



Marketing Update

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INCREASE UNDERSTANDING

Build awareness of services and programs from inpatient to ambulatory



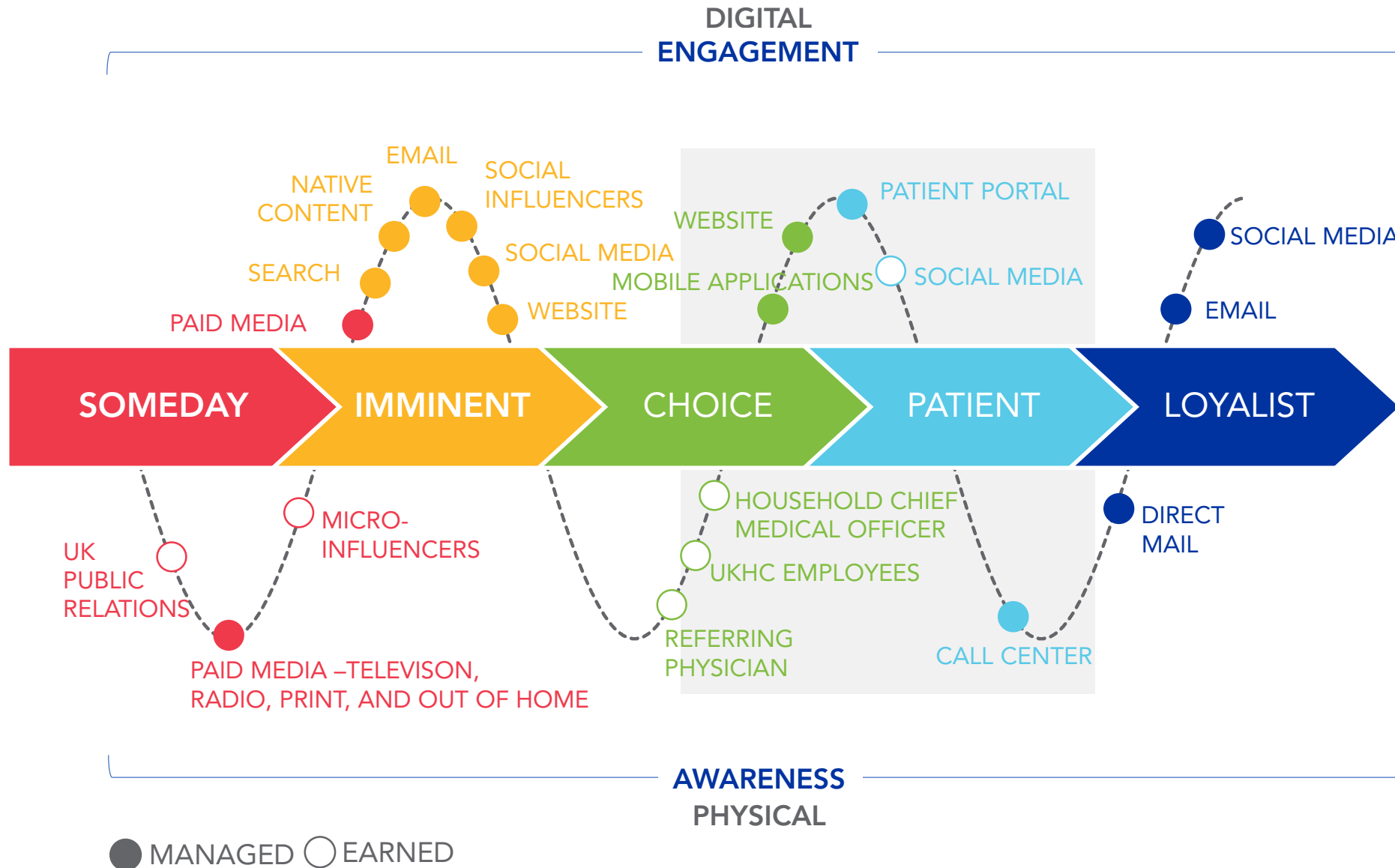
ENHANCE REPUTATION

