








Marketing and
Corporate Communications

Community Relations

FY19 Q4 Recap | February-April 2019

		Total Number of Activities	Attendees
	MHS Events (Service Line Booths, Health Fairs, In-house events)	84	64,584
	Corporate Employee Wellness and Prevention Program—Captured Audience (Health Education, Lectures and screenings)	10	1,506
	JDCH Safety Education and Community Engagement Events	128	91,182
	School-based Programs (in classrooms)	33	3,408
	Speakers Bureau Engagements (non-corporate events) – Captured Audience	3	150
	Total Q4 FY19	258	161,830
	Total FY19 YTD	694	606,211

Adult Service Line Awareness & Health Education

Service Line	Events	Estimated Participants
Memorial Cancer Institute	37	32,005
Memorial Cardiac and Vascular Institute	38	35,075
Memorial Neuroscience Institute	35	23,935
Memorial Rehabilitation Institute	26	14,530
Memorial Transplant Institute	13	6,540



South Florida Fertility Expo

Community Relations



Epilepsy Walk Broward

MEMORIAL HEALTHCARE SYSTEM



Heart Walk



Grand Family Expo/NBC 6 & Dr.Oz



Mayor Messam Health & Fitness Fair



Prime Expo



Adaptive Sports & Recreation Expo

MEMORIAL HEALTHCARE SYSTEM



Susan G. Komen Run for the Pink



Lustgarten Pancreatic Research Walk
Dr. Gannon



ALA's Fight for Air Climb



ACS Parkland/Coral Springs Relay for Life



CORPORATE WELLNESS (CAPTURED AUDIENCE)		
Corporate Groups	Attendees	Market
Humane Society of Broward County	20	North Broward
Banyan Air Health and Wellness Fair	150	North Broward
United TranzActions	150	South Broward
Tropic Ocean Airways	120	North Broward
Broward College South Campus	150	South Broward
Broward College Cypress Creek	100	North Broward
Broward College Central Campus	90	North Broward
Town of Miami Lakes	50	Miami Dade County
St. Thomas University	200	Miami Dade County



CORPORATE WELLENES

SPEAKER'S BUREAU (ADULT & PEDIATRIC)

Speaking Engagements: 5		Speakers: 3 physicians/ 1 staff/Total Attendees=195	
Corporate Groups	Topic	Attendees	Market
City of Hollywood/Cigna	Diabetes	30	South Broward
City of Fort Lauderdale Public Works	Colon Cancer	50	North Broward
City of Hollywood Public Works/Cigna	Diabetes	28	South Broward
Wastewater Treatment Plant/Cigna	Diabetes	12	South Broward
City of Fort Lauderdale City Hall	Colon Cancer	75	North Broward

Dr. Alan Herline
speaking on
Colorectal
Cancer.



Diabetes team
speaking
at
Public Works, City of
Hollywood.



SPEAKER'S BUREAU (ADULT & PEDIATRIC)

Health Education & Prevention (Non-Corporate)

Speaking Engagements: 3	Speakers: 1 physician/ 2 staff/Total Attendees=150		
Community Groups	Topic	Attendees	Market
Friendship Baptist Church Go Red Heart Lunch (30)	MCVI	30	South Broward
Hollywood Chamber Breakfast (60)	Memorial Health Network	60	South Broward
Hurricane Preparedness Presentation for Century Village Residents (60)	MHS Hurricane Preparedness Procedures	60	South Broward

Dr. Gedeon speaking on Heart Health.



Richard Ashenoff speaking on Memorial Health Network.



Kevin Mnich Speaking on Hurricane Preparedness Panel.



JOE DIMAGGIO CHILDREN'S HOSPITAL



City of Miami Lakes Spring Egg Hunt



Arts Council of Greater Weston
World Fest



Dr. OZ Health and
Wellness Expo



Pines Day - Kids Konnection
Safe Kids Day

JOE DiMAGGIO CHILDREN'S HOSPITAL IN WELLINGTON



JDCH Kids World Family Fun Festival



Healthy Kids Day
YMCA Boca &
YMCA Boynton Beach



Wellington Chamber
Meet Me at the Race
Sunset Strides 5K



Joe DiMaggio Children's Health
Specialty Center- Grand Opening



Boca Chamber
Community Cookout

JOE DiMAGGIO CHILDREN'S HOSPITAL



In-classroom Safety/Injury Prevention Educ.

