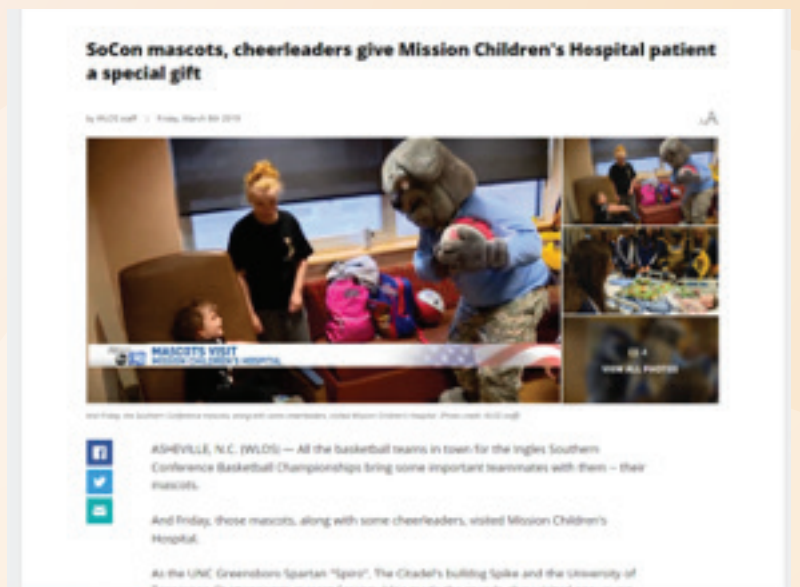
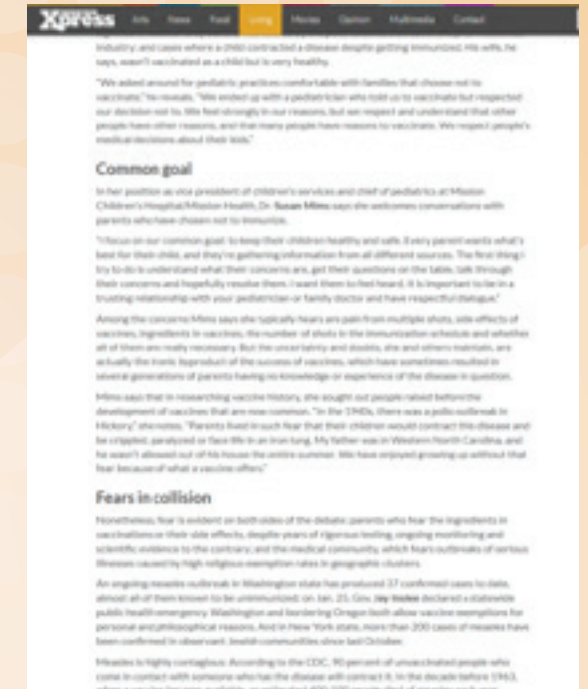


CHILDREN'S / MARKETING DASHBOARD Q2 2019

PRINT MEDIA (EARNED/PAID)

Mission Children's Hospital received media exposure for the following areas:

- Harlem Globetrotters Visit - WLOS - January
- HPV Vaccine (McClary) - WNC Parent, ACT Online - January
- Peds Hem/Onc (Priola) - Business NC - February
- Olson Huff Center Patient Story (Governor) - WLOS Health Alert - February
- Vaccine Feature (Mims) - Mountain Xpress - February
- HPV Vaccine Patient Story (McClary) - WLOS Health Alert - March
- SoCon Mascot Visit- WLOS - March
- Pediatric Care (Carver) - WBRM Radio - March



CHILDREN'S / MARKETING DASHBOARD Q2 2019



21,319
TOTAL FOLLOWERS
5,375
ENGAGEMENTS
132,290
TOTAL IMPRESSIONS
679
LINK/CLICK

0%
- 76%
- 38%
- 51%



24,437
IMPRESSIONS (CHILDRENS)
143
ENGAGEMENTS (CHILDRENS)
1,891
TOTAL FOLLOWERS (CHILDRENS)
45
LINK/CLICK (CHILDRENS)

