

Asset	Topic	Service Line	Promotion	Date-Driven
GOAL: INCREASE TERTIARY VOLUMES; STATEWIDE				
Digital Outreach	General Cancer	Cancer	Ongoing	
Digital Outreach	Stem Cell Transplant	Cancer	Ongoing	
Digital Outreach	Stem Cell Transplant Audit an	Cancer	Ongoing	
Digital Outreach	UVA Cancer Center Augusta	Cancer	Ongoing	
Digital Outreach	Pediatric Liver WebMD Ads	Transplant	Ongoing	
Digital Outreach	Lung Transplant WebMD Ads	Transplant	Ongoing	
Digital Outreach	Lung Transplant	Transplant	Ongoing	
Digital Outreach	Liver Transplant (peds)	Transplant	Ongoing	
Digital Outreach	Neuro Onc Display mini-refresh; update creatives/targeting	Neuro	Ongoing	
Digital Outreach	Spine Center Audit and Updat	Neuro	Ongoing	
Digital Outreach	Comp Stroke Center	Neuro	Complete 7/1	
Digital Outreach	Haymarket Display Ads	Neuro	Ongoing	
Digital Outreach	Health Risk Assessment + Follow Up Emails	Neuro	Launch Aug 1	
Digital Outreach	Genetics/HCM	Heart	Ongoing	
Digital Outreach	Aortic	Heart	Ongoing	
Digital Outreach	Heart Failure	Heart	Ongoing	
Digital Outreach	Valve	Heart	Ongoing	
Digital Outreach	Sports Medicine Planning	Ortho	Q1 Launch	
Digital Outreach	Bariatrics Campaign Launch	Surgical Subspecialties	Q1 Launch	
Digital Outreach	Health Risk Assessment + Follow Up Emails	Surgical Subspecialties	Sept 1 Launch	
Digital Outreach	Cardiac Surgery	Heart	Ongoing	
Digital Outreach	USNWR Children's WebMD	Children's	Starts 8/1	
Program Overview Video	Malignant Heme & SCT	Cancer	Post production; adding broll	
Program Overview Video	Adult Liver	Transplant	Cancelled	
Program Overview Video	Primary Care	Med Subs	Post production	
Program Overview Video	VHL	Neuro		
Program Overview Video	NF2	Neuro		
Program Overview Video	Sports Medicine	Ortho		
Program Overview Video	P&O	Ortho		
Program Overview Video	Urology	Med Subs		
Referring Provider Peds Cardiology E-Blast	Richmond	Children's	pending list	
Referring Provider Programmatic Direct Mail	Excellence Report Refresh	Heart		
MD Magazine	Heart	Heart	Ongoing	
Liaison Outreach	SCT - Dr. Karen Ballen	Cancer	Ongoing	
Liaison Outreach	Dr. Devitt	Cancer		
Liaison Outreach	P&O	Ortho	Ongoing	
Liaison Outreach	Interventional Radiology	Radiology	Ongoing	
Liaison Outreach	Avery Buchholz	Neuro		
Liaison Outreach	Dr. Clouse - new vascular chief	Heart	Ongoing	
Liaison Outreach	Billy Peterson - peds hem/onc - Battle Bldg med dir	Children's	Ongoing	
Liaison Outreach	Aaron McCloud - peds cardiology Winchester	Children's	Ongoing	
Liaison Outreach	Sarah Rasmussen - peds liver surgeon	Children's	Ongoing	
Liaison Outreach	Keith Bachman - peds ortho	Children's	Ongoing	
Liaison Outreach	Revise Haymarket clinic brochure to patient facing	Neuro	Margaret to distribute	
Physician Resource	Dr. Li Li profile	Family Medicine	Ongoing	
New Provider Planning	New Vascular Chief - Dr. Clou	Heart	Ongoing	
New Provider Planning	Dr. Michael Engel, Peds HemOnc Chief	Children's	Ongoing	
New Provider Planning	Dr. Li Li	Family Medicine	Complete	
New Provider Planning	New cardio docs - Sodhi & Shisler start Aug	Heart		
New Provider Planning	New ortho doc for Culpeper	Ortho		
New Provider Planning	New neuro provider Culpeper starts Oct	Neuro		
New Provider Planning	Joseph Tan	Family Medicine		
New Provider Planning	Masahiro Morikawa	Family Medicine		
New Provider Planning	Charles Magee	Family Medicine		
New Provider Planning	Sarah Lewis	Family Medicine		
New Provider Planning	John Stranix	Plastics		
New Provider Planning	Brittany Behar	Plastics		
New Provider Planning	Patrick McCary	ENT		
GOAL: INCREASE BRAND PREFERENCE AND AWARENESS; STATEWIDE				
Accolade Campaign	Adult USNWR	HS	*Public July 30	YES
Vim & Vigor Ad	Outreach Clinics	UPG	Reecye planning multipe evergreen ads	
Vim & Vigor Ad	Pediatric Ortho	Ortho	In process, using completed OurHealth ad	

