OUR TEAM VALUES

OUR VISION
Increasing Levels of Community Trust

OUR MISSION
Deliver compelling marketing and communications to show how the institution advances medicine by improving patient health, training future caregivers, and conducting life-changing research to benefit families and communities in New Mexico and beyond.

OUR FIVE VALUES
DEDICATION TO PROFESSIONALISM
COLLABORATION & CREATIVITY
KINDNESS & COMPASSION
FORWARD THINKING & FORWARD MOVING
INTEGRITY & HONESTY, ABOVE ALL

STRATEGY TO ACHIEVE OUR VISION:
All team members are engaged and united in spirit with resources aligned to achieve continuously increasing levels of awareness and trust in UNM Health and Health Sciences.

OUR PROMISES

TO MY COLLEAGUES | PROMISE:
Transparency, respect, support, and collaboration as we work to advance our team.

TO OUR COMMUNITY | PROMISE:
Tell compelling, authentic stories of how health care workers, teachers, researchers and learners improve the health and lives of those we serve.

TO MYSELF | PROMISE:
Strive for creative, forward-thinking solutions, to continually learn and grow and approach problems as opportunities for myself and my team.

A HUGE THANK YOU TO OUR ENTIRE MARKETING AND COMMUNICATIONS TEAM FOR YOUR DEDICATION AND VALUABLE CONTRIBUTIONS TO THIS REPORT. YOUR HARD WORK AND CREATIVITY HAVE TRULY MADE A SIGNIFICANT IMPACT THROUGHOUT THE PAST YEAR.

TABLE OF CONTENTS

THE MARKETING AND COMMUNICATIONS TEAM .................................................. 04

MARKETING
OVERALL OBJECTIVE ................................................................. 06
PAID DIGITAL AD CAMPAIGNS .................................................. 06
SPOTLIGHT ON UNM HEALTH CHILDREN’S CARE CAMPAIGN .............. 07
SOCIAL MEDIA/DIGITAL MARKETING ............................................. 07

CREATIVE TEAM
PROJECT SUMMARY ................................................................. 08
NOTEABLE CAMPAIGNS .............................................................. 09
MARQ & HAPPYFOX ................................................................. 09

COMMUNICATIONS
NEWSROOM CONTENT STRATEGY .................................................. 10
NEWSROOM SOCIAL MEDIA METRICS .......................................... 10
VIDEO & PHOTOGRAPHY ............................................................... 11
EXECUTIVE COMMUNICATIONS .................................................. 11
MEDIA RELATIONS ................................................................. 11

SOCIAL MEDIA
PERFORMANCE OF PRIMARY SOCIAL MEDIA ACCOUNTS ..................... 12
A RECORD BREAKING YEAR IN SOCIAL ........................................ 12
TOP ORGANIC POSTS ............................................................... 13

ADDENDUM
COMMUNICATIONS REPORT ......................................................... 14
SOCIAL MEDIA ................................................................. 35
CREATIVE TEAM PROJECTS ......................................................... 39
MARKETING

OVERALL OBJECTIVE

Demonstrate the value that UNM Health delivers. Remind Albuquerque and the state about the unique services and consistent performance excellence we deliver, so that voters, patients, and legislators will conclude that UNM Health is part of the fabric of our state and vital to the health and well-being of New Mexicans.

PAID DIGITAL ADVERTISING CAMPAIGNS

RESEARCH STUDY ADS

WOOD BURNING STUDY
Reach: 2,702 Impressions: 4,208

UROGYN Gotta Go Campaign
Reach: 2,702 Impressions: 4,208

AD-LITE STUDY
Reach: 2,702 Impressions: 4,208

UNM HEALTH SYSTEM ADS

UNM COMPREHENSIVE CANCER CENTER
Reach: 2,702 Impressions: 4,208

UNM CHILDREN’S HOSPITAL
Reach: 2,702 Impressions: 4,208

OTHER AD REQUESTS

PROMOTING UNMCCC RIO RANCHO SKIN CANCER SCREENING EVENT
Reach: 24,793 Impressions: 42,280

UNMCCC CHALLENGE DISCOUNT CAMPAIGN
Reach: 21,868 Impressions: 30,816

SKIN CANCER SCREENING CARLSBAD CAMPAIGN
Reach: 10,162 Impressions: 41,858

UNMH AND BERNALILLO COUNTY COMMUNITY HEALTH LISTENING SESSION
Reach: 2,702 Impressions: 4,208

HOOPS FOR HOPE
Reach: 2,702 Impressions: 4,208

NATIVE AMERICAN HEALTH LISTENING SESSION
Reach: 2,702 Impressions: 4,208

CAREER FAIR AT SRMC
Reach: 2,702 Impressions: 4,208

SPOTLIGHT ON UNM HEALTH CHILDREN’S CARE CAMPAIGN

The strategy of this campaign was to remind voters and the community that UNM Health offers the only dedicated children’s hospital in New Mexico with 13 unique specialties. The Children’s Hospital was in the market from September - January 2023 and included media for outdoor, radio, television, and print.

SOCIAL MEDIA/DIGITAL MARKETING

PAID ADS THROUGH GOOGLE AND META
Including Facebook, Instagram and Youtube

MENTIONS BY MEDIA TYPE

     \[ \text{MENTIONS} \]
     \[ \text{MAR} \quad \text{MAY} \quad \text{JUL} \quad \text{SEP} \quad \text{NOV} \quad \text{JAN} \]

     \[ \text{Online} \]

    \[ \text{Tv} \]

From March 1, 2023 – February 12, 2024, Critical Mention has assigned the following metrics for the UNM Children’s Hospital:

MENTIONS PER MEDIA TYPE

- **873 MENTIONS**
- **EARNED MEDIA Reached An Audience Of 137,167,083**
- **EARNED MEDIA Publicity Value Is Estimated At $2,916,296**

ORGANIC POSTS
Reach: 14,608 Impressions: 907,626

873 MENTIONS

1,766,135 IMPRESSIONS
9,337 CLICKS

28 TOTAL DIGITAL AD POSTINGS IN 2023
CREATIVE TEAM

In the past year, our creative team delivered 22 distinct services seamlessly across 14 individual departments. Our team successfully brought countless projects to life and developed creative solutions in a dedicated effort to increase trust in UNM Health and Health Sciences, and help further community engagement.

2,696 TOTAL MARKETING PROJECTS
378 more than in 2022

CREATIVE TEAM PROJECT SUMMARY

![Chart showing number of projects by type and requesting department]

REQUESTING DEPARTMENTS

- UNM HSC: 43%
- Clinical: 48%
- Academic: 6%
- Leadership: 6%
- Research: 2%

REQUESTING ORG DEPARTMENTS

- UNM: 35%
- NM Health: 24%
- Lucidpress: 18%
- Happy Fox: 10%
- Other: 15%

MARQ

PROJECT ACTIVITY

Marq switched over from Lucidpress July 2022 which explains the drop in users in July, as new licenses were distributed.

