Office of Communications
Highlights from FY2016

Over the last year, the Academic Health Center (AHC) Office of Communications has promoted understanding of the vital role the University’s health sciences schools play as stewards of Minnesota’s health.

The team used compelling stories to connect with audiences across multiple channels. This included transforming the AHC’s web presence, moving to a new platform that is simpler and more engaging. It included efforts to raise awareness and promote action around significant health issues such as opiate abuse. It also involved telling inspiring stories that touch the lives of people across the state and around the world.

The communications team is focused on showing how the University is leading the way to a healthier future through excellence in research, education and patient care.

### Strategic projects

#### COLLABORATING TO STUDY EFFECTS OF TRAUMATIC BRAIN INJURY AND CONCUSSIONS

The AHC collaborated on two major video projects with Hennepin County Medical Center (HCMC) to study traumatic brain injury (TBI) effects on vision, and the use of eye tracking technology to diagnose concussions.

The first was an innovative research project with the Center for Magnetic Resonance Research (CMRR) and HCMC’s Traumatic Brain Injury Center collaborating to help people who experienced TBI and still suffer from lingering vision effects.

The second video highlighted how the Department of Neurosurgery and HCMC are using multiple evaluation tools, including eye tracking, blood-based biomarkers, imaging and cognitive measures, to develop a new standard approach to help classify brain injuries, including concussions. The tools are providing information needed to guide doctors’ treatment decisions.

#### PAIN. PILL. PROBLEM.

AHC Communications worked with Governor Mark Dayton and U.S. Attorney Andy Luger to host the first “Pain. Pill. Problem.” summit at Northrop Auditorium. Key stakeholders from across Minnesota gathered to define Minnesota’s problem with prescription painkillers and determine the best path forward to reversing this critical health issue.

The day-long event drew more than 800 attendees including health care professionals, law enforcement, public health officials and community members. Attendees heard from experts in the field as well as those directly and indirectly affected by prescription drug abuse. Representatives from a number of the University’s health science schools participated in panels addressing various angles of addiction prevention and treatment.

#### TRANSFORMING OUR WEB PRESENCE

The AHC reached a major milestone in our web improvement initiative: Upgrading all sites from the old system, UMContent, to the new system, Drupal, an open-source platform used by more than 1 million sites across various industries.

Reaching this milestone moves the University of Minnesota health sciences closer to our overall vision of continuous improvement and innovation.

The new Drupal sites work well on mobile phones, tablets, and other devices and they reinforce the University’s brand through a consistent design. The sites serve audiences better through improved navigation and clearer, more compelling content.

“You and your team are such professionals and I greatly appreciate how well-informed you are keeping us about the website migration.”

—AHC web community member
Public Relations

The past year saw significant media coverage for all AHC schools and colleges. Through media outreach, social media, Health Talk and ongoing collaboration with AHC school communicators, the PR team was able to share and tell stories resulting in 9,722 media mentions. Millions of people watched, read, or listened to news stories featuring AHC research, education and clinical care.

The PR team expanded the AHC social media presence by capitalizing on emerging live broadcasting tools Periscope and Facebook Live. These tools created opportunities to showcase experts’ perspectives on trends and current topics, while featuring innovative research and engaging key audiences.

AHC Communications continued to build relationships with AHC schools, centers, departments, and collaborated with several external groups, health systems and legislators to tackle some of the biggest health challenges.

Web

In 2+ years the AHC web team transformed 165 UMContent and other web properties (formerly 275) to 74 new, improved Drupal sites serving more than 100+ AHC units, and the many audiences they serve.

The web team supported the AHC web community during this intensive process through open labs, training, online resources, consultations, and more. The team undertook the huge task of building out all content, and partnered closely with web point people throughout the AHC on their upgrade projects.

We evolved the AHC Bios System and the Nokomis web theme in Drupal, expanding styles and functionality. Launches included high profile sites such as the AHC’s colleges/schools, research centers and services, and patient-focused sites for dentistry, veterinary medicine, and the Community-University Health Care Center.

The University and AHC are leaders in how Drupal has been implemented in a university setting. The web team’s work in this area has received 9 awards, been the topic of 6 presentations to professional organizations (national and local), and groups across the University and beyond have sought our expertise and guidance.

This effort brings the AHC closer to a true web ecosystem that operates effectively, showcases impact, and helps audiences find the information they need, leading to positive perceptions that enhance the reputation of the University’s health sciences.

Creative Agency

The Creative Agency provided 750+ staff hours to help AHC departments and University partners with graphic design, writing, photography and video services. The agency coordinated $61,500+ worth of vendor services on behalf of its clients, resulting in more than 220 marketing projects.

The agency welcomed a new multimedia/video producer. The new four-story banner on the McGuire Translational Research Facility was designed by the agency, and staff contributed to a display for the AHC Office of Communications hallway.

Public and Community Affairs

We planned, coordinated and implemented programs and events to advance the AHC’s mission with stakeholders. Internal events included recognition ceremonies for faculty and students to celebrate excellence in education, clinical practice, and research. We celebrated the opening of the Microbiology Research Facility, the final building in the Biomedical Discovery District. The Health Zone at the Minnesota State Fair engaged external stakeholders through exhibitors and hands-on activities from across the AHC. Mini Medical School covered the topics of infectious disease and breakthroughs in cancer. Both sessions saw a record level of attendance.

By the numbers

Awards received: 7 from the University of Minnesota Communicators Forum, including a 4th year winning people’s choice MIKE award

Major presentations: 6 to professional organizations

Media coverage: 9,722 media hits including AHC department mentions

Web presence:
- Sites upgraded to Drupal: 74 serving 100+ AHC groups
- Members of AHC Web Community group: 421
- Web community events: 26 with 432 participants
  - 12 Drupal trainings, 198 people
  - 4 Bios trainings, 69 people
  - 6 open labs, 21 people
- Bios: 92 users, 7,000 entries

AHC Resource Hub pageviews: 410,878

Health Sciences site pageviews: 334,701

HealthTalk pageviews: 167,517

Total visitors: 135,097 from 193 countries

Visitors from MN: 32,359

Unique visitors: 114,798

Stories developed: 133

Story content: Medical School: 39; Public Health: 38; Veterinary Medicine: 11; Nursing: 6; Pharmacy: 14; Dentistry: 5

Videos:
- 24 new videos, receiving 19,000+ views on social media and AHC websites

Social media:
- 2,700+ Facebook likes
- 4,900+ Twitter followers