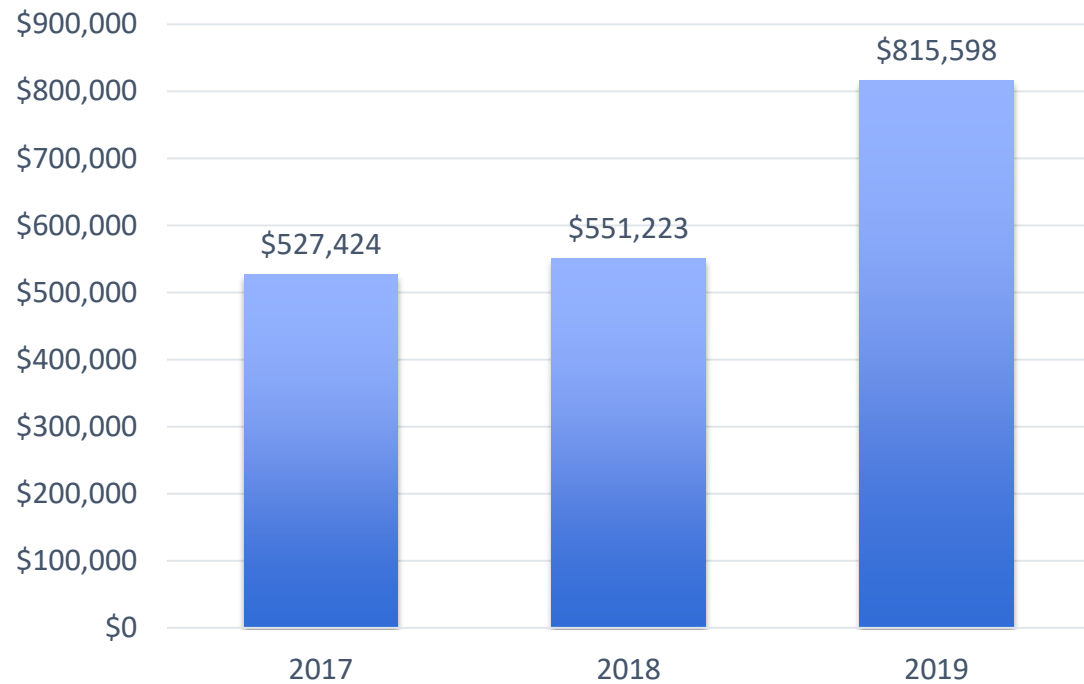
Program	Events	Participants
Home Alone Safe Alone	2	295 - 3 rd graders
Safety Town (3 parks)	2	260 - PK, & K
Teddy Bear Clinic	12	1361 - PK, & K
Poison Prevention	9	1347 - Students
CAB's of CPR	8	145 - Students
Total	33	3,408

Community Safety/ Injury Prevention Programs

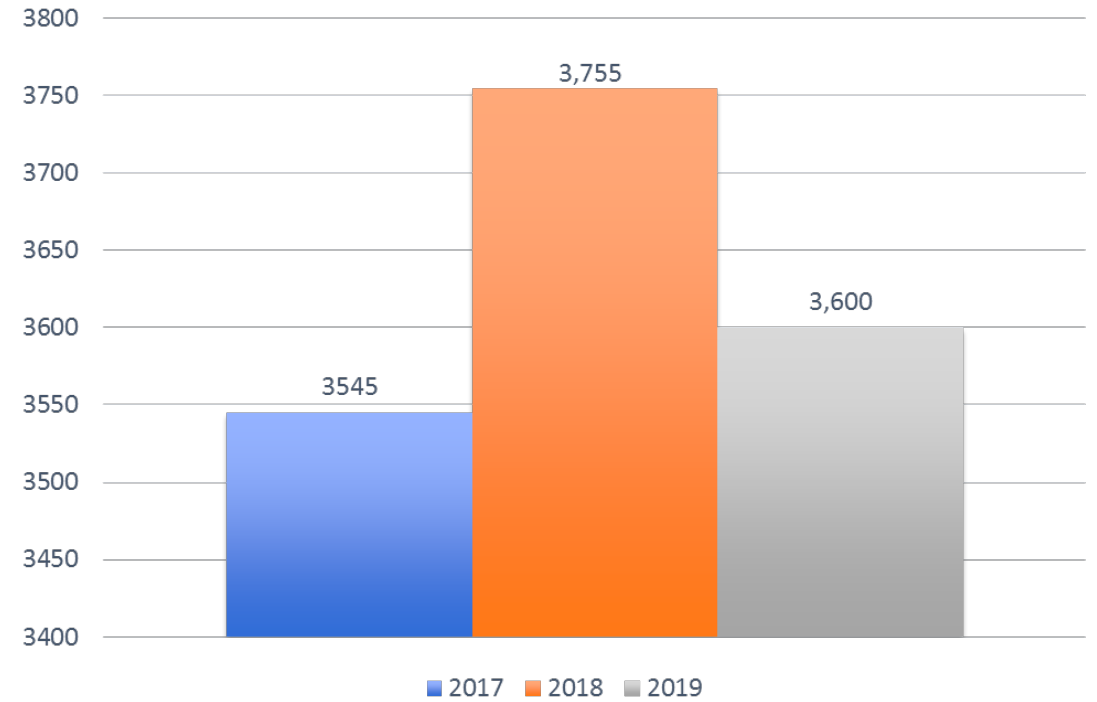
Program	Events	Participants
Car Seat Inspection	3	52 – Car Seat Checked
Safety Events	15	2,390 - Participants
Total	18	2,442