Raise esteem, especially in the Fayette and Bluegrass Region



DRIVE CHOICE

Make UK HealthCare (UKHC) the first choice among strong payor populations

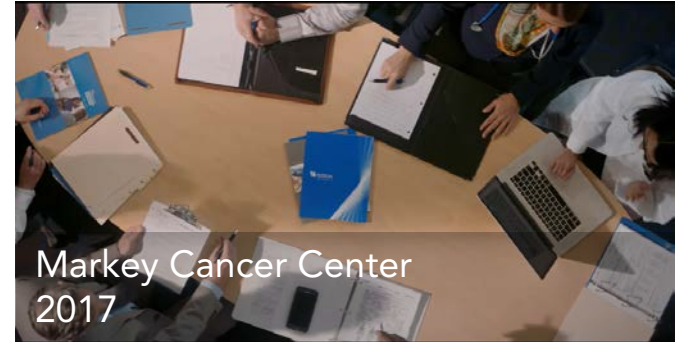




The Power of Advanced Medicine
2016



Gill Heart & Vascular Institute
2017



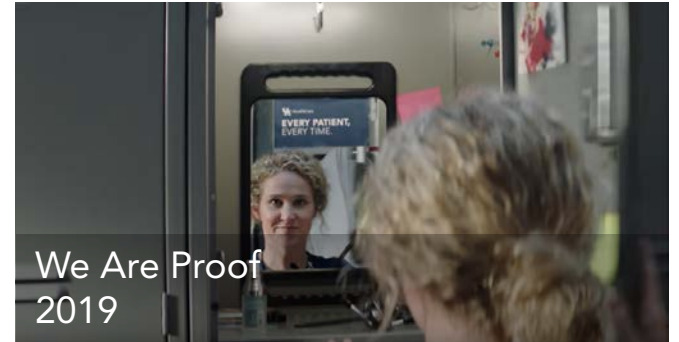
Markey Cancer Center
2017



Kentucky Neuroscience Institute
2018

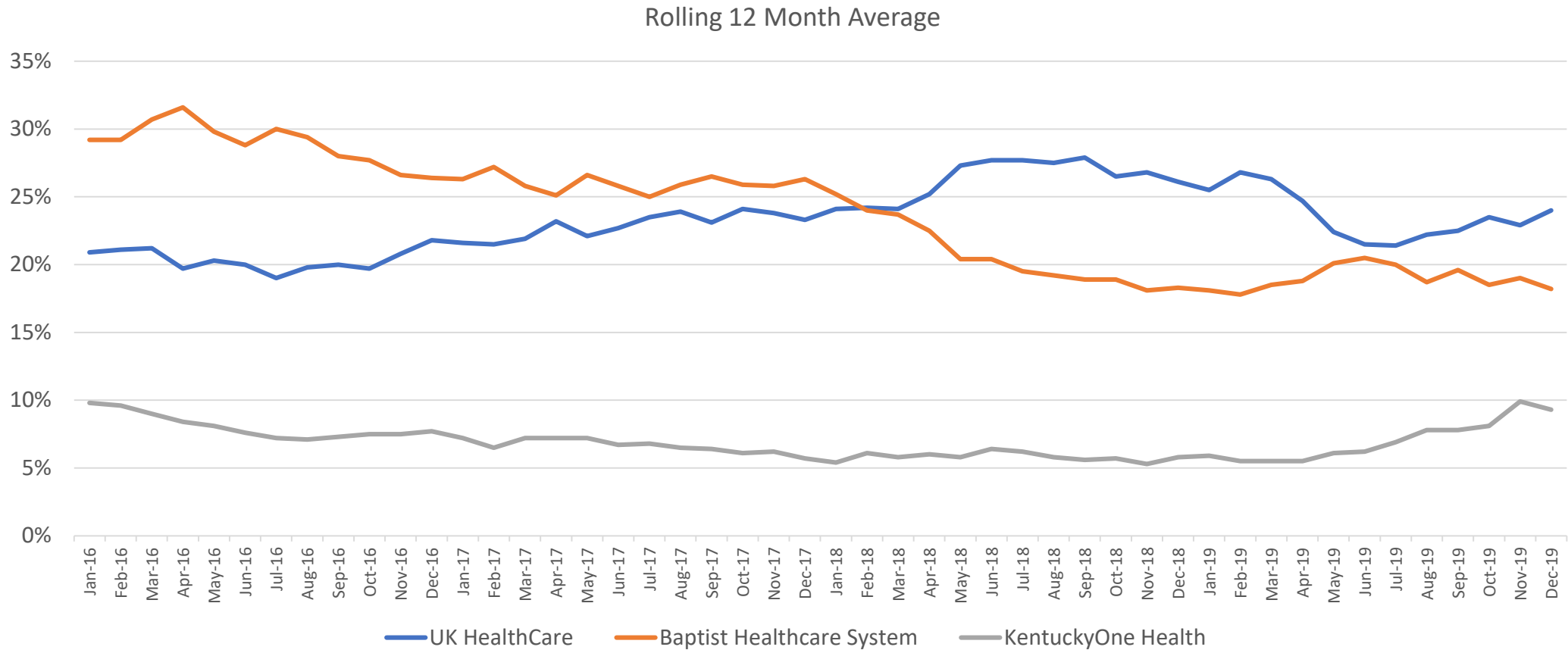


Kentucky Children's Hospital
2018



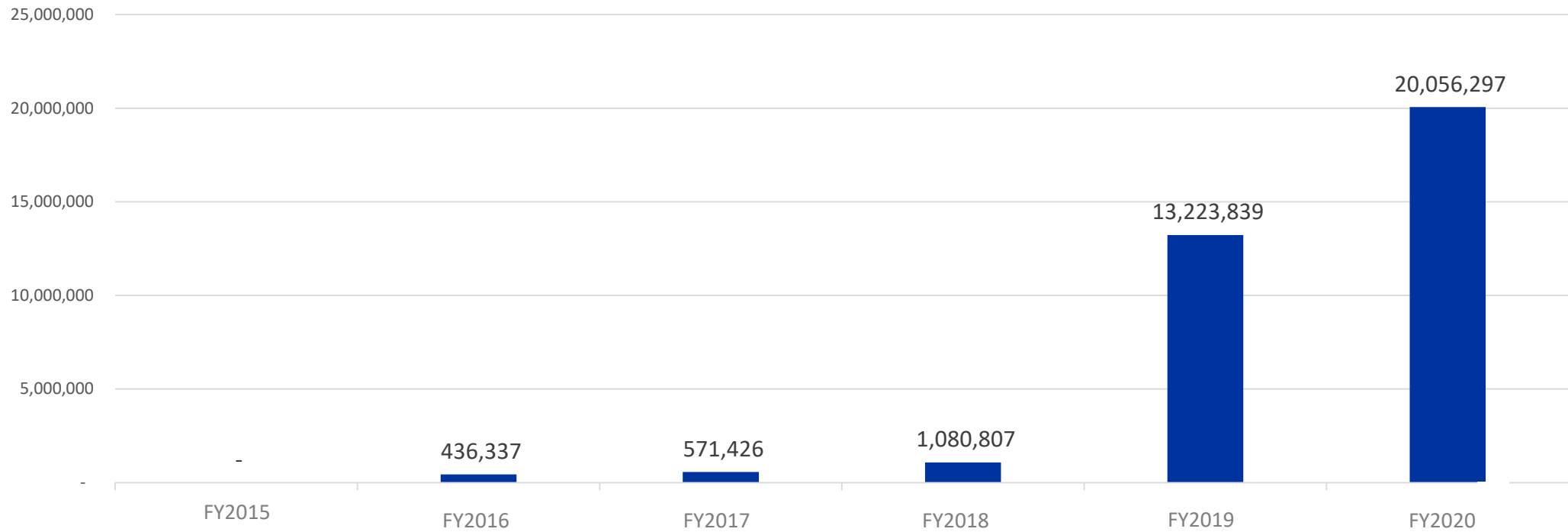
We Are Proof
2019