8,599 TOTAL PROJECTS CREATED IN MARQ

NOTABLE INITIATIVES

1. COMMUNITY BENEFIT REPORT
2. 2022 RESEARCH ANNUAL REPORT
3. UNM HEALTH SIGNAGE CRITICAL CARE TOWER
4. 2023 HEALTH EQUITY SUMMIT
5. UNM HEALTH & HEALTH SCIENCES STRATEGIC PLAN

TOTAL TICKETS WERE CREATED IN 2023

388
COMMUNICATIONS

NEWSROOM CONTENT STRATEGY

The strategy of the UNM Health and Health Sciences Newsroom is to tell clinical, research and academic stories in a compelling and meaningful way. And also to create engagement with our community, our internal audience and news media. To do this, our team continues to explore new ways to tell our story through print, strong photo and video, and social media.

HSC NEWSROOM PAGE VIEWS

Total views from Jan. and part of Feb. 2023 are not complete due to analytics migration issues.

TOTAL NEWSROOM STORIES
About one story every business day of 2023

238

TOTAL VIDEO PROJECTS

Leadership Videos
Program Videos
Newsroom Story Videos

12
36
127

HSC NEWSROOM SOCIAL MEDIA METRICS

Including HSC Newsroom Page, Facebook, Instagram, LinkedIn, and TikTok

347
397,000
23,900
4,800

NEWSROOM RELATED POSTS
IMPRESSIONS
ENGAGEMENTS
CLICKS

Facebook, LinkedIn, X (Twitter) only

VIDEO & PHOTOGRAPHY

537
38
174

INDIVIDUAL EMPLOYEE HEADSHOTS CAPTURED
TOTAL EVENTS PHOTOGRAPHED
TOTAL VIDEO PROJECTS

MORE THAN 115

EVP/CEO EVENTS AND MESSAGES

40+

INTERNAL MEETINGS

12

BOARD REPORTS

12

LISTENING TOURS

10

TOWN HALLS

10

LEGISLATIVE EVENTS

9

CONVOCATIONS

8

DONOR EVENTS

4

OTHER EXTERNAL EVENTS

3

MEDIA INTERVIEWS

EXECUTIVE COMMUNICATIONS

MEDIA RELATIONS

UNM Health and Health Sciences mentions captured by UNM’s paid service Critical Mention

TOTAL NEWSROOM STORIES

About one story every business day of 2023

238

TOTAL VIDEO PROJECTS

Leadership Videos
Program Videos
Newsroom Story Videos

12
36
127

NATIONAL TV

6,071,412
$633,640

TOTAL AUDIENCE
TOTAL PUBLICITY VALUE

ONLINE & PRINT

5,404,423,136
$69,308,634

TOTAL AUDIENCE
TOTAL PUBLICITY VALUE

SOCIAL

3,968,000
$99,200

TOTAL AUDIENCE
TOTAL PUBLICITY VALUE
SOCIAL MEDIA

PRIMARY ACCOUNTS

Primary accounts comprise of UNM Health & Health Sciences’ 13 social media accounts representing UNM Health Sciences, UNM Hospital, and UNM Sandoval Regional Medical Center.

A RECORD BREAKING YEAR IN SOCIAL

In the spring of 2023, UNM Health’s TikTok video showcasing the various scrub colors at UNM Hospital and their respective job associations broke the record as our most engaging post of all time. The video garnered an impressive 1,166,024 views on TikTok, establishing itself as the highest-viewed content in the record books on the platform (527,377 was the previous record, 45.2% increase).

In the year 2023, primary social media accounts reached a remarkable milestone by accumulating a total of 6,607,046 video views. This achievement not only surpassed the record set in the previous year but did so with an extraordinary increase of 286%, illustrating the substantial growth and impact across digital platforms. This surge in video views is a testament to the continued success and expanding reach of our social media efforts. (Video views in 2022 = 1,709,635)

39.9% FOLLOWER GROWTH RATE ACROSS ALL PLATFORMS

3. UNM HEALTH TIKTOK

Scrub Colors Educational Video

Total Engagements: 19,072
Reach: 518,510

4. UNM HEALTH FACEBOOK

Sterile Processing Department Reel

Total Engagements: 16,439
Reach: 754,196

5. UNM HEALTH TIKTOK

Solar Eclipse Safety

Total Engagements: 12,445
Reach: 452,154

1. UNM HEALTH TIKTOK

Total Engagements: 45,709
Reach: 1,166,024

2. UNM HEALTH TIKTOK

Day in the Life of a Child Life Specialist

Total Engagements: 39,949
Reach: 527,377

TOP 5 ENGAGED ORGANIC POSTS

1. UNM HEALTH TIKTOK

Total Engagements: 45,709
Reach: 1,166,024

Scrub Colors Educational Video

WHAT THE DIFFERENT SCRUB COLORS MEAN AT UNMH

2. UNM HEALTH TIKTOK

Total Engagements: 39,949
Reach: 527,377

Day in the Life of a Child Life Specialist

3. UNM HEALTH TIKTOK

Total Engagements: 19,072
Reach: 518,510

UNM SOM White Coat Ceremony

4. UNM HEALTH FACEBOOK

Total Engagements: 16,439
Reach: 754,196

Sterile Processing Department Reel

See how surgical tools are cleaned

5. UNM HEALTH TIKTOK

Total Engagements: 12,445
Reach: 452,154

Solar Eclipse Safety

Solar Eclipse Viewing Safety Tips

FOLLOWER GROWTH RATE ACROSS ALL PLATFORMS

FACEBOOK

TOTAL FOLLOWERS: 32,194
32.8% INCREASE

INSTAGRAM

TOTAL FOLLOWERS: 19,969
20.5% INCREASE

LINKEDIN

TOTAL FOLLOWERS: 10,984
31.7% INCREASE

TIKTOK

TOTAL FOLLOWERS: 7,718
1,227% INCREASE

TWITTER

TOTAL FOLLOWERS: 6,722
3.1% INCREASE
2023 COMMUNICATIONS PROGRAM REPORT

MEDIA RELATIONS PROGRAM

2023 STRATEGY
Our media relations strategy in 2023 was tied to a number of goals:

• Increasing awareness and enhancing the reputational standing of UNM Health and Health Sciences’ units, programs, missions, research, achievements, providers, faculty, staff, and students.
• Solidifying UNM Health and Health Sciences as New Mexico’s premiere health care authority on any and all health care related information.
• Ensure that all communication strategies complimented and supplemented paid marketing efforts.
• Increasing academic standing and reputation, particularly in the areas of health sciences research and academic achievements.
• Ensuring content created for the HSC Newsroom is spread through the media relations program.

