



# Development Department

Rachel Manner  
May 19, 2025



# Marketing & Media

- Rachael Arnold is new Marketing & Media Coordinator = ROCKSTAR!
- Rack Cards
- Exam Room Bulletin Boards
- Media
  - Real Reels
  - Event Highlights
  - Site Video Campaigns
  - News Page on Website
  - New HCH Format



# 90 Day Insights

- Website - 16,348 visitors (up 13%)
- Facebook - Up 122.2%
- Instagram - Up 610.5%
- LinkedIn – Up 497.4%



# PODCAST!



***Carolina***  
***Health***  
***Centers Inc.***

**ACCESS MATTERS**  
BEYOND THE EXAM ROOM



# CHW & Outreach

- **New Patient Health Advocate**
  - Community Outreach
  - Site Presence
  - SCThrive
- **Women's Think Tank Project for SCPHCA – Reproductive Health**
- **Moving PT Efforts to LC4**
  - Facilitated 2 Trainings for ChooseWell and PrEP
- **Increasing Laurens County**



# CHW & Outreach

## March:

Ware Shoals Community Night  
GC3 Mental Health Alliance  
Westview Middle (PEARLS)  
GAC – United Way Hub  
Gratitude Gathering  
Phoenix St Apartments  
Saluda Middle School Career Fair  
Gwd Library  
CF Library  
Upper Savannah Job Fair

## April:

GC3 Alliance  
PTC Nursing Job Fair  
United Way – HUB  
Black Maternal Health Week Community Day  
Springfest @ Diamond Hill Elementary  
ECS CAP Event  
Spring Fling @ Waterloo Elementary

## May:

Greenwood County Library x2  
Presbyterian College PA Recruitment  
Gwd Treatment Specialist x2  
McCormick County Resource Event  
GLEAMNS CARES Community Day  
Health Fair/Testing @ A Place of New  
Opportunity Church  
Cattfish Festival  
Abbeville County Library  
PTC (Clinton) Resource Fair



# Usual Stats

- Benevolence Fund YTD = \$2096.54
- Patient Experience Surveys (~1350)
  - Overall visit – 4.9/5
  - Check-in – 4.9/5
  - Checkout – 4.9/5
  - Provider Experience – 4.9/5



# Advocacy



- Urge Congress to protect Medicaid
- Visit [www.hcadvocacy.org](http://www.hcadvocacy.org) to take action!



# Projects

- PatientPoint TVs
- Grant Exploring
- Food is *Medicine*
- Internal Texting Platform
- ESS Time!



# Questions/Ideas?

864-377-0901

[rmanner@carolinahealthcenters.org](mailto:rmanner@carolinahealthcenters.org)

Thank you!