- 52%
- 68%
+ 7%
+ 165%



3,480
TOTAL FOLLOWERS
2,178
ENGAGEMENTS

+ 45%
+ 35%



16,436
READERS
29,249
PAGEVIEWS

+ 24%
+ 18%



46,681
PAGE VIEWS (CHILDRENS)
21,848
USERS (CHILDRENS)
1,154
TOOLBOX VIEWS

- 37%
- 37%
+ 354%

DIGITAL AND SOCIAL MEDIA

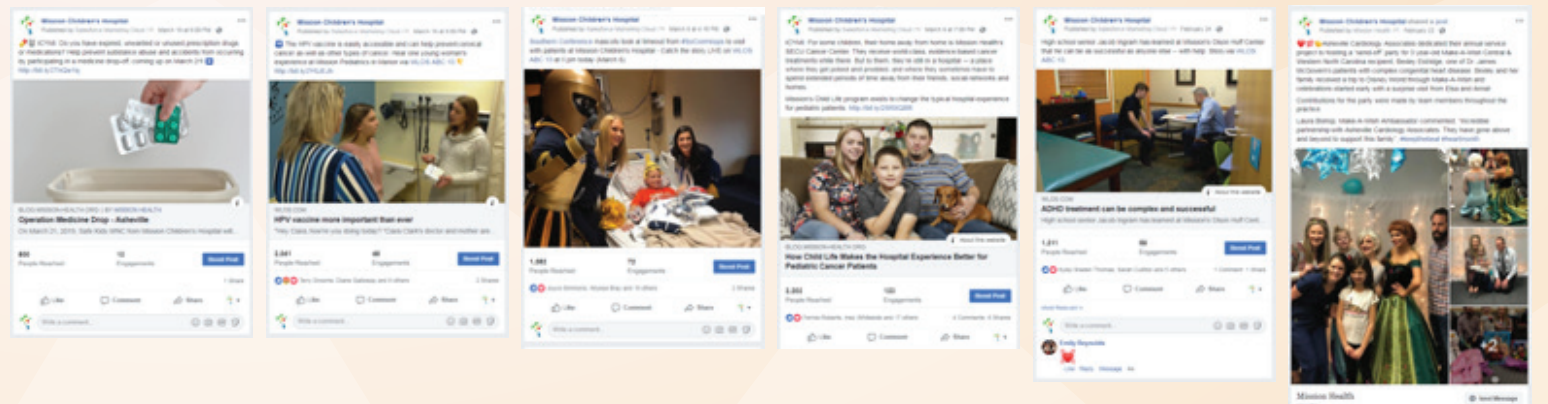
The following social calendar topics were featured throughout social media platforms for Mission Children's Hospital and My Healthy Life blog. Additionally, the earned media and consumer magazine exposure listed are also included throughout social media platforms for Mission Children's Hospital.

- Birth Defects Prevention Month - January
- Birthmarks - January
- First Baby - January
- Volunteers/NICU Quilts - January
- Children's Dental Health Month - February
- Heart Month (Children's Focus) - February

- Valentine's Day (Red Hat) - February
- Child Life Month - March
- Poison Prevention Week - March
- HPV Vaccine Awareness - January - March
- SoCon Basketball Tournament - March

WEBSITE CONTENT UPDATES.

- Provider toolkit updates
- Child Life webpage updates



CHILDREN'S / MARKETING DASHBOARD Q2 2019

PATIENT/CONSUMER EDUCATION/COMMUNICATION

The following additional projects were completed for patient/consumer education/awareness needs:

- Messages on hold
- MHL blog entries (see digital and social media section)
- Adolescent portal access collateral
- Service line winter print ads
- Mission Pediatrics Franklin - print advertising, direct mail
- Blue Ridge primary care and pediatrician offices - regional print advertising/collateral
- Mission Pediatrics McDowell - regional print advertising/extended hours promotion



MISSION PEDIATRICS
FRANKLIN

Whether for an annual check-up, a sick visit or a flu shot, care from a kid expert is essential. Our highly specialized team of providers is here to care for your family's youngest members.

Monday - Friday, 9am - 5pm
Now Accepting New Patients

56 Medical Park Drive, Franklin
828-349-8288



Whether it's a broken arm, appendicitis or asthma, care from a kid expert is essential. Mission Children's Hospital, western North Carolina's only full service children's hospital, is home to the region's kid experts.

missionchildrens.org
828-213-1740



Provider Information Adolescent Access to the Patient Portal WHAT YOU NEED TO KNOW AND DO

Adolescents ages 13-17 now have access to their personal online medical record via Mission Health's Patient Portal.

WHAT YOU NEED TO KNOW:

- North Carolina and Federal laws protect minors by prohibiting disclosure of certain health related information to parents/guardians
- Portal access for adolescents 13-17 years old is allowed as long as the access is limited to the adolescent (e.g. this is not a proxy account)
- To ensure confidentiality, the process for granting adolescents access to the patient portal is different than establishing proxy access for children younger than age 13
- Providers must be actively involved in discussing portal access with adolescents and their parent or guardian to determine if this is the right choice for them

WHAT YOU NEED TO DO:

- Discuss the benefits of patient portal access with the patient and their parent(s)/guardian
- Following this conversation, obtain joint consent from the adolescent and the parent/guardian using the Authorization for Patient Portal Access - Adolescent
- The provider will request the portal account be established by HIM using the Cerner order "Establish Adolescent Patient Portal Account"
- Front staff will scan the signed form into the adolescent's chart
- HIM department will be automatically notified to send the portal invitation to the adolescent's personal email address
- Adolescents can then create a login and access their personal patient portal



Whether for an annual check-up, a sick visit or a flu shot, care from a kid expert is essential. For years, our highly specialized team of providers have been caring for your family's youngest members.

Monday-Friday | 7:30 am - 5 pm
Saturday | 8 am - 12 pm
Now Accepting New Patients

387 US 70 West, Marion | 828-652-6386



