

# Achieving Communications Excellence: Penn Vet's 2013 Accomplishments

2014 AVAP Annual Conference Fort Collins, CO



### The Team

#### **Ashley Berke**

**Director of Communications** 

#### Carole Cloud

Web Communications Manager

#### Louisa Shepard

Communications Specialist for New Bolton Center

### John Donges

Communications Coordinator









# Department Overview

- Media Relations
- Marketing
- Website
- Publications
- Social Media



Clients

Alumni

Donors

Legislators

Colleagues

Media

Students

Referring Vets

Penn Community

General Public



### Media Relations

Position Penn Vet as a leader in veterinary teaching, healing, and research



The New York Times









































### Media Relations

### **2013 Stats**

- More than 2,240 media stories
- Reaching an audience of over
   1 billion
- At an estimated value of nearly
   \$13 million



### Media Relations

## **Key Achievements**

- Launch of CNN's "Furry Fridays"
- Op-ed placements
- Working Dog Center
- Faculty media seminars
- News scan strategy









# Ryan Hospital Fall Campaign 9/9/13 – 11/24/13

#### **Objective**

 Increase call volume and appointments for Comprehensive Cancer Care and Minimally Invasive Surgery service lines

#### **Target Audience**

- Pet owners
- Buying demo of women 25-54

#### **Media Mix**

- Radio to cover the entire 8-county region
- Outdoor focused on Philadelphia county



### Radio Buy























#### **Client Billboard Contest**

- More than 140 entries over two weeks
- More than 600 new "likes" on our Facebook page



# **WE SPEAK TRISTAN**

Visit www.vet.upenn.edu to read Tristan's story

Ryan Hospital | 3900 Spruce St.







#### **Outcomes**

- A significant increase in monthly volumes in both the Comprehensive Cancer Care and Minimally Invasive Surgery services
- A significant increase in monthly volumes in other hospital services
- An increase in the number of donors to Penn Vet
- A measureable increase in new visitors to the website from Sept-Nov



# Ryan Hospital Spring Campaign 3/24/14 – 5/11/14

- Emergency Service highlighting trauma center and level 1 facility designations
- Highly competitive radio bid selected 6 stations
- Spots featured client testimonials





### **New Bolton Center Branding**

### Goals

- Increase our client base
- Improve and re-shape brand recognition in the equine industry



### Challenges

- Have not recovered Commonwealth funding at previous levels
- Increased competition in large animal specialty hospitals in the Chester County region



#### Research

- Interviews with key stakeholders at New Bolton Center
- One-on-one interviews with select clients
- Client survey
- Competitive audit
- Social media audit

#### Results

- Reputation for excellence in the field
- Known as the "finest equine treatment facility"
- Recognized for high-profile specialty cases
- Our staff and students are perceived as the best in the country





#### **Moving Forward**

- Our story still needs to be told
- We must overcome the clinical persona by showcasing emotion and personality
- We need to leverage Penn Vet's excellent reputation
- We need to demonstrate pride in our role as a teaching hospital
- We need to highlight our world-class staff

**OWN:** New Bolton Center's position as an industry leader

**TELL:** New Bolton Center's story with passion and heart

**EDUCATE:** The public on offerings, services, and facilities

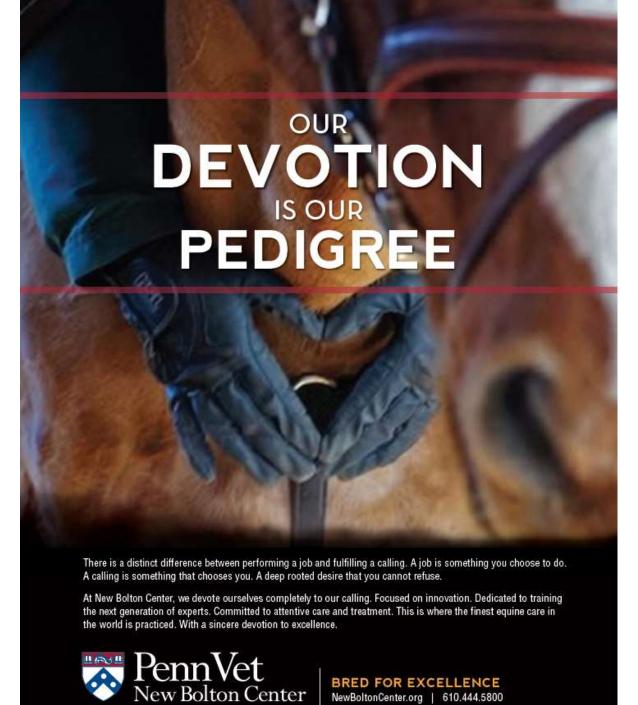
FOCUS: Customer experience at each touch point

