Marketing and Public Affairs
FY14 Accomplishments • FY15 Goals Overview
UW HEALTH MARKET POSITIONING
(Dane and Ring Markets)

Latest Technology and Equipment: 69
Most Preferred for All Health Needs: 51
Best Nurses: 44
Best Doctors: 57
Best Overall Quality: 54
Best Image/Reputation: 61

UW Health
St. Mary’s
Meriter

National Research Corporation
N = 570
+/– 4.1%
BRANDING

ACCOMPLISHMENTS

• Strongly positioned brand in local and ring markets as measured by the National Research Corporation.
• Produced new UW Health “Remarkable” AFCH and Transplant TV ads; focus on storytelling through the patient’s eyes. Aired in 51 of Wisconsin’s 72 counties
• Promoted UW Health awards for Consumer Choice and US News & World Report
• Mailed Our UW Health newsletter to 1.4 million homes in Wisconsin and northern Illinois
• Co-branded fall open enrollment campaign; focus on Unity as only choice for guaranteed UW Health access
• Mailed 131 patient and referring physician letters to UW Health patients/referrers communicating physician and clinical changes
• Produced pediatric specialty services and adult specialty referral directories

MARKETING SERVICE LINES

American Family Children’s Hospital

• Supported the 2014 grand opening of new AFCH NICU, Universal Care Unit and Imaging Pavilion
• Helped implement 2013 “Kids With Courage” pediatric cancer reunion
• Celebrated opening of new pediatric Emergency Department space
• Marketed new pediatric clinics to referring physicians: Pediatric and Transgender Health; Pediatric Diagnostic & Consultation; Pediatric Complex Care
• Launched a new promotional campaign for the Pediatric Sedation program
• Managed creative development of community-wide “Sleep Safe, Sleep Well” campaign
• Prepared four issues of Pediatric Pathways newsletter to referring physicians

GOALS

• Establish AFCH as top-of-mind resource for patients/families
• Support business plans to grow patient volumes, especially Heart program, Cancer/BMT, minimally invasive surgery and pediatric emergency medicine
• Support the new philanthropic focus on patient and family support programs at AFCH
• Collaborate with Regional Development to increase volume/market share in Fox Valley and other sites

UW Carbone Cancer Center

ACCOMPLISHMENTS

• Collaborated with affiliate leadership/marketing staff to help launch opening of the SwedishAmerican Cancer Center and Beloit Hospital Cancer Center
• Expanded social media/online ads; fine-tuned cancer Google AdWords resulting in 73 second opinion requests
• Created two new print ads, three UWCCC ads and two Breast Center radio ads, updated UWCCC television ad
• Upgraded UWCC-Johnson Creek marketing materials, including website, print ad and clinic sheet
• Created Patient Survivor Advocate program materials; promoted program internally and through social media.
• Prepared Gynecology/Oncology marketing material: program sheet for referring physicians, Women’s Integrated Sexual Health brochure, Sex after Cancer flier

GOALS

• Assess marketing communication needs in response to changing business goals and evolving market demands
• Support vision and mission of newly-appointed Cancer Center leadership
• Advance strategic needs of regional partnerships with focus on UWCCC affiliations
• Revise referring physician program sheets
• Promote UW Health Breast Center and ViewRay technology (as it becomes available)
• Expand social media presence; update web content

Heart, Vascular and Thoracic Care

ACCOMPLISHMENTS

• Produced five patient stories about specialized treatment they received in strategic program areas
• Promoted Advanced Hypertension Clinic via online ads, clinic promotions and provider communication
• Developed online campaigns to promote niche procedures to a larger geographic market
• Launched a national online campaign to target elite athletes with compartment syndrome
• Highlighted Inherited Arrhythmias Clinic through Madison Go Red for Women Luncheon and in USA Today ads
• Distributed five issues of At the Heart of It, consumer e-newsletter on women’s heart health

GOALS

• As regional opportunities arise, work with new health-care partners to maximize potential growth and market share
• Rework HVT web pages to align with newly identified program areas
• Produce provider- and consumer-focused promotional and educational materials that align our services with comprehensive programs
• Continue support of American Heart Association through exclusive sponsorship; maximize Go Red partnership for education about women and heart disease

**Neurology and Neurosurgery**

**ACCOMPLISHMENTS**
- Hosted first Refresh and Retreat Stroke Camp; successful event that expanded our post-stroke care programs. Second camp quickly filled
- Launched new peripheral nerve/brachial plexus symposium for clinicians
- Set record attendance for Moving Forward seminar series for movement disorders patients and families
- Created hotline for Neurology Clinic which improved referring physician and patient access by helping ensure patients arrive with appropriate pre-testing information
- Refined and communicated a streamlined process for direct admission to EMG/EEG services
- Expanded stroke awareness with new designs for handouts highlighting the F.A.S.T mnemonic strategy, Understanding Stroke public seminars, workplace health fair exhibits, EMS communication, etc.

