



**PULLMAN
REGIONAL
HOSPITAL**

Pathways to a healthy future

@PullmanRegional

Who we are



- Small, rural, 25 bed critical access hospital
- Award winning, national recognition
- 95th percentile in patient satisfaction

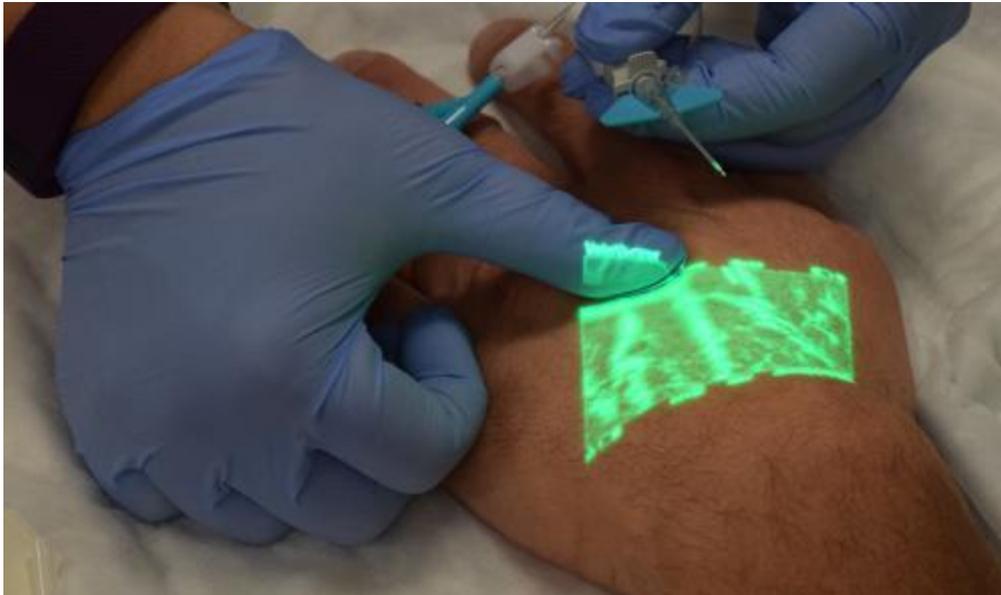


**PULLMAN
REGIONAL
HOSPITAL**

Pathways to a healthy future

@PullmanRegional

Vein Viewer Technology story



Pullman Regional
Hospital Adopts
Christie VeinViewer
Technology

VeinViewer near-infrared
vein finder technology to be
used as part of hospital's focus
on children's health



**PULLMAN
REGIONAL
HOSPITAL**

Pathways to a healthy future

@PullmanRegional

Vein Viewer Technology story

Your release was found on 254 websites, with a potential total audience of 90,231,306 unique visitors per day.

Your release has generated 322 release views.
231 are from our PR Newswire for Journalists service.
7 are from identifiable organizations

Web crawlers have crawled your release 1,335 times.

The total potential audience from tweets of your release is 49,039 followers.

Total engagement actions on your release so far: 12.



**PULLMAN
REGIONAL
HOSPITAL**

Pathways to a healthy future

@PullmanRegional

Copper Installation





PULLMAN
REGIONAL
HOSPITAL

Pathways to a healthy future

@PullmanRegional

#CopperAdopter

Suggested Tweets:

What we learned: *Use more general, stream of*

@PullmanRegional adds copper surfaces in hospital based on scientific proof that the metal kills bacteria