Brand Elevating Story Pitching	Pediatric Cardiology	Children's	Pitched; not picked up; will try pitching with different angle/consider blog post	
Brand Elevating Story Pitching	Double lung transplant	Transplant	Complete	
Brand Elevating Story Pitching	Baby named after midwife	Women's	Pitched; not picked up by specific reporter, may try broader pitch	
Brand Elevating Story Pitching	Heart failure patient	Heart		
Brand Elevating Story Pitching	Heart valve patient	Heart		
Brand Elevating Story Pitching	Bariatric patient/ new mom	Surgical Subspecialties		
Brand Elevating Story Video	Cochlear Implant	ENT	Post production	
Brand Elevating Video (tentative)	Sports Medicine patient	Ortho	Cancelled	
Brand Elevating Story Video	CAR-T patient	Cancer		
Brand Elevating Story Video	Pickleball Profile	Ortho		
Brand Elevating Story Video	Haymarket Spine patient	Neuro		
Brand Elevating Story Video	Segawa Disease patient	Peds Neuro		
UVA Health Logo Rollout		HS	Q1; incremental	
Doximity Campaign Pilot	Dr. Laughran	Cancer	Ongoing	
Physician Outreach Campaign Pilot		Transplant	TBD	
VSP	Athletics Creative - Football	Ortho		YES
VSP	Athletics Creative - Basketball	Ortho		
VSP	Athletics Creative - Baseball	Ortho		
GOAL: VOLUME GROWTH FOR SPECIFIC PROGRAMS; PSA/SSA				
Localized Program Support	Community Oncology		Ongoing	
Localized Program Support	Transgender Clinic mailing	Med Subs	Cancelled	
Albemarle Magazine Q&A	Aimee Strong, NP - Lung cancer screening	Cancer		
Albemarle Magazine Q&A	Dr. Morsy	Heart		
Albemarle Magazine Column	Dr. Sodhi	Heart		
Albemarle Magazine Column	Ortho TBD	Ortho		
Albemarle Magazine Ad	ED Expansion	HS		
NBC29 House Call	Children's USNWR	Children's		
NBC29 House Call	Dr. Villines	Heart		
NBC29 House Call	UVA Cancer Center Augusta	Cancer		
NBC29 House Call	Dr. Denise Bruen - Multiple Sclerosis	Med Subs		
NBC29 House Call	Dr. Jenilee Lawrence - Back to School	Med Subs		
NBC29 House Call	Dr. Indu Varadarajan - CAR T/photopheresis	Cancer		
NBC29 House Call	Stroke TBD	Neuro		
NBC29 House Call	Dr. Brayman - Golf Tournament	Transplant		
NBC29 House Call	Dr. Arun Krishnaraj - Prostate MRI vs Biopsy	Radiology		
NBC29 House Call	Suicide Prevention Week	Med Subs		
NBC29 House Call	Dr. Sodhi	Heart		
NBC29 House Call	Dr. John Davis - Fall Prevention	Med Subs		
Straight Talk	Dr. Brandy Patterson - Cholesterol	Heart		
Straight Talk	Dr. Brandy Patterson - Cardio Onc	Heart		
DP Ask the Expert	Dr. Cindy Yoshida - endoscopy quality	Digestive		
DP Ask the Expert	Dr. Pinkerton - Osteoporosis	Women's		
DP Ask the Expert	Epilepsy TBD	Neuro		
DP Ask the Expert	Ortho TBD	Ortho		
DP Ask the Expert	Stroke TBD	Neuro		
DP Ask the Expert	Dr. Rachel Hays - Fecal Transplant	Digestive		
DP Ask the Expert	Dr. Katherine Fedder - Thyroid Cancer	Cancer		
DP Vital Signs	Aimee Strong, NP - Lung cancer screening	Cancer		
DP Vital Signs	Dr. Kramer - imaging	Children's		
DP Vital Signs	Suicide Prevention Week	Med Subs		
With Good Reason	TBD			
With Good Reason	TBD			
OurHealth Magazine Ad Back Cover	USNWR Adult	HS		
OurHealth Magazine Ad Internal	Offsite Clinics	UPG		
GOAL: MAINTAIN UVA AS A LOCAL PROVIDER OF CHOICE				
Community Awareness Campaign	Lee Street Pharmacy	Pharmacy	Q1	
Community Health Awareness Campaign				
Community Health Awareness Campaign				

Healthlink	CABG, Valve; Heart Failure (LVAD/ECMO)	Heart	Running through October '19	
Healthlink	Pharmacy	Pharmacy	Running through EOY	
Healthlink	Zion Crossroads	UPG	Running through March '20	
NBC29 Community Counts	Offsite Clinics	UPG	Q1	
GROW VOLUMES FOR PRIMARY CARE PRACTICES IN JOC				
Culpeper Star Directory	Weekly; primary care locations	UPG	Ongoing	
Culpeper Star Directory	Novant Health column	UPG	Ongoing	
Foundational Web Work	Audit addresses and Google l	UPG	Ongoing	
Foundational Web Work	Update primary care location i	UPG	Ongoing	
Culpeper Times Ad	Walk in ad for primary care	UPG	Complete	