**GOALS**
- Expand telestroke program
- Initiate discussions regarding teleneurology development and marketing
- Implement and market Peds EMU
- Increase number of professional symposia/seminars
- Build movement disorders and epilepsy programs
- Begin operation of StrokeNet grant with other hospitals
- Implement and market Neuropace

**Orthopedics and Rehabilitation**

**ACCOMPLISHMENTS**
- Implemented communication plan for new sports medicine head, foot and ankle and spine/trauma faculty
- Created Google AdWords campaign for joint replacement and robotic-assisted surgery. Created print, web and video materials for TotalCare online patient education tool
- Completed branding for new Sports Medicine Pavilion at Reddan Park, partnership coordination with numerous community sporting groups
- Transitioned monthly sports rehab e-blast to sports medicine e-newsletter: 7,221 subscribers, 31.5% open/6.09% click through rate
- Revised web content for outpatient rehabilitation services to increase engagement and assist with navigation
- Promoted new east side ortho/sports clinic, contributed to plan for athletic performance program, early planning for OrthoCare Now and other ortho services in preparation for The American Center opening

**Transplant/OPO**

**ACCOMPLISHMENTS**
- Prepared Forward For Life folder to promote volunteering programs; materials to support, new Good to Go patient discharge program; new Living Well Learning Sessions in partnership with National Kidney Foundation
- Created living liver donation story for distribution in five national media markets via USA Today insert
- Created new comprehensive, statewide organ donation promotion month, “Orangetober”
- Celebrated milestone of two million registry donors
- Coordinated awareness events including American Society for Transplant Concert event “Power 2 Save”, Living Donor Medal of Honor Ceremony, “Bump on Line” art show to highlight lung transplant and organ donation
- Increased number of living kidney and liver donors via new patient education materials, extensive outreach, “Skip the List” information, radio ads and messaging to potential living donors

**TRANSPLANT GOALS**
- Complete living donation online toolkit to aid recipients and potential living donors
• Create infographic to promote living donation
• Promote VAD program to expand heart referrals
• Introduce new nephrologists to increase transplant referrals
• Promote the history/expertise of lung transplant to referring physicians
• Complete education video for patients/potential living donors

OPO GOALS
• Distribute four issues of The Ripple Effect e-newsletter
• Survey driver’s education instructors; update donation kit
• Promote donor registry through videos/web stories with waitlist patients
• Expand Dottie Donor Dot Mascot Volunteer Program

MARKETING OTHER CLINICAL PRIORITIES

Dermatology

ACCOMPLISHMENTS
• Completed initial planning on patient referral process, including patient focus group

GOALS
• Complete Find a Doctor videos for physicians
• Continue to develop patient education materials

Digestive Health Services (DHS)

ACCOMPLISHMENTS
• Elevated UW Health Digestive Health Services from third to first choice in local market
• Coordinated and promoted six community learning sessions
• Expanded provider outreach materials to support local and regional growth
• Developed and expanded DHS web presence
• Created patient education videos to reduce cancelled colonoscopies
• Promoted multi-disciplinary IBD program to referring physicians in 300 mile radius of DHC

GOALS
• Promote swallowing clinic and GI transitions clinic
• Continue community learning sessions
• Create multidisciplinary DHC mailing to referring physicians

Emergency Services

ACCOMPLISHMENTS
• Hosted open house to highlight remodeled unit

GOALS
• Support Med Flight Train the Trainer sessions for fire fighters and EMS providers
• Produced 2014 calendar featuring Med Flight and regional EMS providers
• Held EMS appreciation events at a Mallards game and a spring picnic; placed statewide appreciation ad
• Worked with emergency services work group, produced materials to assist regional hospitals, patients and their families with transfers to UWHC or AFCH
• Hosted stroke, heart attacks and trauma response education nights for EMS providers