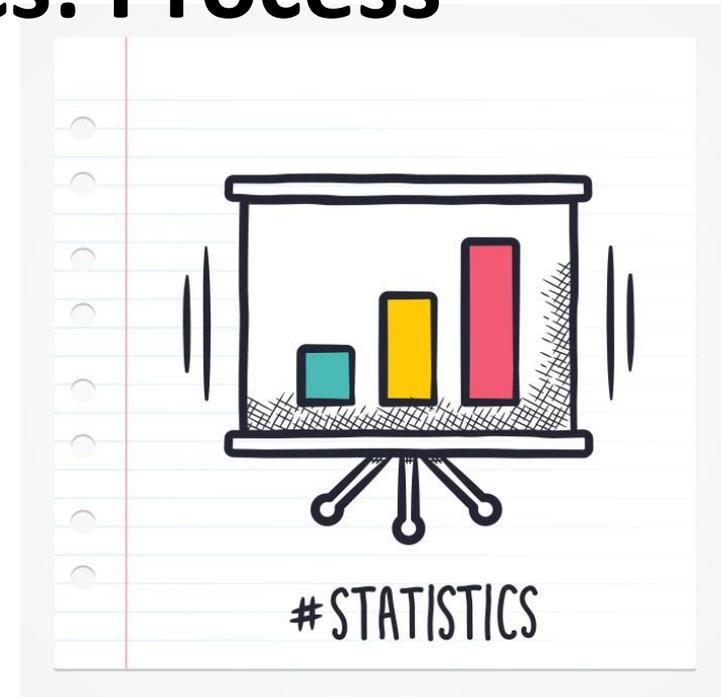
#Germs

#MRSA



Reporting & Metrics: Process

- ❑ Check Google Alerts
- ❑ Check Google Search page
 - Results (internet presence)
 - Top three non-sponsored links
 - Manage reviews
- ❑ Social Media platforms analytics:
 - Engagement-likes, followers, shares
 - Check-ins, mentions, reviews
 - Competitors' top posts, Demographics, Interests



Reporting & Metrics:

- Google Alerts
- Google Search
- Facebook Insight
- Twitter Analytics



SEO

Pullman Regional Hospital



[All](#) [Maps](#) [Shopping](#) [News](#) [Images](#) [More ▾](#) [Search tools](#)

About 105,000 results (0.70 seconds)

Pullman Regional Hospital

www.pullmanregional.org/ ▾ Pullman Regional Hospital ▾

Volunteers are essential. Like our employees, our volunteers are part of a team dedicated to the Mission, Vision and Values of **Pullman Regional Hospital**.

You've visited this page 4 times. Last visit: 2/10/16

Careers

Your Career at Pullman Regional Hospital. At Pullman Regional ...

About Us

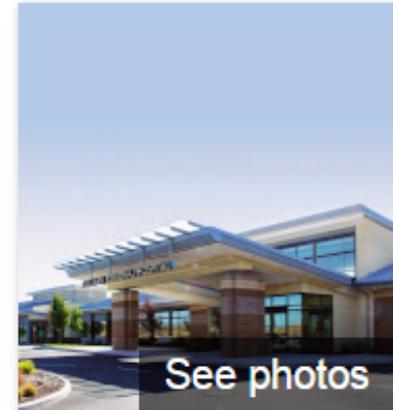
Our Mission, Vision and Values. Mission Statement: Pullman ...

BirthPlace

Pullman Regional Hospital. BirthPlace. Voted one of ...

Specialty Clinics

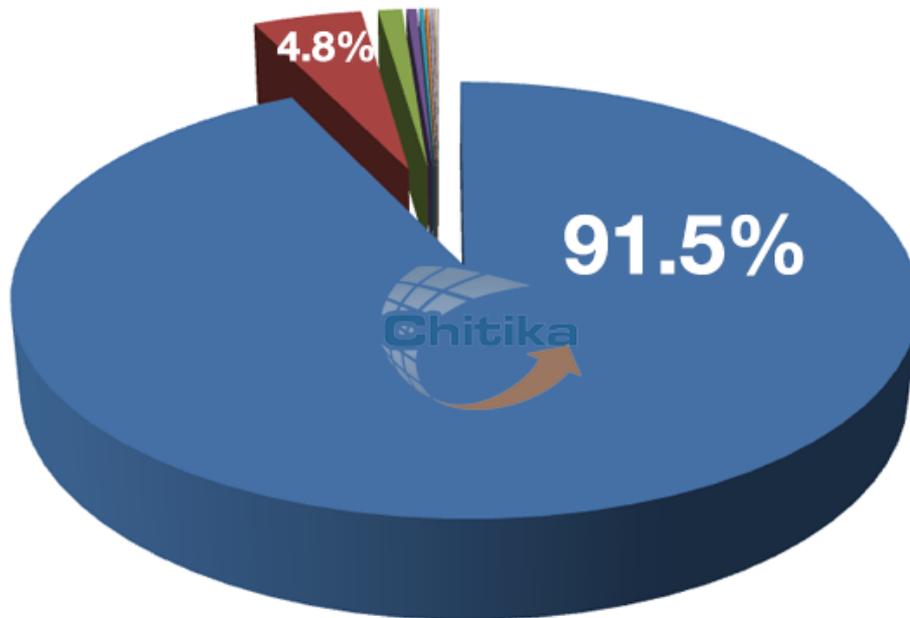
Finding specialty medical care in small communities can be ...