10TH ANNUAL TOUR DE BROWARD

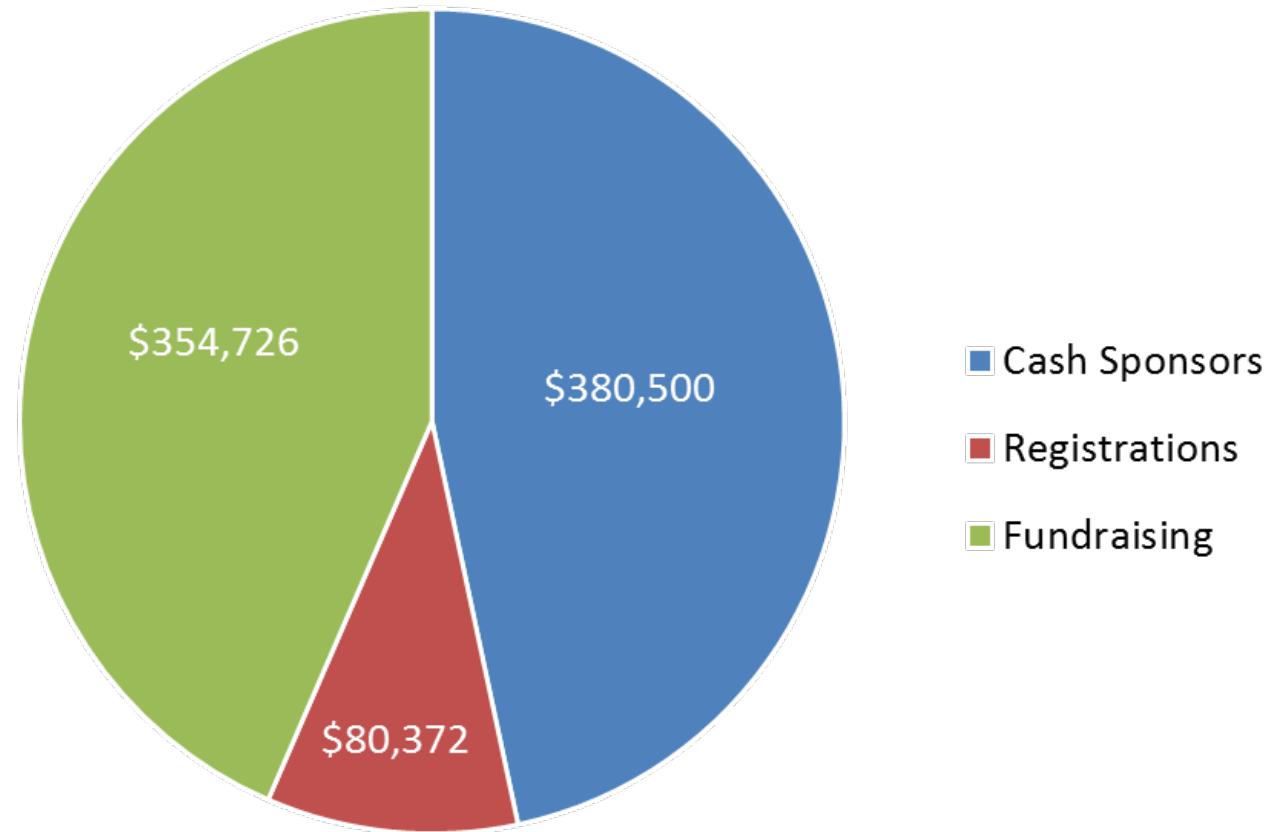


Money Raised



Registered Participants

10TH ANNUAL TOUR DE BROWARD



10TH ANNUAL TOUR DE BROWARD



PARTNERS IN EDUCATION

Partners in Education (PIE)

Active Liaisons	53
Active Schools	62
Registered Liaisons	78
Partners in Education Events	6

Liaisons by Facility

Memorial Regional Hospital	12
Memorial Regional Hospital South	10
Joe DiMaggio Children's Hospital	13
Memorial Hospital West	19
Memorial Hospital Miramar	11
Memorial Hospital Pembroke	4
Memorial Healthcare System	7
South Broward Community Health Services	1
Memorial Manor	1