OB/GYN

Including Generations Fertility Care

ACCOMPLISHMENTS
• Created print and online materials for new Women’s Pelvic Wellness clinic
• Supported opening of Arboretum Clinic, including Centering Pregnancy program
• Reorganized uwhealth.org/obgyn to be more patient friendly; added Find a Doctor videos and updated profiles
• Coordinated Committed to Women campaign
• Coordinated launch of new Women’s Health and Wellness home page
• Created social media presence for Generations, promote clinic pregnancy success rates
• Coordinated four community talks for Generations with 67 total attendees

GOALS
• Publicize OB/GYN as the charity partner for the sixth annual Madison Mini Marathon
• Coordinate Diaper Drive with Madison Mini Marathon; expand community involvement
• Promote Gynecology physician team; increase awareness through outreach and web content
• Promote Women’s Pelvic Wellness physician team; increase awareness through outreach and web content
• Continue to promote Healthy Women, Healthy Babies
• Organize and enhance web content for gynecology, generalists and maternal fetal medicine
• Develop women’s health community talk series
• Provide marketing support for future mother-baby services in conjunction with Meriter and AFCH
• Support Generations through quarterly community talks, outreach, web content and direct mail

Primary Care

ACCOMPLISHMENTS
• Promoted opening of 1102 S. Park Street clinics, including Open House
• Promoted Growing Up Healthy blog in the clinics
• Prepared Department of Family Medicine Executive Summary
• Promoted sports physicals, flu vaccines and pneumonia vaccine; Health Education and Nutrition; and Geriatric Consult Clinics
• Promote Health education and nutrition; Geriatric Consult Clinics
• Organized patient focus group for patients from the Fitchburg Clinic

GOALS
• Promote new clinic openings for Union Corners, Cottage Grove and Fort Atkinson
• Continue pediatric marketing campaign
• Continue to promote OB and newborn care
• Promote new physicians who have schedule access
• Support strategic plan to meet primary care goals

Radiology

ACCOMPLISHMENTS
• Created Bone Mineral Density cross calibration poster, consent form
• Printed Regional Imaging Services flier
• Printed 3D virtual colonoscopy flier
• Created 6001 Research Park Clinic wayfinding map
• Created musculoskeletal physician biography poster

GOALS
• Create Mobile Directory for Community Radiology
• Create cardiovascular, thoracic, abdominal and neuroradiology radiology physician biography posters

Regional Development

ACCOMPLISHMENTS
The following highlights are in addition to those listed within the various service lines.
• Prepared Fox Valley Pediatric Specialty clinic radio, print and online advertising campaign; coordinated advance learning and networking opportunities between AFCH specialists and Fox Valley providers
• With Watertown Regional Medical Center managed communication strategy for new programs and services
• Coordinated Mauston Women’s Night Out event; oncology, cardiology, UW outreach clinic represented
• Coordinated promotion for telehealth including e-care, image share, e-stroke and telemedicine programs
• Created marketing materials for regional referrers, including improved web navigation for regional services: uwhealth.org/mycommunity, patient guides for getting to UW Health destinations, regional services staff materials

GOALS
• Coordinate communication strategy for next phase of Watertown Regional Medical Center relationship
• Manage internal and external communication for new and existing regional collaborations
• Manage marketing and communication for multi-specialty clinic in the Sauk Medical Office Building
• Collaborate with Unity on regional opportunities
• Continue to develop e-communications for regional referrers through completion of online printable provider directory and enhanced web content

School of Medicine and Public Health

ACCOMPLISHMENTS
• Developed and implementing plan for SMPH brand use (clinical departments and 40% of basic science departments on board)
• Added seven more Meet Our Researchers videos, totaling 27 video vignettes
• Prepared three print and three electronic versions of Research Digest newsletter
• Provided multiple marketing and communications materials for the WIMR II grand opening
• Produced recruitment materials for WARM, TRIUMPH, NACHP and regular MD programs
• Created a multi-faceted campaign, including video and ad to celebrate SMPH’s Spencer Foreman Award
• Established a monthly Medical School Team meeting
• Helped organize Dean’s Milwaukee event showcasing TRIUMPH to donors, alumni, students, SMPH leadership
• Produced four issues of the SMPH Quarterly magazine
• Implemented networks, systems and schedules for collecting, managing and prioritizing stories for Quarterly
• Provided three “Dean’s Corner” columns in Wisconsin Medical Journal
• Produced monthly SMPH Update newsletter
• Worked with e-Health to share publications content and link to SMPH/UW Health web sites
• Produced multiple SMPH videos