MEASURING SUCCESS

2023 Health/Health Sciences Mentions

This chart signifies all of the news media mentions for 2023 as captured by UNM’s paid service Critical Mention. As a measurement of this program’s success, we look for three key indicators:

1. Publicity Value: The media captured in this report was earned, meaning UNM did not pay for these mentions. However, if we had paid for this media, the publicity value assigned by Critical Mention tells us what that would have cost.
2. Audience: This measurement tells us the potential audience that was reached over time. This number should not be interpreted as the exact number of people who were exposed to a news media story about UNM, but rather – the audience who had the chance to hear the mention.
3. Mentions: This measurement is a raw number of times a UNM Health and Health Sciences unit, program, or story was in the news.

Since this is the first year using Critical Mention as a media clipping service, and 2023 is the first full year of an integrated marketing and communications team, we propose 2023 is our baseline to which we measure metrics year over year.

We can also measure our success in this program in a few other ways. For example, partnerships with our local TV, radio, and newspapers outlets from the state are critically important to fostering positive and trusting relationships. From May – June 2023, a partnership brokered by MarCom created an 8-part series focused on pediatric care at the UNM Children’s Hospital with KOBT-TV. In this series, Anna Duran, MD, Associate Chief Medical Officer at UNMCH, appeared live each Monday morning in the 6am hour of KOBT-TV’s highly rated morning news program. In this series, Dr. Duran and anchor Danielle Todesco spoke about healthy eating habits for children, mental wellness, summer safety tips, allergies, and a number of other health related items that are beneficial for parents.

2024 STRATEGY
Going into 2024, goals created in 2023 will carry over, with additional refinement and focus. Because Bernalillo County voters will vote to extend UNM Hospital’s mill levy in November, the media relations program will largely focus on ensuring this group of voters understand and appreciate the many UNM Health’s clinical enterprise makes their community safer and healthier. Additionally, the communications team will work in extra alignment with the marketing and social media divisions so that content created can cross pollinate across traditional news media and geo-targeted social media.

We’re extending media partnerships including one that is extremely lucrative for UNM Health. For more than 40 years, Dr. Barry Ramo has been KOAT-TV’s medical expert. As he looks toward retirement, we’ve brokered an agreement that replaces Dr. Ramo with Abinash Achrekar, MD, a cardiologist in the UNM Health System and the Vice Chair of Medicine at the School of Medicine. Each week, Dr. Achrekar tapes three segments in KOAT’s studio where he offers health advice on various topics.
HSC NEWSROOM CONTENT DEVELOPMENT PROGRAM

2023 STRATEGY
The strategy of the UNM Health and Health Sciences Newsroom is to tell the clinical, research and academic stories of UNM Health and Health Sciences in a compelling and meaningful way to create engagement with our community, our UNM Health and Health Sciences audience and news media. To do this, our team continues to explore new ways to tell our story through print, strong photo and video, and social media.

MEASURING SUCCESS
This chart reflects page views of the HSC Newsroom month over month in 2023. Of note, total views from Jan. and part of Feb. 2023 are not complete due to analytics migration issues.

![Chart showing page views by month in 2023](chart.png)

The following is the story count by HSC Newsroom contributors month in 2023:

<table>
<thead>
<tr>
<th>Month</th>
<th>Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>23</td>
</tr>
<tr>
<td>February</td>
<td>23</td>
</tr>
<tr>
<td>March</td>
<td>29</td>
</tr>
<tr>
<td>April</td>
<td>18</td>
</tr>
<tr>
<td>May</td>
<td>19</td>
</tr>
<tr>
<td>June</td>
<td>20</td>
</tr>
<tr>
<td>July</td>
<td>11</td>
</tr>
<tr>
<td>August</td>
<td>17</td>
</tr>
<tr>
<td>September</td>
<td>24</td>
</tr>
<tr>
<td>October</td>
<td>21</td>
</tr>
<tr>
<td>November</td>
<td>18</td>
</tr>
<tr>
<td>December</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>238</td>
</tr>
</tbody>
</table>

NEWSROOM METRICS BREAKDOWN:
The HSC Newsroom experienced significant staff turnover in 2023 with both content creators and newsroom leadership. Despite those challenges, except for a dip in July, content creation remained consistent. The newsroom published a total of 238 stories last year which averages out to about one story every business day of 2023.

In addition, the average views of newsroom stories per month remained high (between 18,000 to 25,000 views from February through August). In September, the content development team had a new newsroom team in place with a focus on patient-centered, visual storytelling; incorporating compelling and impactful videos alongside print stories featured on the HSC Newsroom site.

During the last few months of the year, the new team also worked more collaboratively with our social media team to strategize new ways to showcase stories through our various platforms (HSC Newsroom page, Facebook, Instagram, LinkedIn, and TikTok).

SOCIAL MEDIA METRICS:
- 347 Total Newsroom related social media posts
- 397,000 Impressions
- 23,900 Engagements (reactions, comments, shares, clicks)
- 4,800 Link Clicks (Facebook, LinkedIn, X (Twitter) only)

SOCIAL MEDIA METRICS BREAKDOWN
The high number of impressions (397,000) suggests that the newsroom content is reaching a significant audience, contributing to brand visibility and awareness.

The engagement rate, as indicated by reactions, comments, shares, and clicks (23,900), demonstrates that the audience is actively interacting with the content. A higher engagement rate often signifies content relevance and resonance with the audience. The engagement rate is approximately 6.03%, which generally is considered a good engagement rate for social media content. Industry benchmarks may vary, but a rate above 3-5% is often seen as positive. This suggests that a significant portion of the audience is actively interacting with the newsroom content, which is a positive indicator of engagement.

The substantial number of link clicks (4,800) is a positive sign, indicating that users are not only viewing but also taking action by clicking on provided links. This could be indicative of effective call-to-action strategies and compelling content.