UK HealthCare advertising recall surpassed all local competitors in FY2018

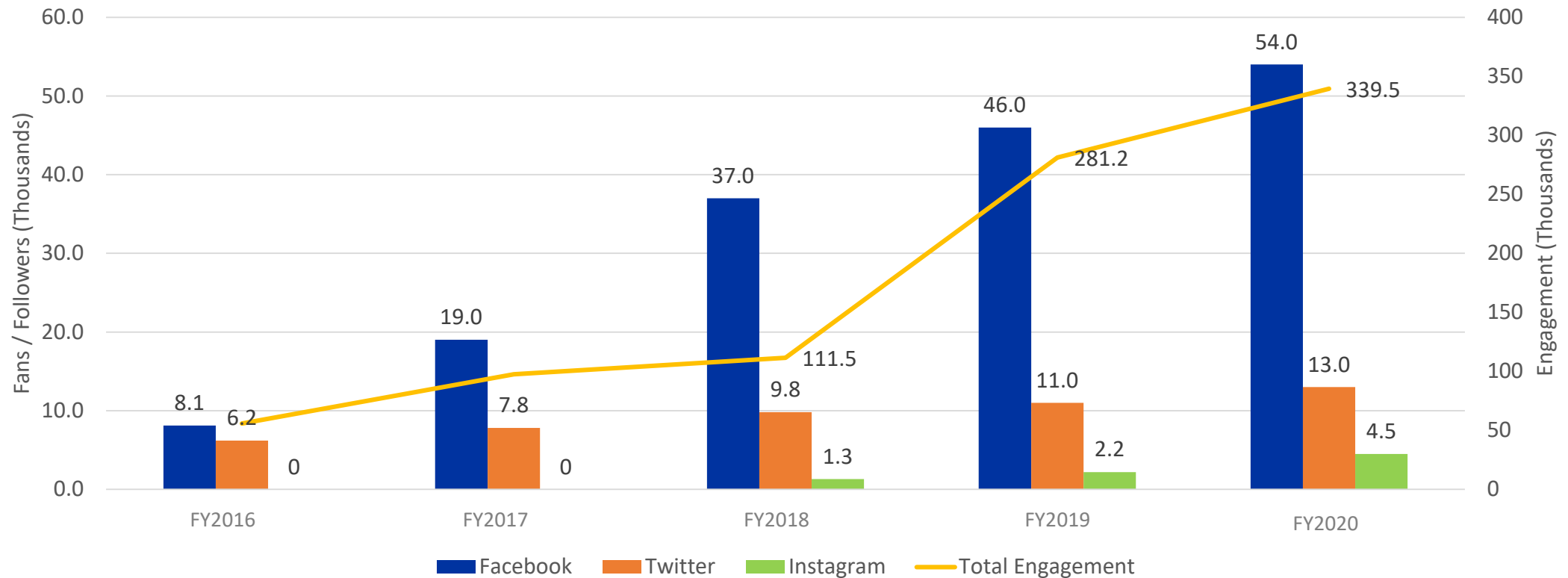


Significant investments in digital advertising beginning in the second quarter of FY2019 support brand campaigns and allow for complementary messaging

