- Public Relations Events
- New Provider Marketing
- Primary Care & Orthopedics Campaigns



Orthopedic Care

Photo



Digital Advertising



Patient Testimonial: Ted's Story



Landing Page



Davis County
HOSPITAL & CLINICS

An Affiliate of
MERCYONE.



Orthopedic Doctor
Conveniently Close to Home

Get relief from joint pain and injury with Dr. Shehada Homedan

Skip the long drive for orthopedic care, even surgery. Orthopedic specialist Dr. Homedan provides trusted, knowledgeable care near you through Davis County Hospital & Clinics.

Seeing patients every Wednesday at our Bloomfield clinic, Dr. Homedan specializes in:

- ✓ General orthopedics
- ✓ Knee and total hip replacements
- ✓ Sports medicine
- ✓ Adult reconstructive surgery
- ✓ Physical therapy & rehabilitation

Comprehensive Care Locally from an Expert Orthopedic Physician

It's comforting to know that complete orthopedic care — diagnosis, treatment and recovery — is available

[Request Appointment](#) 

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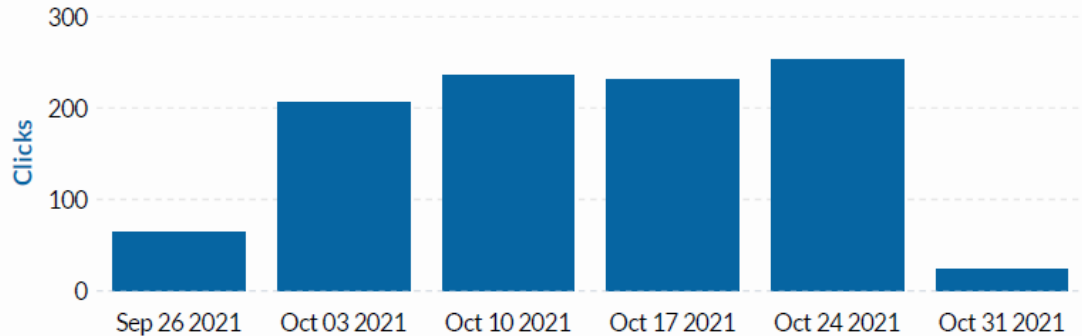
f Facebook Overview

Campaign	Landing Page Views	Link Clicks	Clicks	Impressions	CTR	Avg. Daily Ad Reach	Avg. Daily Frequency	Post Engagement
DCHC 15839 MO 9039 - Orthopedics	112	202	283	20,702	1.37%	1,206	1.39	216

 Request Appt Button Click - Orthopedic

Event Category	Source / Medium	Event Label	Unique Events
Click	facebook / cpc	Click on Request Appt Button	16
Click	google / cpc	Click on Request Appt Button	41

 Google Ads - Orthopedics Overall Performance Trend by Week



Pediatric Care



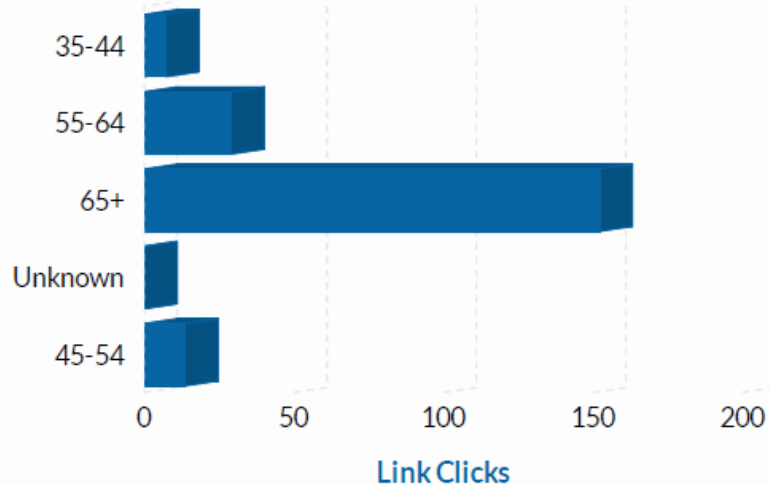
TV Advertising



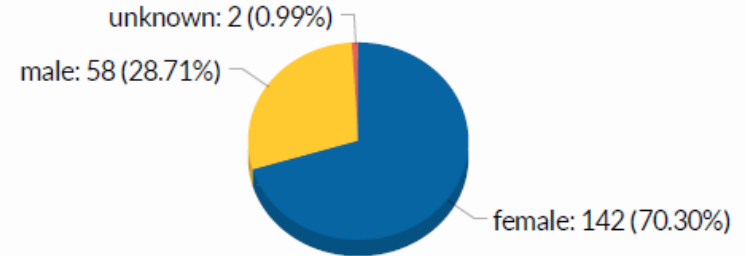
[Great Care Close to Home - YouTube](#)

Digital Advertising Analytics

f_{Ads} Facebook Link Clicks Views by Age



f_{Ads} Facebook Link Clicks Views by Gender



DCH Foundation

- Fundraising Efforts Cont.
 - 509 Club Employee Giving
 - Direct Mail Campaign
 - Golf Tournament Fundraiser
 - \$10,000 Raised for DC Medical Associates Exam Table Purchase