In summary, the analytics suggest a strong performance in terms of reach, engagement, and user actions, reflecting a successful strategy with social media and the newsroom.
**TOP 10 STORIES**
(based on combined engagement from HSC Newsroom site and social media)

- UNM Researchers Discover Cholesterol-Lowering Vaccine
- UNMH Employees Save Bicyclist
- Teen Shooting Victim to Become Nurse
- UNM Research: Contaminated Drinking Water
- ICU Nurse Receives Award
- UNM Health Expands Gender-Affirming Health Care
- Mountain Medicine
- UNM Researchers: Knee Arthritis Treatment
- UNM Researchers: Wildfire Smoke
- Mountain Medicine
- UNM College of Nursing Midwifery Grant

**NEWS MEDIA STRATEGY**
The HSC Newsroom Content Development team also evolved strategies to increase national and local news media pickup. Those strategies have included creating engaging newsroom stories ahead of an event to draw interest as well as creating separate video and sound packages that we send directly to news media to use immediately (vs. scheduling separate interviews afterwards). That continues to prove successful including over the winter holiday break with media airing and re-airing a single positive story about an SRMC employee a total of 10 times.

**2024 STRATEGY**

**STRATEGIC CONTENT CREATION PLANNING/EXECUTION**
A big goal in 2024 is to focus on strategically creating content that aligns with our mission areas: clinical, research and academic stories. This will involve prioritizing projects/events ahead of time and creating a decision tree to help determine which additional stories and projects we should take on. For example, in 2024, the UNM Hospital mill levy vote will be a strategic priority for the newsroom. Our team will work on a plan to create a consistent cadence of stories highlighting the important work and services happening at the hospital and across the health system. Another key focus for our clinical areas will be quality improvement. We’ve already had ongoing conversations with UNM Hospital CEO Kate Becker and UNM Hospital Chief Quality and Safety Officer Rohini McKee, MD, and are working on developing storylines in this area.

We would also like to be more strategic on the execution of our news stories. That will involve considering timing of publication, focusing on our audience, and bringing in our social media team for additional support and ideas. We will also be breaking traditional format when telling stories, incorporating things like Q&As, fact boxes that break down complex information, and experimenting with new ways to tell our video and photo stories.

Additionally, we will be creating a system to track the number of stories we are doing each month that tie to our clinical, research and academic mission areas to ensure we are consistently covering each area.

**TELLING OUR RESEARCH STORY**
Research is an area we recognize as an opportunity to grow within our new team. We also know this is a priority for UNM Health & Health Sciences leadership. Our goal starting in 2024 is to publish at least one research story a month. The hope is we can generate enough content so we can eventually create a tab exclusively for research on our website, and always have stories up to date in that category.

To achieve this, we plan to network regularly with key researchers within UNM Health and Health Sciences. The work to identify these key researchers has already begun. Our team has a comprehensive contact list; the next step will be to make sure those contacts know our team and we create consistent touchpoints to ensure we are in-step with significant research happening across UNM Health Sciences.

We are also working to refine the way we tell our research story. To make this form of content—which can be complex—more digestible for readers of diverse audiences, we will include summaries or bullet points to break down the science at the top of each article. We will also encourage researchers to break down their work into 60 seconds so that it’s easier to understand for mass communications and can also be shared by our social media team.

**CONTINUE TO EVOLVE SOCIAL MEDIA COLLABORATION**
The relationship between the HSC Newsroom and our social media team continues to grow and evolve. In 2024, our team will engage our social media team in weekly conversations about upcoming content and the best and unique ways to get our stories out to a broader audience. We’d like to continue discussions with the HSC Social Media Manager about the UNM Health & Health Sciences YouTube page and how we can more effectively use the platform to showcase the incredible videos being produced by our team.

**HSC NEWSROOM WEBSITE REDESIGN**
At the end of 2023, our content development team put significant focus on researching best practices from top U.S. academic health institutions when it comes to their newsroom sites. Taking into consideration those practices, our team’s storytelling strengths and aligning both with our mission areas and strategic goals, we came up with a new website design we believe will be more effective. Moving into 2024, we’re looking forward to working with UNM’s web team, marketing team and leadership to make progress on a website that, like our newsroom strategy, tells the clinical, research and academic stories of UNM Health and Health Sciences in a compelling and meaningful way to create engagement with our community, our UNM Health and Health Sciences internal audience and external news media.
EXECUTIVE COMMUNICATIONS & SPECIAL PROJECTS PROGRAM

2023 STRATEGY
This program has largely been formalized in 2023 and continues to evolve. From January- May, Michael Haederle was largely responsible for executive-level communications directly supporting Doug Ziedonis, MD, MPH, Executive Vice President of UNM Health Sciences and CEO of the UNM Health System. However, upon Haederle’s retirement the responsibilities fell to the Communications Division. At the time, the team strategized how to formalize this program to ensure Dr. Ziedonis was sufficiently supported for all communications needs.

At the time, the EVP/CEO Events Smartsheet was launched following multiple brainstorming sessions with staff in the EVP/CEO office to better track the EVP’s internal and external events and communications needs. This was a new way for MarCom to work together with the EVP/CEO office to ensure Dr. Ziedonis has what he needed to speak at and attend. The goal for this new way to collaborate is to stay on top of upcoming events, reports, and speeches as needed. Also implemented are weekly meetings with EVP/CEO office staff to review current and new requests as well as weekly meetings with Dr. Ziedonis to discuss upcoming items, ask questions, review slides and ensure Dr. Ziedonis has what he needs to be successful. In addition, we formalized weekly communications meetings with Dr. Ziedonis so that we had a set time to discuss any and all communications matters. We also changed the cadence of Dr. Ziedonis’ communications from quarterly to weekly to the Health and Health Sciences community to increase his visibility and help keep that audience informed of important announcements.

MEASURING SUCCESS
Since this program started tracking duties and responsibilities associated with supporting Dr. Ziedonis, MarCom has assisted/supported more than 115 EVP/CEO events and messages. They include the following:
- Town Halls: 10
- Convocations: 9
- Legislative events: 10
- Internal meetings: 40+
- Donor events: 8
- Media Interviews: 3
- Board reports: 12
- Listening tours: 12
- Other external events: 4

THIS PROGRAM COORDINATED, SUPPORTED, AND PARTICIPATED IN 32+ EVENTS:
- 2 UNM Hospial! Diaper Drive at Men’s and Women’s Basketball games
- 10 Town Halls covering strategic planning, College of Nursing Dean candidates, DEI climate assessment survey
- 6 Webinar/News conferences for DEI Black History month, UNMH LEADing to Excellence, MDC/UNMH Partnership press conference, Fall/Winter respiratory illness news conference, NM Sex and Gender Minority Health Summit
- 2 UNM Office of Research events honoring HSC faculty
- 7 Internal department meetings
- Groundbreaking event for Crisis Triage Center
- Ribbon cutting for Neurology/Senior Health Clinic
- Topping ceremony for CON/COPH building
- 2023 Balloon Fiesta tent
- 2023 Balloon Fiesta donor events

