



Success Story: **St. James Mercy Hospital**

Products: Social Conversations | Mobile Website Design | List Optimization | Search Engine Optimization

Since 1890, the St. James Mercy Hospital has been committed to providing the Hornell, NY community and surrounding areas with their quality healthcare services. The hospital wanted their values-based culture to be reflected as they looked to ThriveHive to help them promote quality.

Local Hospital Looking to Engage with Public

St. James Mercy Hospital turned to ThriveHive for assistance in strengthening engagement with the public. ThriveHive became an extension of its team, and helped to maximize its limited internal marketing and IT resources.

Starting with 0 likes or followers on Facebook, the hospital wanted to reach new customers and be found by those looking for quality care. ThriveHive's List Optimization tackled this initiative by registering and verifying all of the hospital's information across numerous search engine and directory platforms. ThriveHive also helped the hospital to expand audience engagement by 15% in just three months.

ThriveHive's Social Conversations enhanced the hospital's social media presence and grew the number of people following the hospital's Facebook page. The hospital now has over 1,100 likes on Facebook and has expanded its audience reach. The hospital was elated with the quality of expertise. Through social media, ThriveHive helped the hospital effectively engage the public and efficiently communicated news and updates to the community.

Additionally, given the unpredictability of medical emergencies, ThriveHive's Mobile Website Design ensured patients could reach the hospital while on the go.

Results

With ThriveHive as a partner, St. James Mercy Hospital heightened its interactive digital presence and increased its engagement with the public. The hospital was elated with the quality of expertise, customer service, and value they received while working with ThriveHive.

“ThriveHive brought a level of expertise to our organization that we could not have developed internally within the confines of time and budget.”

- Kate Kreger, Director of Marketing & Communications