WISCONSIN PARTNERSHIP PROGRAM
• Produced Wisconsin Partnership Program Five Year Plan
• Prepared University-Community Partnership Award nomination for Growing Farm to School; award received
• Distributed New Investigator Program news release to 81 media contacts
• Created communication plans for New Investigator Program and Collaborative Health Sciences Program
• Wrote cover letter for 2012 Annual Report and 2012 Outcomes Report sent to key stakeholders, and Dean’s letter for WPP Five Year sent to state legislators
• Drafted WPP Communications Plan

GOALS
• Continue to expand public awareness and appreciation of the SMPH; special focus on Partnership Program
• Expand school-wide use of SMPH brand
• Produce SMPH Basic Science Strategic Plan
• Produce redesigned MD viewbook for prospective students
• Refine and apply new mission for Research Digest; convert from inward facing to outward facing communication; expand audience. Consider blog format
• Explore opportunities for better basic science story coverage
• Support MD Curriculum Transformation team/process
• Refine process of keeping production of Quarterly and other publications on time and on budget
• Continue to gather strategically focused input for Quarterly from SMPH team

WISCONSIN PARTNERSHIP PROGRAM
• Increase media story placements
• Create 10th anniversary communications strategy
• Complete 2013 WPP Annual Report and Outcome Reports
• Implement multi-faceted LIHF communications plan
• Support Wisconsin Obesity Prevention Initiative launch and communications efforts
• Expand website

Surgery

ACCOMPLISHMENTS
The following highlights are in addition to those listed within the various service lines
• Coordinated targeted online campaigns for ENT (cochlear implant) and Plastics (migraine surgery)
• Prepared referring physician materials for comprehensive hernia program, cochlear implant program, multidisciplinary adrenal care and adrenal incidentalomas
• Produced faculty videos for use online and with social media. Topics include Cushing’s Syndrome, ileal pouch, melanoma, head and neck cancer, chest wall deformity
• Promoted Medical and Surgical Weight Management Program seminars in Rockford and Belvidere
• Instituted the Surgical Interest Group meetings and Work Space to improve communication with Surgery, Philanthropy, Regional Development and MPA staff

GOALS
• Support program plans to increase awareness, volume and market share for general surgery (endocrine, complex hernia and future at TAC) and ENT
• Produce new Transformations television message
• Highlight minimally invasive surgery in FY15 image brand messaging, including updated web page

Urology

ACCOMPLISHMENTS
• Produced overview video promoting department’s clinical, research and educational activities
• Coordinated Big 10 Network story on pediatric incontinence program, repurposed video to our site
• Held second annual Sky’s the Limit event for Wisconsin Urologic Research Institute (WURI); raised $20,000
• Produced It Starts With You brochures for adult (WURI) and pediatric urology (PURE)
• Launched three Community Urologic Educational Series (CUES): focused on Kidney Stones, Prostate Cancer and Men’s Urologic Health

GOALS
• Increase awareness, volume, market share for pediatric urology, men’s urologic health, genitourinary cancers and joint Women’s Pelvic Health Center
• Continue philanthropic activities
Wisconsin Sleep

ACCOMPLISHMENTS

• Completed new drowsy driving campaign

GOALS

• Develop new web site
• Promote Wisconsin Sleep physician team, increase awareness through outreach and web content

E-HEALTH

uwhealth.org

• 8.3 million visits and 17.7 million pageviews
• Created online ticket reservation forms for 20 events and six team fundraising registration pages
• Increased number of online donations raising $299,078.
• Managed 80+ Google campaigns resulting in over 1,000 requests for more information or appointments
• New Women’s Health and Wellness page launched (uwhealth.org/womenshealth)
• Supported Band Together to Beat Cancer campaign and fundraising through web, social media, e-communications and donation pages
• Supported 40 forms on uwhealth.org, allowing patients to request consultations or information about our services. Forms brought in 3,668 patient referral requests (up 17.9% from the previous year) uwhealth.org/referral

