The Office of Marketing and Communications (MarCom) is a one-stop strategic resource composed of creative services, brand management, media relations, and public affairs to promote the mission and vision of Boonshoft School of Medicine (BSOM) and Wright State Physicians (WSP).

Target Audiences

Our main target audiences are:
Prospective students – give the applicants knowledge of BSOM’s culture, curriculum, and opportunities.
Current students – promote club and volunteer opportunities, newsletters for career opportunities, and promote milestone events
Medical school community – develop marketing materials for 33 individual departments, centers, and programs
Dayton community, region, and national – serve as liaison for media experts and the media
Alumni – promote alumni events and donation opportunities
Prospective patients – increase WSP number of patients through the marketing plan
Current patients – increase awareness of all departments to current patients for referrals

This Year’s Highlights

The overall marketing goal is to increase awareness of the medical school’s patient-focused care, community service, and research.

Marketing and Communications planned for the 40th Anniversary of the first graduating class from the medical school with many events and activities. A special logo was designed, as well as a timeline section added to the Spring 2020 Vital Signs publication. Social media posts every Thursday for #ThrowbackThursday highlighted a different class year. Reunion Weekend included a special all-class celebration in honor of the 40th anniversary. Due to the COVID-19 pandemic all Reunion Weekend activities had to be cancelled.

Marketing and Communications was crucial in communicating the virtual Match Day and virtual Graduation this year. Both events going to virtual due to the COVID-19 pandemic.
Identity and Logo Standards

The Wright State University Boonshoft School of Medicine and Wright State Physicians brand guidelines set identity standards for all school and physician practice communications. All products from the office follow these standards. MarCom advises other departments on branding looks and messaging, and works closely with Printing Services and Consolidus to ensure guidelines are followed.

Communication Products

Publications such as Vital Signs promote progress and share information about the school. MarCom maintains a database of story ideas to incorporate into university and school publications and local media.

The office also assists with newsletters, brochures, and promotional materials and offers consultation for printing needs to develop layouts in line with university and school guidelines.

Vital Signs
Winter 2019 - print and digital versions
Spring 2020 - digital version

Departmental newsletters
Physician Leadership Development Program – bi-annually
Pharmacology Toxicology – three/year
Career Services – as needed
Dean’s Update – as needed
Diversity and Inclusion – monthly
Dermatology – as needed
Family Medicine – as needed
Weekly Huddle - weekly
Rural Report - quarterly

Marketing projects for FY 19-20:
Projects 1,045
Media inquiries 65
Web updates 458
Videos 12
Press releases 66
Social media posts 1,258

New projects this year:
Vital Signs – Fall 2019
Vital Signs – Spring 2020
Wright Rural Medical Scholars Rural Report newsletter
Master of Public Health department rebrand

MarCom personnel changes:
Josh Trippier, Web Designer/Videographer, was hired in November 2019.

OUR MISSION: To develop and nurture physicians pursuing rural medical practice in Ohio

The Wright Rural Medical Scholars program is proud to be affiliated with the Wright State Area Health Education Center (AHEC). Wright State AHEC is funded by the Ohio legislature to address disparities in the health care workforce in rural and other underserved communities.

MEET THE STAFF

Lori Scott Martensen was named as the founding Director of the grant-funded Wright Rural Health Initiative in 2016. At the completion of the grant in 2019, she oversaw the establishment of the Wright Rural Medical Scholars program and was named the Director of the Scholars program and the Wright State Area Health Education Center (AHEC). Lori has over twenty-three years’ experience in higher education.

Jayna Vossler joined the Wright Rural Medical Scholars program in January 2020 as the Rural Health Coordinator. She has previously worked with the program in a consultant capacity. Jayna brings expertise in research and project management.

For more information, contact Lori Martensen at lori.martensen@wright.edu or 419-586-0318 or visit our website at medicine.wright.edu/rural
Wright State Physicians

The office creates layouts for all Wright State Physicians departments and manages marketing, and promotional items. These include:

Advertisements
Brochures
Folders
Signage
Identity system
Postcards
Email
Newsletters
Flyers

MarCom develops and tracks marketing plans, writes press releases, and promotes events. MarCom is also part of WSP’s new employee orientation and monthly leadership meetings.

