

# Southeast Georgia Health System

## Business Plan for the Fiscal Years Ending April 30, 2014 - 2017

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# MARKETING AND PUBLIC RELATIONS PLAN

## For the Fiscal Year Ending April 30, 2015

The Marketing and Public Relations Department will utilize a full scope of media outlets and opportunities to promote the Health System's strategic marketing initiatives in both our primary service area: Brantley, Camden, Glynn, and McIntosh counties and secondary service area: Charlton, and Wayne counties

### Advertising Outlets

1. Print
2. Radio
3. Outdoor
4. Digital/Web/Social Media

### Special Events, Community Lectures and Sponsorships

Marketing will identify sponsorships appropriate for the Health System as well as key speakers for lecture/presentation opportunities. With budget reductions, criteria for sponsorships will be reviewed more closely and must align with the Health System's business priorities.

### Marketing Collateral

Marketing will develop any necessary foundational materials. These materials may include consumer-oriented brochures that communicate the breadth and depth of Health System programs and service lines.

### Websites

The Marketing department will continue to build the infrastructure and revise website pages to reflect the most up-to-date information pertaining to the Health System programs and services for patients and their family members, potential patients, potential referring physicians, those in the recruitment process and the community at large. Our websites (external/public and team member portal) are one of our most important marketing and communication tools. The flexibility of producing quick and timely messages is by far more cost effective than any other media outlet. The content is ever evolving and a resource to anyone who has internet access - thus allowing us to reach markets globally.

Marketing will increase the utilization of Search Engine Optimization (SEO) as well as social media outlets such as Facebook, Twitter, etc. SEO will improve our search engine (Google, Bing, Yahoo) results. Health care consumers access health care information via the internet, especially for tertiary-level services where they have a choice.

### Public and Media Relations

Public and media relations will continue to play a major role in supporting the marketing priorities and other Health System initiatives. Public and media relations initiatives are woven into all aspects of this marketing plan to correspond with advertising timelines to ensure calendar announcements, press releases, news stories, and articles for internal and external publications are developed and distributed effectively. The department will continue to leverage existing relationships and forge new ones with the media to secure news coverage and story placement to support the Health System's 2015 fiscal year marketing initiatives.

## MARKETING INITIATIVES

### Team Members Activities \$ 15,000

Family Fun Day at Summer Waves (August)	Summer fun at Jekyll Island's Summer Waves for team members and their family	
Pumpkin & Costume Contest (October)	Team members dress up and compete against other departments with creative costumes and carved pumpkins	
Veterans Day (November)	Recognition of team members who have served in our military	
Merry Craft Fair (November)	Team member and public event for crafters to sell their products	
Seafarers' Christmas at Sea (December)	Team members contribute holiday spirit to the Seafarer's at our Port during Christmas time	
Cookies With Santa (December)	Team members and their children and grandchildren enjoy some entertainment with Santa	
Door Decorating Contest (December)	Team members show their holiday spirit by decorating their departmental doors	
Spring Egg Hunt (March/April)	Team members and their children and grandchildren enjoy some entertainment with the Easter Bunny	
Team Member Art Contest (May)	Our talented and creative team members come together to show their talents during Nurses' & Hospital Week.	

### Advertising

TMG Yellow Pages	Include in yellow and white pages of 10 different books, in six different counties	\$ 95,000
Brunswick Golden Isles Airport	Medallion located in Brunswick-Golden Isles Airport	6,000
Advertising Agency	Includes production of all advertising, design work, logo/brand management, buying & placing media.	185,000
Media / Advertising Buys	Includes print: newspaper, magazines; radio; outdoor; online (including CyberKnife)	<u>559,000</u>
		<b><u>\$ 845,000</u></b>

### Marketing Expense

Beryl Call Center	Inbound call center and provider referral line Includes: design, infrastructure, maintenance, content management, Search Engine Optimization, Social Media	\$ 45,000
Website	Written, produced and distributed three times annually	75,000
McMurry Healthy Partners Production	Phone on hold messaging	135,000
Spectrio On Hold Message	Written, produced and distributed annually	13,000
Annual Report	Includes expanded Brunswick Campus map, Summit Sports Medicine & Orthopaedic Surgery, Camden Campus, daVinci, Cancer Care, & Health Fair education material	46,000
Collateral	Includes promotional items used at events	46,000
Giveaways/Promos	Written, produced and framed	34,000
Testimonials	Assist with numerous writing projects	15,000
Writer		<u>17,000</u>
		<b><u>\$ 425,000</u></b>

### Donations & Sponsorships

Donations & Sponsorships	Includes numerous community events, dinners, fundraising efforts	<b><u>\$ 274,000</u></b>
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