Pullman F



Google Positioning Value



Percentage of Google Traffic by Results Page

	Percentage of Google Traffic
Page 1	91.5%
Page 2	4.8%
Page 3	1.1%
Page 4	0.4%
Page 5	0.2%
Page 6	0.2%
Page 7	0.1%
Page 8	0.1%
Page 9	0.1%
Page 10	0.1%



**PULLMAN
REGIONAL
HOSPITAL**

Pathways to a healthy future

@PullmanRegional

Consumer Trust:

Pullman Regional Hospital

835 SE Bishop Blvd, Pullman, WA

 Write a review

3.9  7 reviews

Sort by: Most helpful ▾



A Google User

6 years ago

 My wife caught on fire and had 2nd and 3rd degree burns. When we got there they took us in immediatly and were very helpful. Pullman was not the most experienced with burns, but they were quick, helpful, and informative. Willing to admit ... [More](#)



A Google User

5 years ago

 Outstanding service and staff!



Earned Media via

Alerts

Monitor the web for interesting new content

🔍 Create an alert about...

Gritman Medical Center



Antimicrobial Copper hospital



Pavisse Incident Management Pullman Re...



Pullman Regional Hospital





**PULLMAN
REGIONAL
HOSPITAL**

Pathways to a healthy future

@PullmanRegional



Earned Media: 675 results for Pavisse press release

Date	Medium	Topic	Link
Feb	Online	pavisse	http://www.healthcarefacilitiestoday.com/posts/Pullman-Regional-Hospital-deploys-Pavisse-to-enhance-patient-safety--11436
Feb	newspaper	crash	http://www.dailyevergreen.com/news/article_7b8b3f06-d04c-11e5-a76a-2b5a32161c42.html
Feb	newspaper	crash	http://dnews.com/major-intersection-in-pullman-closed/article_4bbe9580-d041-11e5-a609-ab4d672ef3b0.html
Feb	newspaper	shooting	http://www.dailyevergreen.com/news/article_a0fd7b62-ceb9-11e5-8c75-bbfaf059db4f.html
Feb	TV	shooting	http://klewTV.com/news/local/pullman-police-arrest-james-gray-who-shot-34-year-old-man-in-the-face





**PULLMAN
REGIONAL
HOSPITAL**

Pathways to a healthy future

@PullmanRegional

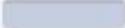
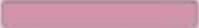
Facebook: 11 new likes

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/11/2016 1:25 pm	 Pullman Regional Hospital Gift Card Valentine's Day Specials: SAVE 20% OFF OPEN SATURDAY			12	0 0	Boost Post
02/11/2016 12:25 pm	 By popular request, here is Liz Le's amazing presentation on the			107	7 1	Boost Post
02/08/2016 8:32 am	 February is American Heart Month. Throughout February, we will b			630	18 15	Boost Post
02/05/2016 12:53 pm	 MAKE A LIFE-SAVING FASHION STATEMENT BY WEARING RE			988	190 44	Boost Post
02/04/2016 12:30 pm	 PULLMAN REGIONAL HOSPITAL DEPLOYS PAVISSE™ TO EN			611	37 5	Boost Post



Performance: Watch Page

	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
 <p>St. Joseph Regional Med...</p>	2.1K 	▲ 1.1%	37	813 
 <p>Gritman Medical Center</p>	1.6K 	▲ 0.1%	5	40 
 <p>Pullman Regional Hospital</p>	1.3K 	▲ 0.6%	6	52 