New projects this year:
Student health services marketing
E-cards
WSP marketing plan for 2019-2020
WSP Weekly Huddle
New provider leave behind cards

Dr. Joon Shim, bariatric surgeon with Wright State Physicians, will discuss:
■■ Modern bariatric surgery
■■ Safety and concerns of current bariatric procedures
■■ Long-term outcomes of bariatric procedures
■■ Future of bariatric surgery
■■ Efficacy of the surgical treatment of obesity

Start a healthier you.
Social Media

MarCom manages and posts on Facebook, Twitter, LinkedIn, and new in March of 2020, Instagram, tracking what are the largest trending stories. The office also sends our posts to the departmental social media managers. The graphs below compare BSOM’s social media followers to other Ohio medical schools.

**Key**
- BSOM - Boonshoft School of Medicine
- CW - Case Western Reserve University
- NM - Northeast Ohio Medical University
- OU - Ohio University
- OSU - Ohio State University
- UT - University of Toledo

**Top social media posts 2020**
- Mary C. McCarthy, M.D., FACS, induction into ACS 8,736
- Invitation to virtual graduation 8,330
- Convocation 2019 promotion 7,100
- Graduation 2020, faculty message to students 5,856

**Number of people reached**
Event Promotion

MarCom supports many events throughout the year. This consists of press releases, invitations, flyers, programs, email campaigns, website updates, speech writing, and award orders.

These events include:
- Academy of Medicine dinner
- Advancement departmental receptions
- Alpha Omega Alpha Honor Society
- Anatomical Gift Program ceremony
- Central Research Forum
- Convocation
- Dermatology skin cancer screening
- GHI dinner and silent auction
- Gold Humanism Honor Society
- Graduation
- Holocaust and Medicine speaker series
- Horizons in Medicine
- LGBTQ Leadership in Medicine conference
- Mahogany Medical Gala
- Match Day
- Medicine Ball
- Medical-Spirituality Conference
- Pathology conference
- Reachout 5k
- Reachout Unevent
- Reunion
- Residency graduations: Psychiatry, Neurology, Plastic Surgery and Obstetrics and Gynecology
- Student National Medical Association Graduates dinner gala
- Student Clinician ceremony
- Student Leadership conference
- Welcome to Education Life and Learning (W.E.L.L.)
- Multiple Remen Institute for the Study of Health and Illness (RISHI) events
Online Communications

The Office of Marketing and Communications offers short-format video services to highlight departments, programs, and testimonials.

<table>
<thead>
<tr>
<th>Videos</th>
<th>Boonshoft School of Medicine</th>
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<tbody>
<tr>
<td></td>
<td>Wright State Physicians (includes educational sessions)</td>
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Media Relations

The office is the principal liaison between the medical school and the media. MarCom coordinates efforts with the university’s Office of Communications. The office connects subject experts to media inquiries. MarCom is also the contact for crisis communications and will work with departments and individuals for how to handle the media.

There were 65 total media requests and inquiries.

<table>
<thead>
<tr>
<th>Press releases</th>
<th>Boonshoft School of Medicine</th>
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<td></td>
<td>Wright State Physicians</td>
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<tr>
<td></td>
<td>Total</td>
<td>66</td>
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DEVELOPMENT - FY 2019-2020

Fundraising:
July 1, 2019–June 30, 2020
Goal $750,000.00
Raised $845,130.75 (as of May 31, 2020)

Proposals:
Physician Charitable Foundation: Requested $50,000 to purchase a Cardionic CardioSim Machine. The request was denied due to all the funds being directed to COVID-19-related proposals.