uwhealthkids.org

• June 1, 2013 - May 31, 2014: 280,220 visits, 771,370 pageviews; $126,193 in online donations
• Revised the design of the Growing Up Healthy Blog in preparation for the summer series, which resulted in 39,623 pageviews from June 1, 2013 - May 31, 2014 (up 67.4% from 23,672 pageviews the prior year).
• Online ticket reservation forms for 13 events

med.wisc.edu

• June 1, 2013 - May 31, 2014: 1.2 million visits; 2.4 million pageviews; $21,995 in online donations
• Prepared online event registration forms for 10 events
• Redesigned the home page rotating feature
• Created infographic for the sMPH class of 2017
• sMPH named among top 50 schools for social media activity by MPHprogramslist.com
• Generated 2,444 Twitter followers, 2,457 Facebook likes

U-Connect

• Launched the UWHC Employee Handbook
• Launched a Nu-Connect blog to keep faculty and staff apprised of progress on the new intranet
• Launched new HFFY format on U-Connect
• Sent 25,600 Hi-5s through the U-Connect Directory
• Supported 502 Workspaces used by departments, groups and initiatives

Social Media Activities

• Extensive coverage of Radiothon
• Launched a new InsideUWHealth Twitter account for faculty and staff
• UW Health was named among the “Top 50 Social Media Friendly Hospitals for 2013” by MHAdegree.org, an online resource for current and aspiring health care administrators

Email Marketing

• Sent 262 unique email messages from July 1, 2013 - June 30, 2014
• Average open rate: 41.02% (compared to industry standard of 30% among high-performers)
• Average click through rate of 11.69% (compared to industry standard of 9.9% among high-performers)
• 12 current e-newsletters (plus 3 for internal audiences); 74,656 unique subscribers

Other Tools, Websites and Applications

• Approximately 165 surveys prepared and distributed via Survey Monkey
• Launched new websites for UW Cancer Center Johnson Creek (uwjohnsoncreek.org) and Wisconsin Dialysis (wisconsindialysis.org)
• Launched a new and improved Hi-5 tool on U-Connect (25,600 Hi-5s sent so far this year)
• MyChart redesign to support the 2013 Health Link upgrade

GOALS

• Launch the new U-Connect and develop a regular release schedule for new features
• Build a Sports Performance boutique site to support this new program at TAC
• Launch a new bill pay feature and update the online class registration and online flower/gift shop to support the UW Health goal of becoming PCI compliant
• Continue to grow use of websites, social media and email programs among our patients, families, referrers and UW Health employees
• Assist with fundraising activities and support of It Starts with You in collaboration with UW Foundation

COMMUNITY RELATIONS

ACCOMPLISHMENTS
• Led community-wide implementation of the Affordable Care Act and Badger Care Plus changes
• Facilitated community benefits reports, totaling $225 million
• Managed financial contributions to more than 150 community organizations and arranged representation at related external events
• UW Health Drive to Share resulted in 90,673 meals to Second Harvest Foodbank, 2,000 toys to the Salvation Army’s Toys for Tots program, and 120 “adopted” families through the Salvation Army’s Adopt-a-Family program
• Managed UWHC employee charitable campaign: 815 employees donated $272,789. The Friends membership campaign resulted in 416 members and $38,000
• UWMF employee United Way campaign included 643 employees and raised $178,215. The UWSMPH employee giving campaign raised $294,143 from 494 employees

GOALS
• Continue to collaborate on a variety of health improvement initiatives with partners across Dane County
• Address Race to Equity report across UW Health; engage colleagues in UW Health’s role
• Further implement community health needs assessment recommendations
• Advance UW Health’s social responsibility and populations health objectives through charitable contributions and partnerships that improve the health of the communities we serve

FUNDRAISING AND DEVELOPMENT

ACCOMPLISHMENTS
• Raised $1,305,000 for UW Health entities through fundraising events.
• Events drew approximately 6,250 guests locally and regionally; leveraged and complemented marketing and branding activities; contributed to strategic priorities
• Managed major donor event for AFCH grand opening
• Marketed “Sick Kids Can’t Wait” capital campaign, met $16 million goal in FY2014
• Promoted 2014 American Family Children’s Hospital Radiothon

GOALS
• Create It Starts With You materials for maternal fetal medicine, benign gynecology and generalists
• Create print materials for Sparkle of Hope
• Support Alzheimer’s research fundraising for the WAI and ADRC