THIS PROGRAM COORDINATED SEVERAL SPECIAL PROJECTS INCLUDING:
- EVP/CEO website updates
- Strategic planning IdeaScale
- Strategic planning website creation and updates
- 2023 Health Equity Summit website creation and updates
- HSC Marketing and Communications internal survey
- Homeless Coordinating Council webinar support
- Board of Regents HSC Committee meeting technical support
- HSC Newsroom pitch meeting technical and administrative support

2024 STRATEGY
In 2024, the communications division will continue evolving best practices in executive communications strategies. Some ideas include:
- Continue to assess and evaluate the EVP/CEO event review and tracking process to streamline the process while efficiently and effectively gathering information to ensure Dr. Ziedonis is set up for success.
- Implementation of the 2024 EVP/CEO participation request form for internal and external entities to request Dr. Ziedonis to attend and/or speak at various events to provide the EVP/CEO team with as much information as possible in a timely manner.
- Along with the launch of this form will be continuing education to internal and external community about the new way to reach out to EVP/CEO office for speaking/attending requests.
- Create a template for convocation events to ensure all appropriate information is gathered, including speaking needs and general topics to speak about.
- Creating and refining templates to streamline event planning and project management.
INTERNAL COMMUNICATIONS PROGRAM

2023 STRATEGY

The strategy guiding internal communications at UNM Health and Health Sciences revolves around fostering clear and effective communication among staff, faculty, learners, clinicians, and other stakeholders. This includes utilizing various channels to disseminate important information, updates, and initiatives. The channel most often used is listserv communications distributed through Mailchimp. Examples include weekly system-wide newsletters (currently known as HSC Connects), area-specific communications (such as School of Medicine Dean’s message), and clinical area newsletters (such as SRMC Briefings, sent twice weekly).

Additional approaches include collaborations with the HSC Newsroom and social media teams, videographers and photographers, and departments/areas in need of internal communications support. The goals of this strategy are to enhance collaboration, keep the community informed, and promote a cohesive and well-informed environment within the health sciences community.

Decisions are made for UNM HSC Internal Communications through a strategic approach that includes:

- **Ongoing Needs Assessment:** Identifying the communication needs of different departments and stakeholders within the Health Sciences system, by requesting and receiving updates on a regular basis.
- **Audience Analysis:** Understanding the demographics, preferences, and communication styles of the target audience to tailor messages effectively.
- **Channel Selection:** Choosing appropriate communication channels based on the nature of the message, such as inclusion in system-wide weekly communications, articles and features in the HSC newsroom, area-specific communications, etc.
- **Collaboration:** Regular engagement with communications representatives and leadership of the various entities throughout the health system, to ensure the unique and shared needs of all audiences are being met.
- **Consistency and Frequency:** Ensuring consistency in messaging, to the best of our ability, and determining the frequency of communication to maintain engagement without overwhelming the audience.
- **Communications Tools:** Reviewing and assessing technology and tools as needed. For example: Assessing the primary communications platform (Mailchimp) and identifying a platform that better fits the needs of organization (Constant Contact) to improve internal user experience and audience engagement.

For messaging that need to reach the entire Health and Health Sciences community, the HSC Internal Communications Manager typically drives that communication. All SRMC internal communications are also managed via this program. UNM Hospital, Medical Group, Project ECHO, College of Nursing, and the College of Population Health have a dedicated person managing internal communication, but those staff members are closely aligned with MarCom. MarCom continues to assist the School of Medicine and Coile of Pharmacy with internal communication needs due to vacancies.

MEASURING SUCCESS

Internal Communications metrics are currently tracked through Mailchimp. Details are shown and outlined below for HSC Connects, as it is our largest and most far-reaching communication.

**Monitor performance**

<table>
<thead>
<tr>
<th>Emails sent</th>
<th>Open rate</th>
<th>Click rate</th>
<th>Unsubscribe rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>768,296</td>
<td>36%</td>
<td>1.8%</td>
<td>0.01%</td>
</tr>
</tbody>
</table>

Our second largest communication is the twice-weekly SRMC Briefings. This brand new evolution for SRMC communications is also sent and tracked through Mailchimp, and we are particularly proud of its swift growth and highly successful engagement. The details of those metrics are included in the specific SRMC Internal Communications section, which follows HSC Internal Communications.

Of significant note—SRMC did not have any formalized internal communications methods, platforms, or strategies until a new director of communications was hired. Working with SRMC’s CEO/President, the director of communications hired staff and tasked them with creating an SRMC internal communications program that was responsive and helpful to SRMC’s leadership, providers, and staff.

In 2023, we were able to cut our number of emails by 50% from the previous year, which is a huge accomplishment. In both communications surveys we’ve conducted since March 2019, audiences resoundingly requested a reduction in the number of emails they receive every day.

The most recent data (2022) illustrates that as an academic health system, we are ahead of the curve for employee email engagement in both education (28.5%) and health care services (23.7%).

Our open rate took a slight dip, which can be attributed to the significant amount of feedback we received in the 2023 communications survey about HSC Connects being too long to engage with on a regular basis.

We also saw an 8.7% increase in our click rate and a very impressive 37% decrease in our unsubscribe rate. Both statistics point to our audiences being pleased with the efforts we made to reduce the number of emails sent through our listserv.
In examining the increase in click rate, a clear spike is shown in April of 2023. This can be attributed to our highest performing emails, which were sent on April 6 and April 13, 2023. The latter email launched the DEI Climate Survey, and the former featured an extremely popular article on how to navigate allergy season in New Mexico.

**DEI Climate Survey Launch (4.13.23)**

In 2023, we also conducted an Internal Communications Survey, with an engagement rate of nearly 500 responses. This is a healthy and typical response rate, especially considering the survey-heavy year.

The details of those survey results are compiled in a separate document and are available to Dr. Ziedonis and his executive team.

---

**HSC Connects April 6**

In 2023, we also conducted an Internal Communications Survey, with an engagement rate of nearly 500 responses. This is a healthy and typical response rate, especially considering the survey-heavy year.

The details of those survey results are compiled in a separate document and are available to Dr. Ziedonis and his executive team.

---

**SRMC Internal Communications: Measuring Success**

The strategy for internal communications for SRMC is to create weekly messaging that aligns with the hospital’s values, principles, and behaviors. A key driver of this strategy is SRMC’s weekly communication, the SRMC Briefing, which gives staff and providers important information pertaining to day-to-day work, policies, procedures, events, and strategic priorities. The SRMC Briefing also celebrates the successes of SRMC staff and providers.
2023 was an important year for SRMC internal communications. For the first time, the hospital had a person from the MarCom Communications Division dedicated to working with SRMC leadership to develop an internal communications plan. That work started in February with SRMC’s CEO/President and her executive leadership team. Eventually a survey was developed and sent to all SRMC staff and providers to weigh in on what they’d like to see in their internal communications.