**PULLMAN
REGIONAL
HOSPITAL**

Pathways to a healthy future

@PullmanRegional

Competitors' Top Post:

- 142 likes
- 12 shares

Content:

- Employee recognition



The DAISY Award
FOR EXTRAORDINARY NURSES
IN MEMORY OF J. PATRICK BARNES

CAROLYN VIGIL
ST. JOSEPH REGIONAL MEDICAL CENTER
CANCER CENTER & BLOOD INSTITUTE





**PULLMAN
REGIONAL
HOSPITAL**

Pathways to a healthy future

@PullmanRegional

Reviews:



Patti Green-Kent reviewed Pullman Regional Hospital — 5★

January 22 at 7:20am · 🌐

The family of James Kent would like to thank the doctors and staff at Pullman Regional Hospital for the excellent, professional, and compassionate care which they provided to Grandpa and the rest of the family. His physician was on the edge of tears as she told us he was at the point where hope only makes the transition for him and the family more difficult. We imagine that was not her normal bedside manner and was a result of how sweet he remained and the size of his loving family. Regardless, you could see that telling us he was dying was breaking her heart, which meant a lot to me and presumably everyone else.

We would also like to thank the volunteer hospital chaplain, who did a wonderful job at an extremely emotionally difficult type of charitable work.



Check-ins & Mentions

Check-ins: 5

Mentions: 3



Beth Waddel with William Francis Condon at  Pullman Regional Hospital.

February 6 at 11:42pm · Pullman · 

We have it on the authority of Dr Ed Tingstad that Bill shouldn't even have been alive to address the crowd at Pullman Regional Hospital's gala tonight. We are both eternally grateful for the medical and God given miracle that proved Dr Ed wrong.





**PULLMAN
REGIONAL
HOSPITAL**

Pathways to a healthy future

@PullmanRegional

Twitter: Audience

OVERVIEW

Top interest
Business and news

DEMOGRAPHICS

Top language
English

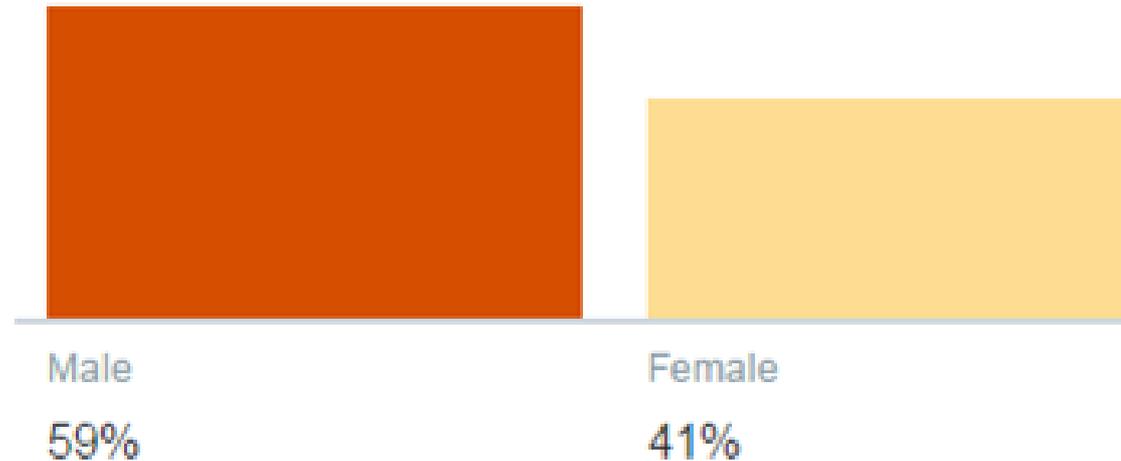
LIFESTYLE

Top interest type
Business and news

MOBILE FOOTPRINT

Top wireless carrier
Verizon

Gender





Summary:

Social Media Time Management

■ SM management (6 hrs.)

■ metrics (1 hr.)

■ Marketing (33 hrs.)