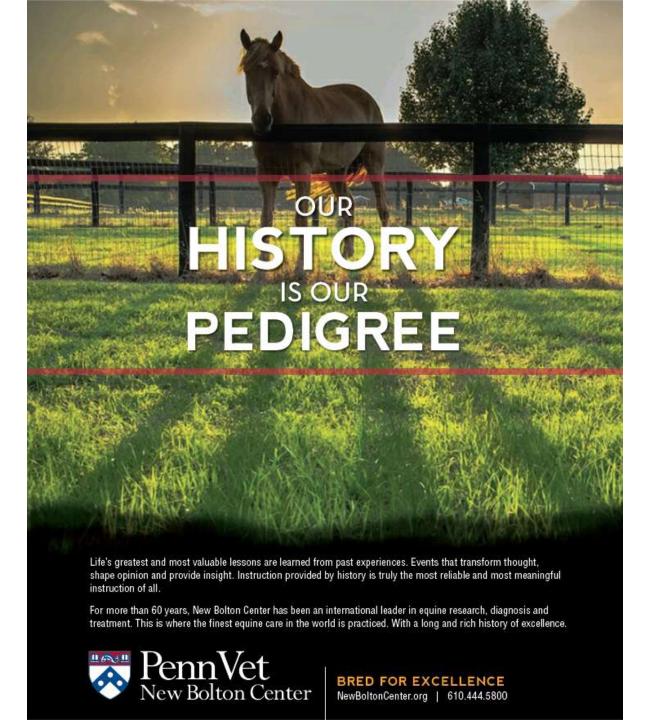


Driven by devotion and distinguished by exceptional science, New Bolton Center is the equine world's veterinary leader, providing its trademark comprehensive treatment – defined by innovation, research, and attentive care – to sport, racing, and recreational horses.











### Mid-November 2013 through July 2014

- Quarterly e-newsletter
- New hospital brochure
- Social media/web presence
- Print ads: Blood-Horse, Chronicle of the Horse, Horse of Delaware Valley, The Horse
- Online media: search engine marketing, web display banners, paid social media messages





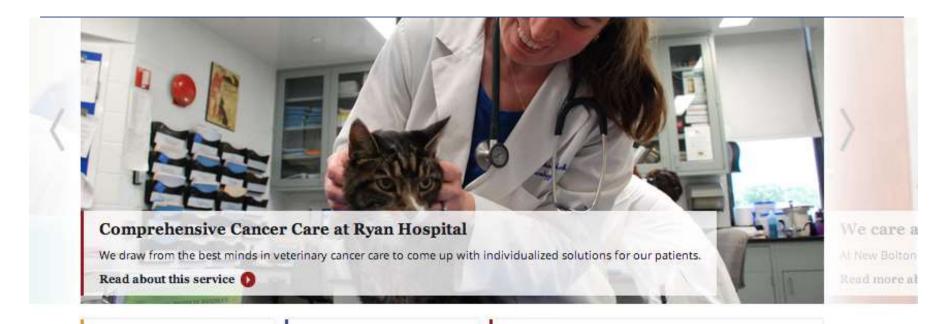








### Website



#### Education

Through an innovative curriculum, our students learn how veterinary medicine impacts the lives of both animals and humans.

Check out our Curriculum...

#### Research

Researchers at Penn Vet and Penn Med collaborate on developing an efficient cardiac gene transfer strategy using minimally invasive approach.

» Learn about Penn Vet Research...

#### Veterinary Hospitals

Our two hospitals offer specialty care 365/24/7.