Fundraising Activities:
Fall appeal, FY19 fall direct mail results:
2,674 mailed pieces
67 gifts totalling $20,717

#GivingTuesday:
44 gifts totalling $5,552

Spring appeal:
28 gifts totalling $6,830

Academy of Medicine dinner and appeal:
Amount raised: $8,800
Number of gifts: 30
Advancement communicated with and secured speakers, Michael Dulan, M.D. and Rosalind Moore-Dulan, M.D. AOM donated $1,000.00 to student affairs to partially sponsor BSOM M1s welcome picnic. *Academy of Medicine dinner event was cancelled due to the COVID-19 pandemic*

White Coat appeal (To purchase new stethoscopes for all incoming medical students.):
Mailed to 3,787 alumni
Secured: $12,750
Number of Gifts: 52

Campus scholarship and innovation campaign (CSIC):
Participation: 124 donors
Amount raised: $503,238

Stewardship:
Planned, organized and implemented student thank-you note writing session with over 40 students participating to thank over 75 scholarship donors
Planned, organized and implemented second annual Dayton Campus volunteer faculty thank-you event
Planned, organized and implemented first annual Thank-a-thon phone call session with 19 students participating to thank donors, 400 BSOM donors contacted
Mailed over 500 birthday cards to prospective donors/alumni
Mailed personal thank-you notes to over 50 donors
Mailed White Coat Campaign thank-you cards to 63 donors
**Hosted Events:** In-person contact with 693 alumni and faculty:

| **Boonshoft School of Medicine events:** 7 events, 3 cancelled, 267 total attendees |
|-------------------------------|-----------------|-----------------|
| Convocation                   | July 7, 2019    | Dayton, OH      |
| Reunion Weekend 2019          | July 19-21, 2019| Dayton, OH      |
| Preceptor Thank You event     | October 9, 2019 | Dayton, OH      |
| WELL Weekend, Napa Valley     | March 5-8, 2020 | Napa Valley, CA |
| Academy of Medicine annual dinner | April 2020 — cancelled | Dayton, OH     |
| Medical Spirituality conference | April 2020 — cancelled | Dayton, OH     |
| Graduation reception          | May 2020 — cancelled | Dayton, OH     |

| **Department receptions/meetings:** 8 events, 3 cancelled, 114 attendees |
|-------------------------------|-----------------|-----------------|
| Family Medicine Leadership Council meeting | October 5, 2019 | Dayton, OH      |
| Department of Family Medicine reception | September 26, 2019 | Philadelphia, PA |
| Department of Emergency Medicine reception | October 28, 2019 | Denver, CO      |
| Department of Surgery reception | October 22, 2019 | San Francisco, CA |
| Department of Pediatrics reception | October 27, 2019 | New Orleans, LA |
| Department of Dermatology reception | March 2020 — cancelled | Denver, CO     |
| Rural Health Volunteer Thank-You reception | April 2020 — cancelled | Celina, OH     |
| Department of Psychiatry reception | April 2020 — cancelled | Philadelphia, PA |

| **Cultivation events:** 26 events, 312 attendees |
|-------------------------------|-----------------|-----------------|
| Lauren Daigle — Nutter Center suite | August 24, 2019 | Dayton, OH      |
| Mercy Me — Nutter Center suite | October 24, 2019 | Dayton, OH      |
| Disney On Ice — Nutter Center suite | November 3, 2019 | Dayton, OH      |
| Monster Trucks — Nutter Center suite | November 24, 2019 | Dayton, OH      |
| Sesame Street Live — Nutter Center suite | November 27, 2019 | Dayton, OH      |
| Trans Siberian Orchestra — Nutter Center suite | November 30, 2019 | Dayton, OH      |
| Harlem Globetrotters — Nutter Center suite | December 31, 2019 | Dayton, OH      |
| Impractical Jokers — Nutter Center suite | January 10, 2020 | Dayton, OH      |
| WWE Live — Nutter Center suite | January 11, 2020 | Dayton, OH      |
| Paw Patrol — Nutter Center suite | February 22, 2020 | Dayton, OH      |
| WSU Men’s Basketball — Nutter Center suite | Season — 16 games | Dayton, OH      |

**Professional Development:**
- Association of Fundraising Professionals (AFP) meeting
- Participate in various online programs

**Assisted with Student Activities:**
- Global Health Initiative Symposium
- Reach Out 5K