

Boonshoft School of Medicine Vision

To progress as a preeminent community-based medical school that advances new models of academic excellence and community health care.

Boonshoft School of Medicine Mission

To educate culturally diverse students to become excellent physicians by focusing on generalist training that is integrated, supported, and strengthened by specialists and researchers, all of whom value patient-focused care, community service, and research, and have passion for improving health in their communities.



Office of Marketing and Communications FY 2016-2017

The Office of Marketing and Communications (MarCom) is a one-stop strategic resource composed of creative services, brand management, media relations, and public affairs to promote the mission and vision of Boonshoft School of Medicine (BSOM) and Wright State Physicians (WSP).

Target Audiences

Our main target audiences are:

- Prospective students – give the applicants knowledge of BSOM's culture, curriculum, and opportunities.
- Current students – promote club and volunteer opportunities, newsletters for career opportunities, and promote milestone events.
- Medical school community – marketing materials for 33 individual departments centers and programs
- Dayton community and region – liaison for media experts and the media
- National – liaison for media experts and the media
- Alumni – promote alumni events and giving back opportunities
- Prospective patients – increase WSP number of patients through the marketing plan
- Current patients – increase awareness of all departments to current patients for referrals

This Year's Highlights

The overall marketing goal is to increase awareness of the medical school's patient-focused care, community service, and research.

For FY 16-17:

Projects	360
Media inquiries	36
Web updates	1,000
Videos	28
Press releases	116
Social media posts	300

New projects this year:

- RISHI website, new update in progress
- CTRA website
- WSP Intranet
- WSP web site, now mobile-friendly
- Dermatology newsletter
- Consistent and official social media icons for the medical school and the departmental level.
- Boonshoft Academic Management System (BAMS) internal project

MarCom personnel changes:

- Daniel Kelly, Senior Writer and Editor was hired in November.
- Cindy Young, Assistant Vice President for Advancement and Director of Marketing and Communications, and Robin Suits, Associate Director of Electronic Communications, both retired at the end of November.
- Emily Stamas was promoted to the Director of Marketing and Communications at the beginning of December.

Identity and Logo standards

The Wright State University Boonshoft School of Medicine and Wright State Physicians Brand Guidelines set identity standards for all school communications. All products from the office follow these standards. MarCom advises other departments on branding looks and messaging, and work closely with Printing Services and Goldner Associates to ensure guidelines are followed.

Communication Products

Publications such as *Vital Signs* promote progress and share information about the school. MarCom maintains a database of story ideas to incorporate into university and school publications and local media.

The office also assists with newsletters, brochures, and promotional materials and offer consultation for printing needs to develop layouts in line with university and school guidelines.

Vital Signs

Winter 2017

Working on *Vital Signs* Summer 2017

Departmental Newsletters

Surgery	monthly and bi-annually
Family Medicine	bi-annually
Dermatology	bi-annually
PLDP	bi-annually
Pharm Tox	three/year
Career Services	as needed
Dean's Update	as needed

Online Communications

The office is responsible for managing the school's website and the Wright State Physicians website and offers web publishing for all school-affiliated offices and programs. MarCom provides design and production services that meet accessibility, branding and copyright guidelines. The office can help with e-newsletters and multimedia presentations. The office is responsible for official social media accounts and implement strategies according to the university's policies.

Websites

Boonshoft School of Medicine

1,500 pages

Wright State Physicians

200 pages

Average 25 weekly updates on websites

Most visited BSOM webpages

Admissions	39,194	(4.78%)
Departments centers and offices	22,168	(2.7%)
Prerequisites and applications	18,877	(2.3%)
Education	17,887	(2.2%)
Student life	17,501	(2.1%)

Most visited WSP webpages since March 2017

Find a doctor	3,932	(10.7%)
For patients	2,223	(6%)
Our specialties	1,406	(3.8%)
Dermatology	679	(1.8%)
Ob-gyn	655	(1.8%)

Most visited WSP webpages July 2016 – March 2017

Find a doctor	19,319	(5.6%)
Patient portal	16,319	(4.7%)
Family Medicine	13,697	(3.9%)
Patients	11,539	(3.4%)
Dermatology	9,709	(2.8%)

Email campaigns

Bi-weekly emails are sent to prospective students after they are accepted to highlight different topics of the medical and give more information.



Most trending online: Match Day
4,300 engagement in FB
2,000 views of our website

Videography

The Office of Marketing and Communications offers short-format video services to highlight departments, programs, and testimonials.

There are now three new videos highlighting the new curriculum.