On May 8, 2023, the new SRMC Briefing was launched through MailChimp to create both an aesthetically pleasing, professional look and to track analytics. The SRMC Briefing started as a daily communication and then after additional conversations with staff and leadership, evolved to a bi-weekly communication (Monday and Thursday). The Monday communication includes a message from SRMC CEO/President Jamie Silva-Steele which, for the first time ever, created a regular cadence of communication from the hospital’s president. In 2023, the SRMC Briefing was a critical vehicle for communication during SRMC’s integration under UNM Hospital’s license.

In 2023, the SRMC Briefing was a critical vehicle for communication during SRMC’s integration under UNM Hospital’s license. In addition to delivering important information, the communication also celebrates the team monthly with Provider Kudos (messages directly from SRMC patients) as well as SRMC Spotlights, which are profiles highlighting the work of individuals and/or teams throughout the hospital.

MAIL CHIMP ANALYTICS MAY 8 – DEC. 22ND, 2023:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate</td>
<td>45%</td>
</tr>
</tbody>
</table>

From the launch of the SRMC Briefing in May to the end of December, the open rate moved up from an impressive starting point of about 39% to nearly a 46% open rate. On average, 41% of the SRMC audience is opening the SRMC Briefings every week. Also, in comparison to other MailChimp audiences in UNM Health & Health Sciences campaigns, content within SRMC’s Briefing was the second most clicked behind HSC Connects with just over 4,000 clicks between May and December compared to about 5,500 clicks inside HSC Connects.

ALL UNM HEALTH & HEALTH SCIENCE AUDIENCE CLICKS MAY 8 – DEC. 22ND, 2023.
2024 STRATEGY
The internal communications goals for 2024 focus on enhancing collaboration, transparency, and engagement within the organization. This includes but is not limited to:

ENHANCED COLLABORATION:
Foster a collaborative culture by implementing communication strategies that encourage cross-departmental and interdisciplinary collaboration among the myriad departments, schools, and areas of UNM Health and Health Sciences.
Chief among this goal are two items:
• The full implementation of Constant Contact as our new communications platform, and
• The rollout of The Pulse as our newly revamped weekly communication, designed in response to the feedback we received from the internal communications survey.

EMPLOYEE ENGAGEMENT:
Continue to develop and implement initiatives to boost employee engagement, based on the feedback received from our audiences in the internal communications survey. This may include regular updates on organizational achievements, promoting recognition programs, and opportunities for staff to provide feedback.

WELLNESS AND HEALTH PROMOTION:
Using the surgeon general’s report as a guide, communicate wellness initiatives and health promotion activities to support the overall well-being of employees, providing resources and information on physical and mental health.

RESPOND TO DIVERSITY, EQUITY, AND INCLUSION (DEI) CAMPUS CLIMATE SURVEY:
Collaborate with HSC DEI to bolster communication around DEI initiatives, promoting a diverse and inclusive environment, and keeping the workforce informed about related policies, programs, and actions being taken in response to the 2023 Campus Climate Survey.

STRATEGIC GOAL ALIGNMENT AND SUPPORT:
Align internal communications with the broader strategic goals of UNM Health Sciences, ensuring that communication efforts contribute to the achievement of the organization’s mission and vision. Support leadership in the development of a strategic communications plan and assist in implementing as needed.

RELATING TO SRMC INTERNAL COMMUNICATIONS, 2024
GOALS INCLUDE:
INCREASED ALIGNMENT WITH UNM HOSPITAL COMMUNICATION ON KEY MESSAGING
Moving into 2024, it will be critical that SRMC’s internal communication messaging align with UNM Hospital’s key messaging for staff and providers. This work began in 2023 during the integration of SRMC under UNM Hospital’s license. The goal is to continue to work closely with UNM Hospital’s internal communications manager on messaging that affects all hospital staff as well as incorporating UNM Hospital’s strategic goals like Right Care 2.0 to ensure that staff from both hospitals are clear on goals and their roles to help achieve success.

SRMC SPOTLIGHT STRATEGY
In 2023 we launched the SRMC Spotlight to highlight the work of individuals and teams at SRMC. Moving into 2024, the goal will be to take a strategic approach to these profiles ensuring we are covering different areas of the hospital in a meaningful way. We’d also like to increase the SRMC Spotlight from one, to two per month (one individual, one team) and include leadership from UNM Hospital so SRMC staff can get to know them as well.

RETURN OF SRMC STETHOSCOPE
As we look towards the evolution of the SRMC Briefing and ways to provide meaningful information, in 2024 the goal will be to consider bringing back a monthly newsletter that includes items like the SRMC Spotlights, Provider Kudos, big events of the month instead of doing those items in separate weekly communications. The goal would be for weekly communications to relay must-have, day-to-day information with more in-depth content going into a monthly newsletter.

PHOTOGRAPHY & VIDEO SERVICES PROGRAM

2023 STRATEGY
In 2023, this program was largely responsible for a number of tasks including providing headshots for faculty and staff across UNM Health and Health Sciences, and providing photography and videography for the HSC Newsroom, creative services, and executive communications.

Headshots were scheduled one day a week to be taken in the UNM Health & Health Sciences Studio. Each week the schedule alternated between Tuesday, Wednesdays, and Thursdays to provide options to staff and faculty. Departments that wanted to schedule a photography session out of the studio needed a minimum of 20 individuals to sign up and an adequate location to serve as a mobile studio. These sessions were scheduled based on request. Periodically walk-in sessions were scheduled and open to staff and faculty.

Video services were handled in two parts. First, requests submitted through the Happy Fox ticketing system via Project Request page on the UNM Health & Health Sciences Marketing & Communications webpage. Second, video projects could be assigned during our weekly Pitch Meetings to correspond and supplement HSC Newsroom stories.

MEASURING SUCCESS

PHOTOGRAPHY PRODUCTION
HSC Studio Photography
• Individual employee Headshots captured: 537
• Studio No Shows: 58
• Headshot Cancellations: 160
Portrait sessions other than staff/faculty headshots
38 total events were photographed by the Health & Health Sciences Marketing & Communications Photographers.

