

Digital Strategies Expand Yavapai Regional Medical Center's Total Healing Environment Vision

December 5, 2016

Written by Donna Werking

For the team at Yavapai Regional Medical Center ([YRMC](#)), serving the community has always meant providing high-quality healthcare services. Recently, however, the definition of “serving the community” has expanded to include providing reliable, expert sourced, up-to-the-minute healthcare information for people throughout Yavapai County.

“YRMC’s Vision is to create a Total Healing Environment for the people of Yavapai County,” said Ken Boush, YRMC Director of Marketing and Communications. “This is an inspiring Vision and it comes with great responsibility. YRMC’s marketing team supports this Vision by delivering the latest healthcare information to help the people we serve make informed healthcare decisions as well as to increase their knowledge of the ever-changing world of healthcare.”

In early 2016, Boush and his team broadened how they contribute to building a Total Healing Environment by expanding YRMC’s digital outreach program. The goal? To reach more online consumers with information about YRMC’s health-related services, medical innovations, exceptional providers, educational programs, community events and more. The centerpiece of YRMC’s new digital outreach program is [YRMC HealthConnect 2.0](#), a healthcare blog designed for Yavapai County residents.

“With YRMC HealthConnect 2.0, people throughout Yavapai County can make a healthy connection to the latest on breast health, heart health, wellness and nutrition, orthopedic health, medical imaging, patient blood management and more,” Boush said.

YRMC HealthConnect 2.0 also features information about YRMC (Your YRMC), the community YRMC services (Our Community) and the organization’s volunteers (Our Volunteers).

“We plan to expand these categories as we grow YRMC HealthConnect 2.0,” said Boush.

In 2016, YRMC also made great strides with social media, building its presence on Facebook, Twitter and YouTube.

“People of all ages are finding and sharing information on social channels,” Boush said. “We embraced these networking platforms to better serve our community with information.”

YRMC used Facebook’s Livestream, which allows online users to watch video in real-time on Facebook. Events like YRMC’s Celebrate Life Health Expo held in May at Prescott Gateway Mall got a boost from Facebook Livestream. YRMC also livestreamed its online healthy cooking show, Your Healthy Kitchen. This program features Rita Carey Rubin, a YRMC Registered Dietitian and Certified Diabetes Educator.

“Social media has the power to build more than a brand,” said [Donna Werking, YRMC’s social media expert](#). “It builds a loyal following. Your followers will share information from your blog and social channels with their friends and family. It’s simply how people communicate today. Social media is a necessity to the hospital’s marketing strategy.”

With the support of social media, YRMC HealthConnect 2.0 is attracting up to 2,000 visitors a month. Look for YRMC’s team of experts to launch more digital marketing strategies in 2017.

Want to follow YRMC on social media? Reach us on [Facebook](#), [Twitter](#) and [YouTube](#). Turn to [YRMC HealthConnect 2.0](#) for more YRMC news and information.