Videos

Boonshoft School of Medicine	16
209k users visited 323k times	
Wright State Physicians (includes educational sessions)	12
98k users visited the page 152k times	

Media Relations

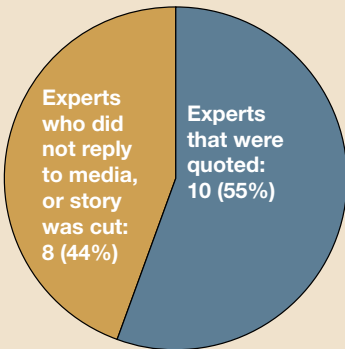
We are the principal liaison between the medical school and the media. We coordinate efforts with the university's Office of Communications. The office connects subject experts to media inquiries. We also are the contact for crisis communications and will work with departments and individuals for how to handle the media.

We had 36 total media requests and inquiries, 18 were requests for experts.

Press releases

Boonshoft School of Medicine	92
Wright State Physicians	24
Total	116

Media requests and inquiries



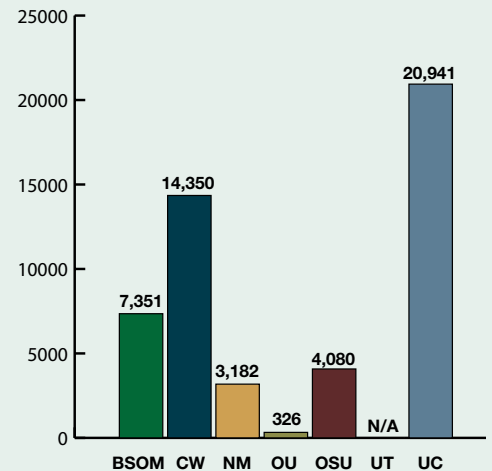
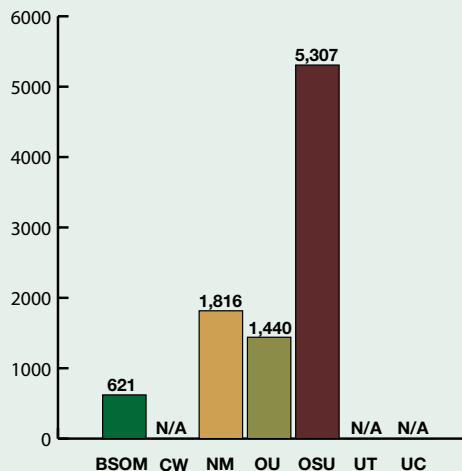
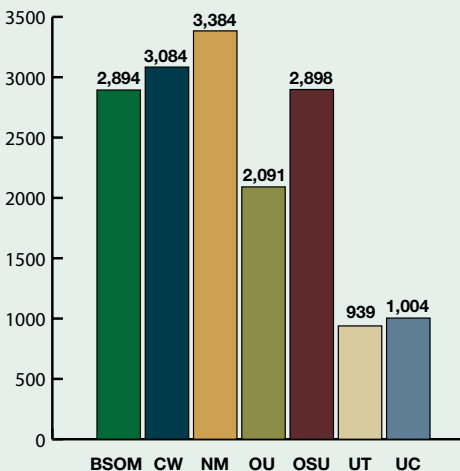
Social Media

We manage and post on Facebook, Twitter and LinkedIn, tracking what is the largest trending stories. We also send our posts to the departmental social media managers. Comparing our social media pages to the other Ohio medical schools, (as of 6/28/17), BSOM ranks fourth in followers for Facebook and Twitter, and third in followers on LinkedIn.

Top social media posts

Number of people reached

Alison Bales, retired WNBA graduates	21,428
Match Day	11,503
Ann Burke, M.D., honored by the Association of Pediatric Program Directors	6,797
Nick Christian, Student Opioid Coalition	6,689



Ohio Medical Schools:

- Boonshoft School of Medicine
- Case Western Reserve University
- Northeast Ohio Medical University

Ohio University

- Ohio State University
- University of Toledo
- University of Cincinnati

Event Promotion

We support many events throughout the year. This consists of press releases, invitations, programs, email campaigns, website updates, speech writing, and award orders.



These events include:

- Academy of Medicine
- Advancement departmental receptions
- Alpha Omega Alpha Honor Society
- Anatomical Gift Program Ceremony
- Convocation
- Dermatology Skin Cancer Screening
- GHI Dinner and Silent Auction
- Gold Humanism Honor Society
- Graduation
- Holocaust and Medicine Speaker Series
- Horizons in Medicine
- Match Day
- Medicine Ball
- Medical Spirituality Conference
- Pathology Conference
- 2017 Regional DNA Symposium
- Reunion
- Residency Graduations: Psychiatry, Neurology, Plastic Surgery and Ob Gyn
- SNMA graduates dinner
- Student Clinician Ceremony
- Student Leadership Conference
- WELL
- Wright State Physicians Educational Sessions

Wright State Physicians

We create layouts for all Wright State Physicians departments and manage Goldner Associates for ordering uniforms, marketing, and promotional items. These include:



- Appointment pads
- Brochures
- Folders
- Referral sheets
- Signage
- Identity system
- Patient forms
- Postcards

We develop and track marketing plans, write press releases, and promote events. This year was the debut of a new mobile-friendly website and a new intranet that HR has been trained to update. MarCom is also now part of WSP's new employee orientation and monthly leadership meetings.