- 6 of the events photographed were with Dr. Ziedonis
  - HSC Department Visits
  - Department Pizza Delivery
  - Healthcare Workforce Panel
  - Research Annual Report

- 32 events held by a UNM Health & Health Sciences Department
  - Research Annual Report:
    - Thomas Resta and other researchers
    - Bryce Chackerian and Kathryn Frietze
    - Ryan Cangiolosi and Elizabeth Kuuttila
    - Roland Tomlinson
    - Voyo Deretic, AIM
    - Hengameh Raissy
    - Byron Hughery
    - All-purpose lab and research photos
    - Orthopaedics & Rehabilitation Labs photos
    - Sara Piccirillo and Yoli Sanchez
  - Rowan Taraneh, Alzheimer Neurology story
  - Crisis Triage Center Construction
  - HHS at Carrie Tingley PICU and NICU
  - STEM, UNMH Childrens Hospital
  - Zachary Larry
  - Childlife Donation Ceremony
  - ISUBI Ribbon Cutting
  - UNMH New Tower Beam Topping
  - Patricia Siegel reshoot
  - Dean Finn and others, School of Medicine awards
  - David Pitcher Retirement party
  - Choco Calendar
  - SRMC Art Exhibit
  - SRMC Native Dancers event
  - Research Annual Awards
  - Center for Reproductive Health
  - Lobo Sports Medicine
  - Truman Health Services
  - Center for Life Integrative Medicine
  - UNM Center for Development and Disability Pediatrics
  - UNM Department of Dental Medicine Residency Clinic
  - Health Equity Summit

VIDEO PRODUCTION

Total Video Projects: 174

Leadership Video Production
(11 videos done with Dr. Ziedonis)
- Project ECHO End of Year Message
- College Basic Needs Video
- Tableau Video
- SOM Resident Welcome Video
- Health Sciences Executive Vice President/ Health System CEO intro message Video
- UNM Foundation Video
- Big Give Thank you with Doug Ziedonis and Don Godwin
- Doug Ziedonis introduction for David Schade
- Doug Ziedonis introduction for Nursing Week
- Doug Ziedonis intro for Voyo Deretic
- Project ECHO MetaECHO Conference
- Dean Patricia Finn welcome video
- SRMC UNM CEO New Year Video - Kate Becker and Jamie Silva-Steele

Marketing/ Recruitment and Program Video Production
(127 Total Program Videos)
- CON Research Videos (13 total videos)
  - Patricia Watts Kelley
  - Melissa Lehan Mackin
  - Mary Pat Couig
  - Katie Kivlighan
  - Barbara Damron
  - Elizabeth Dickson
  - Roberta Lavin
  - Stephen Hernandez
  - Katie Zychowski
  - Sharon Ruyak
  - John Yu
  - Beth Tigges
  - Jongwon Lee
- Cancer Center Shared Resources Videos (8 total videos)
  - Animal Models
  - Behavioral Measurement & Population Science
  - Bioinformatics
  - Biostats
  - Flow Cytometry
  - Genomics
  - Human Tissue Repository & Tissue Analysis
  - Fluorescence Microscopy
- Pediatric Hospital Medicine Fellowship Video
• Pediatrics Overview Video
• Pediatric Oncology Video
• Childhood Cancer Awareness
• Cancer Center Training & Educations Video
• ASL – Patient Rights & Responsibilities Video
• Child Abuse Fellowship Video
• HSC Overview Video
• COG Kids Care App Videos
• EVS Bed Cleaning and Instruction FDA Spanish Video
• Project ECHO Meta ECHO Conference
• Tom Szymanski capture broll and edited a conference wrap video
• Jett Loe capture interviews and broll
• College of Population Health Virtual Campus Tour
• SRMC Nurse Recruitment Videos
• On Family
• Life in Rio Rancho
• Supportive SRMC
• SRMC Mural Artist, new version for 2023
• ISUBI Opening
• Center for Reproductive Health
  • staff interviews
  • information for patients
• Lobos Love Pink Breast Cancer Awareness Interview
• In-House Selfie Training video
• CDMC Parking Explainer
• HSRR Field Trip polish
• Psychiatric Department Recruitment
• Dustin Richter, Ortho Story for Communications
• David Schade presentation re-edit
• ASAP Addiction Fellowship Recruitment
• Ian Cady award for Communications
• EMS Media Training
• Music in Medicine story for Communications
• Catalysis Workshop
• Adrian Larson arrival at SRMC for Communications
• Street Medicine story for Communications
• ECHO Structured Literacy Explainer
• UNMH New Tower Helipad
• Choco visits UNMH Child life
• Choco promo
• Go Girl Summit
• BEST Study recruitment
• Lobo Cancer Challenge
• Dean Patricia Finn School of Medicine student welcome
• OMI Forensic Pathology Fellowship, Part 1

• Cholesterol Research
• Navajo Wellness
• UNM Inspiring Graduates
• Cytopathology Fellowship Recruitment video
• Endocrinology Fellowship Vid (update)
• Anesthesiology Resident Video (2)
• Hank Spellman
• Natalie Addleley
• College of Nursing Video
  • Meet a professor – Dr. Carolyn Montoya (updates)
• Neonatology Fellowship Video
  • Update video with new division chief – Dr. Janell Fuller
• Southwest Clinical Trials Network
  • Create YouTube Playlist and update 12 pre-recorded videos.
• Nephrology Fellowship Video
• Rheumatology Fellowship Video

HSC Newsroom Story Video Production
• Allergy Survival Guide
• Community to Careers: Community Health Workers (5 videos)
  • Community Health Workers
  • Natalie Wray
  • Loida Varela
  • Venice Caballos
  • Savannah Courtenay
  • Both newsroom story video and social video
• Healthy Eating During Thanksgiving
• Med Lab Professionals
  • Both newsroom story video and social video
• Q&A Video with Santa Claus
• Sun Safety Tips with Dr. Durkin
• Heart Surgery Video with Lobo Football player Aaron Smith
• Advance Practice Provider Videos Stories (2 videos)
  • Cleft Palate Surgery “Another Smile”
  • Patient Story with Dr. Rachel Camp
• Childhood Cancer Awareness Vignette
• Espey/ Body – Family Doctor Video Story
• Primary Care Physician Video – Importance of having a Primary Care Physician
• Choco Gotcha Anniversary Video
• Albuquerque Cooling Center Video
• Identifying Signs of Depression
• Lifeguard 40th Anniversary with Amy Armbruster – Ariana’s Story
• SDOH Student Experience Video
  • Interview with Dr. Art Kaufman
• National Wear Red Video
• Community to Careers:
  • Victoria Freeman
• UNM’s Cholesterol Vaccine Video
• SRMC Heart Attack Hero Video
• UNM Doctor Saves Cyclist Video
• UNM Health Care Workforce Panel Video
• UNM Mountain Medicine Video
• Native American Heritage Month Video
• UNM Dr Dutton in NYC Marathon Video
• UNM Pharmacist Melanie Dodd Video
• Social Determinants of Health Video
• SRMC Art Show Video
• Thanksgiving Vaccines and Turkey Giveaway Video
• UNM Blanket Distribution Video
• UNM Gunshot Survivor to Nurse Video

2024 STRATEGY
A key goal in 2024 is to minimize the number of no-show/cancellations and increase availability of studio headshots by half. To do so, the program manager will promote available sessions by pushing out information on digital boards and taking advantage of internal communication platforms.