Culpeper Medical Directory	Primary and Specialty Care	UPG		
Billboard	New Ortho Artwork	UPG		
Print Ads	Ortho and Culpeper CFP	UPG		
RAISE AWARENESS OF UVA PROVIDERS IN SPECIALTY CARE PRACTICES IN JOC				
Culpeper Star Directory	Novant manages		Ongoing	
Culpeper Sponsorships	High School Sports	UPG		
Foundational Web Work	Audit physician web profiles and videos	UPG	Ongoing	
Haymarket Newspaper Ad	Dr. Baldwin	Neuro		
Haymarket Magazine Ad	Dr. Baldwin	Neuro		
Inova Cancer Collaboration	SCT	Cancer		
SUPPORT CLINIC/BUILDING OPENINGS AND MOVES AND RAISE AWARENESS OF OFF-SITE CLINICS				
Zion Crossroads Specialty Care	Digital Billboard update	UPG	Ongoing	YES
Riverside	Pain Management expansion	Med Subs		YES
ECCCC	1st floor construction	Cancer	*May - Sept	YES
ECCCC	Pharmacy Move	Pharmacy	*July 1	YES
Haymarket	Clinic	Transplant	*June	YES
Fontaine	Encompass Health	Med Subs	*July 1	YES
Harrisonburg Peds	Acquisition	UPG	*July 1	YES
Waynesboro Primary Care	Move	UPG	Q1	YES
Emergency Department	Opening	HS	1st Patient October 16	YES
Hospital Expansion	New Beds/ Bed Tower	HS	*Ongoing	YES
Breast Care Center	Move	Cancer	9/1/20	YES
ECCCC	4th Floor Infusion	Cancer	*12/14/2019 first patients infused	YES
Battle Building	Evening Hours	Children's	TBD	YES
Peds Cardiology Richmond	New location	Children's	*July 1	YES
Culpeper Family Practice	Renovation/ Reopening	UPG	Aug/Sept	
Derm Clinic	Potential Move		will find out more mid July	
FOUNDATIONAL WORK				
Clinic Profile Video	Ortho Prosthetics and Orthotic	Ortho		
Clinic Profile Video	Trauma Clinic	Surgical Subspecialty	Broll needed; please complete before ED opening	
Clinic Profile Video	Vein & Vascular Gainesville	Radiology		
Clinic Profile Video	Waynesboro Primary Care	UPG		
Quality and Safety	Measures on the Web New	Ophthalmology		
Quality and Safety	Measures on the Web New	Surgical Subspecialties	Bariatrics complete Q1?	
Quality and Safety	Measures on the Web Update	Heart	use measures/data from excellence report	
Quality and Safety	Measures on the Web Update	Ortho		
Quality and Safety	Measures on the Web Update	Stroke	Complete	
Quality and Safety	Measures on the Web Update	NICU		
Quality and Safety	Measures on the Web	Organizational measure updates (non service line specific)	Ongoing	
Research	Referring Provider Qualitative	HS		
Research	V&V ROI Research Project		Complete Q1	
Foundational Web Work	VHL Page Content Updates	Neuro		
Foundational Web Work	NF2 Page Content Updates	Neuro	Ongoing	
Foundational Web Work	Epilepsy Page Content Updates	Neuro	Ongoing; 98% complete	
Foundational Web Work	Huntington's Disease Updates	Neuro		
Foundational Web Work	Multiple Sclerosis Updates	Neuro		
Foundational Web Work	Audiology/ENT Page Content	Med Subs	ENT Ongoing	
Foundational Web Work	Telemedicine Updates	Med Subs	Complete	
Foundational Web Work	P&O Content	Ortho	Complete	
Foundational Web Work	Peds Ortho	Children's	Ongoing	
Foundational Web Work	Peds Allergy Updates	Children's	Complete	
Foundational Web Work	PCAC Support Services Updates	Cancer	Q3/Q4	
Foundational Web Work	Nephrology	Med Subs	Ongoing	
Foundational Web Work	ILD and Other Web Edits	Med Subs	ILD complete, pulmonary ongoing	
Foundational Web Work	Rehab Updates	Ortho	Complete	
Foundational Web Work	Pharmacy Updates	Pharmacy	Complete	
Foundational Web Work	Peds Imaging Updates	Radiology/Children's	Ongoing	

Foundational Web Work	Pulmonary Program Video	Med Subs	Ongoing	
Foundational Web Work	Plastic Surgery	Surg Subs		
Foundational Web Work	Dentistry	Med Subs		
Photo Shoot	P&O	Ortho		
Photo Shoot	Exteriors	HS		
Photo Shoot	Drone Photos and Video	HS		
Quarterly Meeting		Neuro		Aug 1
Quarterly Meeting		Cancer		Aug 4
Quarterly Meeting		Ortho		Aug 2
Quarterly Meeting		Heart		Aug 15
Quarterly Meeting		Transplant		Sept 9
Quarterly Meeting		W&C		Sept 2
Quarterly Meeting		Med Subs		Aug 4