Marketing Plan – Advertising Campaign

Mission

Our university-based multi-specialty practice plan has a primary mission to recruit and retain outstanding medical faculty and staff in support of the clinical, educational research and community service activities of Wright State University Boonshoft School of Medicine.

Vision

Provide the faculty of Wright State University Boonshoft School of Medicine with the highest quality, comprehensive, cost-efficient, patient-focused services. Nurture partnerships with area hospitals and promote strong intra-departmental relationships to enhance recognition as the preferred source for the highest quality patient care and clinical program development.

Situational Analysis

Wright State Physicians implemented a one-year advertising campaign with Cox Media Group in November 2015.

The campaign included:

- Print ads in the Dayton Daily News and the Skywrighter
- Digital ad campaign with targeted display ads on whio.com and daytondailynews.com
- 30-second radio spots on K99.1 FM Country (WHKO)
- Print ads in the WSU Raider Men's Basketball Raider Up tab and the basketball game-day program

The total cost of the advertising package was \$42,770. The campaign concluded at the end of October 2016.

- The first part of the campaign focused on Wright State Physicians (WSP).
- The second part of the campaign, focused on specific WSP departments: Dermatology, Family Medicine, Internal Medicine, Obstetrics and Gynecology, and Surgery.

The marketing goal of the campaign was to increase awareness of Wright State Physicians within the Dayton community. The plan also sought to increase the number of insured patients who schedule appointments with one of the practice's doctors and generate revenue.

The campaign targeted residents in the greater Dayton area and prospective patients who have insurance.

The key messages of the advertising campaign focused on expert care.

- When it comes to your health, you want the best care available. Because we train the next generation of doctors at the Wright State University Boonshoft School of Medicine, our physicians are at the forefront of the latest health care advances and treatments.
- Wright State Physicians provides expert care to meet all your medical needs—including Family Medicine, Orthopaedics, Obstetrics and Gynecology, Dermatology, Internal Medicine, Surgery, and more.

Summary of the 2015-2016 Cox Media Group Advertising Campaign



Newspaper

Twenty-two quarter-page color ads were placed in the Dayton Daily News. We received two additional free ads for a total of 24 ads. The ads ran in the main and the local sections on Sundays and Thursdays. We ran 19 quarter-page color ads in the Skywrighter on Fridays. The first part of the campaign featured the corporate ads. The second part of the campaign featured the departments, including Dermatology, Family Medicine, Internal Medicine, Obstetrics & Gynecology, Orthopaedics, and Surgery. Each department ad ran twice in the Dayton Daily News and the Skywrighter.

Radio

We ran 16 30-second radio spots per week for two weeks per month for 26 weeks. We also received two 5-second music sponsorships each week that our ads ran in addition to live read weather billboards. During the first part of the campaign, the ads focused on Wright State Physicians. For the remainder of the campaign, the ads focused on the departments, including Dermatology, Family Medicine, Internal Medicine, Obstetrics and Gynecology, and Surgery.

We saw some evidence of patients noticing our newspaper and radio ads in the WSP monthly patient referral sources report that Meagan Moe generates. Patients mentioned the newspaper and radio ads when they were asked how they heard about Wright State Physicians.



Digital

Through targeted display advertising with Cox Media Group on whio.com and daytondailynews.com, Wright State Physicians reached people that live in the Dayton area who have an income of \$75,000 or more. That segment of the population is more likely to have several devices, including desktop computers, tablets and smartphones. We placed three sizes of ads, including a mobile ad, on both whio.com and daytondailynews.com.

The targeted display advertising campaign generated 100,000 impressions over a month.

We ran the digital campaign a total of six months during November 2015, January 2016, March 2016, May 2016, July 2016, and September 2016. Note that the industry average click-rates are usually only 0.07 percent.



According to Google Analytics, unique page views on the Wright State Physicians website increased by 6.2 percent over the year that the Cox Media Group ad campaign ran.

November 2014 – September 2015 269,150 unique page views

November 2015 – September 2016 286,860 unique page views

	Nov. 2015	Jan. 2016	Mar. 2016	May 2016	Jul. 2016	Sept. 2016	Yearlong Digital Campaign Summary
Impressions	100,038	100,004	100,017	100,159	98,971	100,159	599,348
Clicks	121	115	111	108	171	55	681
Click-through rate	0.12%	0.11%	0.11%	0.11%	0.17%	0.05%	0.11%

Users spent an average of three minutes on the web page.

The primary communities that people came from were Fairborn, Centerville, Kettering, Beavercreek, and Dayton.