UW Foundation

ACCOMPLISHMENTS
• Increase Neurology/Neurosurgery fund raising efforts and events
• Collaborated with UW Foundation to launch It Starts with You fundraising campaign; including helping draft process/ policy, explore legal issues, produce fundamental messaging; printed program specific fund raising brochures
• Created portfolio of Orthopedics philanthropy materials including case for support, annual mailing, Freedom of Movement Fund brochure, donor highlight sheets and event materials
• Took point on launching the first Band Together to Beat Cancer a multi-faceted fund raising event featuring the UW Marching Band. Raised $44,680
• Promoted Middleton Society Dinner for SMPH alumni and donors
• Promoted three Mini Med School programs; all were standing room only

GOALS
• Continue to expand relationship between MPA and UW Foundation/Medical Advancement Group
• Collaborate with UW Foundation leadership in implementing their HIPAA sensitive software/policies
• Further refine publications and web support for development activities
• Assist in training development directors and account managers in ISWY and other fund raising best practices

Friends of UWHC

ACCOMPLISHMENTS
• Hosted more than 1,000 guests at AFCH “Raise the Roof” gala in February 2014, raised $535,000 for AFCH
• Funded 22 grants totaling $60,000, including:
• Served 400 patients through the Wigs for Patients program
• Sent “Community of Friends” e-newsletter to 2,100 people monthly
GOALS
- Develop and execute plans for Friends management of hospital gift shops
- Expand AFCH Hearts & Hands luncheon to 300 guests
- Plan new event, “Wine, Women & Shoes,” to support cancer research and programs

CORPORATE COMMUNICATIONS

ACCOMPLISHMENTS
- Published UW Health strategic plan update, Refocus and Renew, including booklet, internal website and planning templates
- Launched Championship Playbook and other internal communication to support opening of UW Health at The American Center
- Provided communication support to UW Health ACO, emphasizing storytelling about care/cost improvements
- Produced materials for Human Resources, including employee handbook, communication about transition to a non-union workplace, UWHC 50 Star Council, faculty/staff appreciation and recognition activities and events
- Planned and produced materials for Magnet pre-site visit and celebration
- Planned and executed communications to Wellness Options at Work programs for staff and faculty
- Promoted culinary services initiatives to increase healthy offerings in hospital dining areas and room service
- Created advertising and direct mail material to recruit nurses for the AFCH NICU
- Implemented communications for the UW Health Patient and Family Advisor Partnership Program
- Developed communications to support UW Health Quality, Safety and Innovation
- Created material for UW Health Physician Coaching program and Patient/Family Experience events

GOALS
- Use UW Health digital signage to communicate organizational quality/safety performance
- Emphasize storytelling, especially “triple aim” and workplace engagement stories linked to strategic goals
- Help complete emergency preparedness materials
- Expand use of social media to support corporate communications
- Use data to redefine staff publications, increase readership and integrate more effectively with web/social media
- Support opening of UW Health at The American Center

MEDIA RELATIONS

ACCOMPLISHMENTS
- Coordinated institutional responses on a broad range of sensitive issues, including:
  - Aurora Health Care discussions, plans for new rehab hospital, possible SwedishAmerican merger and funding of HealthConnect at United Way
  - Produced 114 Find-a-Doctor videos
  - Promoted major stories promoted that attracted statewide and/or national coverage, such as:
    - UW SMPPH grant for antibiotic research, County Health rankings, new study of albinism in ophthalmology, study linking corticosteroid use to sleep apnea

GOALS
- Create a UW Health experts list for media purposes
- Strategically direct communication to support the triple aim
- Maintain prominent presence in statewide outlets (Associated Press, Wisconsin Public Radio and TV)

AWARDS AND PRESENTATIONS
Garnered 18 national and state awards for eHealth and service line work, including 6 eHealthcare Leadership “Best” awards and the eHealth Organizational Commitment Award, and 12 Wisconsin Healthcare Public Relations and Marketing Society Awards of Excellence or Awards of Merit.
MULTIMEDIA CREATIVE SERVICES

KEY:
- Advertising
- Corporate Communications
- Health Sciences Schools
- Marketing
- News
- Philanthropy

**DESIGN**
- 1796 projects completed

**PHOTOGRAPHY**
- 308 photo shoots completed

**VIDEO**
- 205 video projects completed