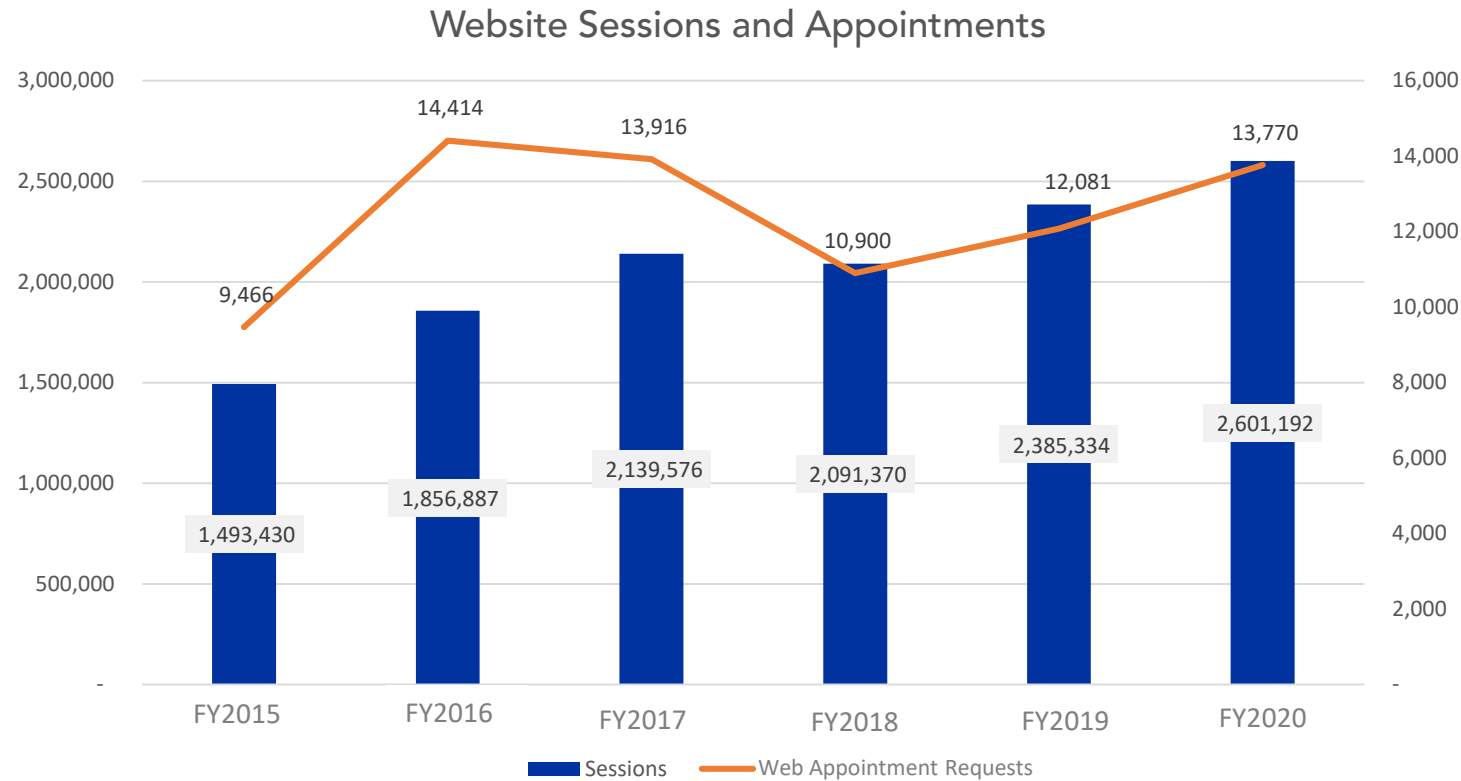
Digital Advertising Impressions



Expanded social media presence and a dedicated social media manager have significantly increased followers and engagement



Overall website traffic is increasing, with digital advertising and social media activity contributing an increasing share



Digital Advertising and Social Media Traffic to Website

Fiscal Year	Contribution
FY2015	2%
FY2016	5%
FY2017	8%
FY2018	7%
FY2019	10%
FY2020	13%





"We Are Proof" Continuation ("I Am Proof")

Super Bowl Launch – February 2, 2020

Links:

MCC: <https://vimeo.com/teamcornett/review/385285624/3b2b57f76b>

OSM: <https://vimeo.com/teamcornett/review/385285471/58222f5c82>

BBDC: <https://vimeo.com/teamcornett/review/385285988/830bbb335a>



Questions?