The number of people going to the Find a Doctor web page on the Wright State Physicians website increased in November during the digital campaign.

The Family Medicine and Orthopaedics sites were popular web page destinations.

Raider Basketball

In 2015-2016, Cox Media Group published the WSU Raider men's basketball Raider Up tab and the game-day programs. Wright State Physicians ran 12 ads in the Raider Up tab and 14 ads in the game-day program. Cox Media Group is no longer publishing the Raider Up tab and game-day programs.

The information above illustrates how the Cox Media Group advertising campaign targeted prospective patients in the greater Dayton area, increasing awareness of Wright State Physicians with a call to action that encouraged them to schedule appointments with WSP doctors. **Unique page views on the Wright State Physicians website increased over the past year.** The advertising campaign played a key role in that increase, as it drove prospective patients to the website.

Recommendations for Fiscal Year 2018

For Fiscal Year 2018, we recommend implementing a one-year advertising campaign with Cox Media Group, beginning on July 1, 2017. The plan is similar to the 2015-2016 advertising campaign. **The total cost of the plan is \$41,940. It includes newspaper, digital, and radio advertising.**

The advertising campaign will enable Wright State Physicians to continue to meet its marketing goal of increasing awareness of the group among prospective patients throughout the greater Dayton area.

Advertising	Cost
32 Dayton Daily News ads – 1/4-page color (4.89" wide x 10.25" high) 18 ads – Thursday, full circulation 8 ads – Page 2 Friday or Saturday, full circulation 6 ads – Sunday, full circulation ads (Bonus - \$0) 26 Skywrighter ads – 1/4-page color (4.89" wide x 10.25" high) Plus 2 full-page color Skywrighter ads (9.89" wide x 21" high) – (Bonus - \$0)	\$14,340
Digital 100,000 targeted display ads/month – 6 months Households with income of 75,000+ (can target based on practice) Selected Zip Codes	\$6,000
WHIO Radio 24 weeks per year, 2 weeks per month Morning/evening drive Spot length: :15 seconds Traffic Sponsorships: 5 total x :10 seconds	\$21,600
Total Plan Cost:	\$41,940

Additional Marketing Recommendations for Fiscal Year 2018

In addition to the one-year advertising campaign with Cox Media Group, beginning on July 1, 2017, we recommend that Wright State Physicians implement additional marketing communications tactics to reach its target audience. The additional tactics will reinforce the message and brand identity of Wright State Physicians.

Dayton Broadway Series Ad – Victoria Theatre Association

- Half-page color ad in program (5"w x 3.9375"h)
 - Disney's The Little Mermaid (Aug. 8-13, 2017)
 - In the Heights (Oct. 3-8, 2017)
 - An American in Paris (Nov. 7-12, 2017)
 - The Sound of Music (Feb. 13-18, 2018)
 - Something Rotten! (March 20-25, 2018)
 - The Phantom of the Opera (April 11-22, 2018)
 - Beautiful – The Carole King Musical (May 22-27, 2018)
- Attendance for the seven shows is estimated at 112,000.
- **Cost:** \$4,480



Dayton Magazine

- Full-page ad
- Circulation of 7,500
 - Reaches 20,000 active Dayton professionals, including business owners, attorneys, accountants, doctors, nurses, health care administrators, arts and community organizational executives, teachers, professors, education administrators, elected officials, and consumers.
- Editorial Calendar
 - August/September 2017 – Health: Mental Health
 - October/November 2017 – Women’s Health
 - December/January 2017-2018 – Doctors of Dayton
 - February/March 2018 – Health: Cancer Care
 - April/May 2018 – Health: Heart Health
 - June 2018 (Summer Fun Guide) – Health: Sports Medicine
- **Cost of full-page ad:** \$2,000 per issue.
- **Cost of a half-page ad:** \$1,250 per issue.

Wright State University Campus Options

Campus Mailing of Postcard about Wright State Physicians to WSU employees

- **Approximate cost:** \$3,600

Campus Mailing of Postcard to WSU Students in Residence Halls

- **Approximate cost:** \$3,600

WSU New Student Orientation

- In the past, we have printed 2,400 copies of the WSP Corporate brochure for WSU New Student Orientation and 2,600 for Corporate
- **Cost:** \$600

WSU Health and Benefits Fair (Fall 2017)

- WSP will need to budget money for booth fee and giveaways.
- **Recommend budgeting:** \$1,000.

WSU Employee Wellness Fair (Spring 2018)

- WSP will need to budget money for booth fee and giveaways.
- **Recommend budgeting:** \$1,000.

WSU Athletics Sponsorship

- WSP logo on basketball floor
- T-shirts with WSP logo
- In past years, Dr. Marco spent \$50,000 on the sponsorship.
- We are not necessarily recommending spending \$50,000.
- **Recommendation:** Look into possible sponsorships and cost.