» Ryan Veterinary Hospital

Dogs, cats, domestic/companion animals

+ Emergencies 24/7 215-746-8911

» New Bolton Center Horses, livestock/farm animals



# Lost in Cyberspace

















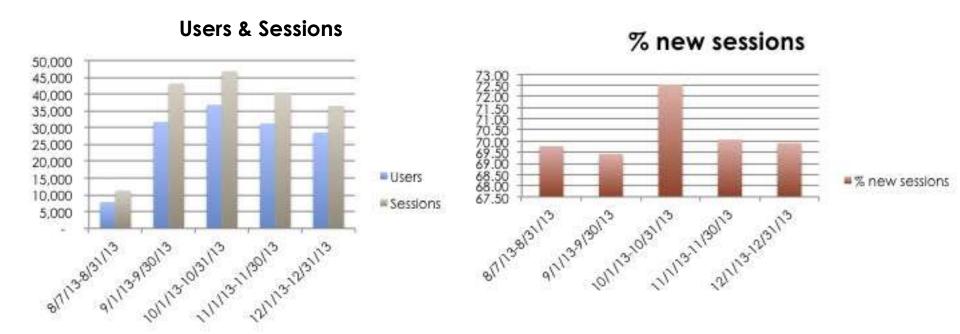
# The Redesign Process

#### What You Need to Know Before You Start

- Audience(s): Who are they?
- Goals
  - What do they want to learn about us
  - What do we want to tell them
- Project timeline
  - Discovery: Who knows what
  - Information architecture: The big map
  - Design: Impacts navigation and user experience
  - Content: How do you get it from the experts and turn it into web content
  - Development: Technology, content management system
  - Review and Quality Assurance
  - Launch



# Impact of Marketing: Web Sessions



Comprehensive Cancer Care Marketing Campaign

- Peak (October): 46,831 sessions
- Peak: 72.5% new sessions



### What's Next

- A good website is a living organism that grows and changes
- It lives in an **ecosystem**: social media, news media, community engagement
- Audience consistently changes, too
  - and so do their needs
- Analytics help define the balance between what your users want to know and what you want to tell them



### **Publications**

- Bellwether
- Penn Vet Extra
- New Bolton Post



Thank you for your interest in our monthly e-newsletter, Penn Vet Extra. Penn Vet is a global leader in veterinary education, research, and clinical care. In Penn Vet Extra, you will read real patient stories from each of our two hospitals: Ryan Hospital for companion animals in Philadelphia, PA, and New Bolton Center for large animals in Kennett Square, PA. We are delighted that you are one of our readers!

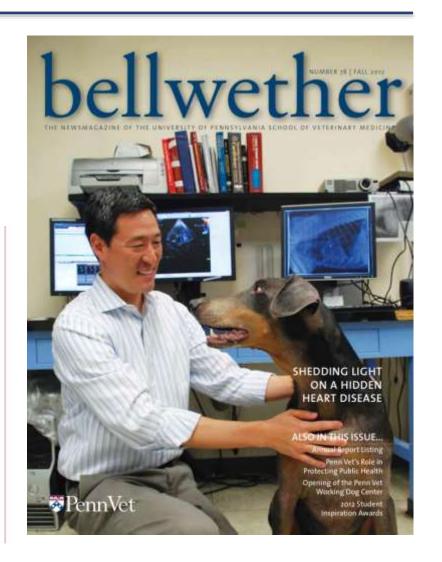


#### Fit to Work: One Police Dog's Recovery

Ever since Rocky and Jenkintown Police Sergeant Richard Tucker were paired as working K9 and handler, Sergeant Tucker knew he could rely on his dog completely. But when Rocky became critically ill, Sergeant Tucker realized just how deep his bond was with his dog.

On a Saturday in late March, Sergeant Tucker brought Rocky to the Emergency Service at Penn Vet's Ryan Hospital. The large German Shepherd couldn't stop vomiting. He couldn't even hold down water.

Find out what happened to Rocky





### Social Media

### **2013 Stats**

- Created a Facebook presence for New Bolton Center
- Created a new Twitter handle for interacting with journalists
- Increased Facebook "Likes"
  3,764 to 6,626
- Increased Twitter followers
  2,778 to 4,325



John Donges

I am the Communications Coordinator at Penn Vet and can help connect you to our experts about all things veterinary.

Philadelphia, PA



### Social Media

### **Be Consistent**

 Posting 2-3 times a day on Facebook, at least once a day on Twitter

### **Be Engaging**

 Focusing on interesting news stories and upcoming events, sharing content from publications

### Be Visual

Nearly every post includes either a photo or a video