Additionally, in late 2023 photo and video services were divided between the Marketing and Communications Division due to growing demand of photo/video projects. This evolution has led to creative services projects managed through Marketing and HSC Newsroom content, executive communications, and headshots requests managed through Communications.

2023 SOCIAL MEDIA REPORT

GRAPHICS
• 840 total graphics designed for social media in 2023 (31.1% of all content)
• This content generated 500,000+ Impression, 10,000 + Engagements, 4,000+ post clicks

Campaigns
A campaign is outlined as either a thematic series of graphics, such as “Health Tips,” which is consistently promoted throughout the year, or collaborative graphics crafted for specific events or initiatives, such as the “Lobo Diaper Drive” or a series of listening sessions.

UNMCH Facility Dog Fund Calendar Promotion
• BERNCO/UH Listening Sessions
• UNMCH Lobo Diaper Drive
• UNMCH Radiothon
• UNMH Health Tip Infographics
• 5 Myths About the Flu; Sun Safety, Pool Safety; Where to Go When You Are Sick; 4 Tips for Hosting an Alcohol-Free Party; Gun Safety
• Awareness Days/Heritage Months
  • UNM Health Suicide Awareness Month
  • Resources; What to Do If Someone Opens Up to You; Events
  • Black History Month, Hispanic Heritage Month, Native American Heritage Month, LGBTQ+ Pride Month, Women’s History Month
  • Resources, events coverage, videos and staff highlights

Top 10 Posts Featuring Graphics
• U.S. News & World Report: Best Graduate School Rankings (FB)
• MBSAQIP: SRMC Bariatric Surgery Accredited Center (FB)
• U.S. News & World Report: Best Hospital Rankings (IG)
• Nurses Week: Staff Highlight, Brandon Thompson, RN, BSN (FB)
• U.S. News & World Report: Best Graduate School Rankings (LI)
• Women’s History Month: Staff Highlight, Milly Ledwith, MA (FB)
• Albuquerque the Magazine: Albuquerque’s Top Docs (LI)
• Health Tips Series: Where to go When You are Sick (FB)
• SRMC Recruitment: Staff Highlight, Katie Whittaker, RN (FB)
• U.S. News & World Report: Best Hospital Rankings (LI)
INSTAGRAM STORY ANALYTICS

Total Instagram Story Posts 2023 vs 2022
• 2022: 487 posts
• 2023: 1,124 posts (130.8% Increase)

Instagram Story Growth in 2023
• 130.8 % Increase in cadence (total posts)
• 629,064 Impressions (155.5% Increase)
• 552.23 Average reach per post (11.2% Increase)
• 31,251 Story Taps Back (164% Increase)

In 2023, we implemented a strategic initiative to enhance our presence on Instagram Stories. By increasing our focus and cadence on this feature, we made significant progress in expanding our reach and engagement on the platform. Instagram serves as a key channel for brand discovery, with 62% of surveyed individuals expressing heightened interest in a service after encountering it in Stories. Consequently, we achieved a substantially 155.5% increase in our reach throughout the year. Moreover, audience behavior within Stories provides valuable insights. A high exit or skip rate indicates that our content may not be effectively capturing attention. Conversely, back taps indicate that our content resonated with viewers, prompting them to revisit it. We are delighted to report a substantial 164% increase in back taps during 2023. These achievements underscore our commitment to delivering compelling and engaging content on Instagram Stories, fostering stronger connections with our audience and driving meaningful interactions.

Instagram Story Series
• What’s Happening This Week (Posted Monday mornings)
  • 45 weeks covered
  • Highlighting 182 events
• In the News (Posted Friday morning)
  • 48 weeks covered
  • Highlighting 184 HSC Newsroom Stories
• Instagram Stories Takeovers:
  • HSLIC Staff
  • Office of Continuous Professional Learning Event
  • CON Rio Rancho 5th Year Nursing Student
  • CON Taos Campus Student
  • COPH UNM Student
  • COP Outreach Day Event
  • Maternal Fetal Medicine Fellow
  • Women’s Health Q&A
  • Mental Health Q&A

Lobo POV (Authentic look into what life is like at UNM):
• Total number of #LoboPOV posts: 19
• Day in the Life Content: 7 Videos
  • OT 2nd Year Student
  • PT Student
  • SOM 1st Year Student
  • PMR Resident
  • PT Student Trivia
  • SOM Student Trivia
  • PA Student Trivia
• Analytics:
  • 103,297 Impressions
  • 4,528 Engagements
  • 103,297 Video Views

Photography, Video, and Event Coverage
Provided Photography and Video Services/Coverage at 50+ events in 2023 (examples below):
• Welcome Back Days
• Martin Luther King Jr. Walk
• Lobo Diaper Drive
• Thank a Resident Day at UNMH
• MDC/UNMH Partnership Press Conference
• Aflac Visits UNM
• UNMH Blanket Distribution
• UNMH Native American Market
• Lobos Love Pink Basketball Games
• UNMH CCT Beam Signing
• UNM School of Medicine Match Day
• UNM College of Pharmacy Pinning Ceremony
• Nurses Day at UNM Hospital
• UNM COPhil, UNM SOM, UNM CON, and UNM COP Graduation Ceremonies (Spring and Fall)
• Pride Parade
• Smith’s Check Presentation to UNMCH
• UNM SOM White Coat Pick Up and BBQ
• UNM SOM White Coat Ceremony
• UNM COP White Coat Ceremony
• UNM CON Pledge Ceremony (Spring and Fall)
• Balloon Fiesta
• National Pharmacist Day
• Flying Santa Visits UNMCH
• UNM COP Outreach Day
• HSC Wellness Art Walk Launch
TIKTOK

Despite being only a couple of years old, UNM Health’s TikTok presence made substantial strides in 2023. Throughout the year, UNM Health garnered an impressive 7,718 new followers and achieved a notable 3,737,499 video views on the platform. Notably, three of our top ten posts of all time were posted on the platform in 2023, each surpassing 500,000 views. This signifies a remarkable growth trajectory and resonant engagement with our audience on TikTok.

**Projected Numbers**

- **6,485,230 Video Views on TikTok**
- **266,930 Engagements (16% increase)**
- **7,718 new followers (17% increase)**
- **3,737,499 views on the platform**
- **30 Engagements (161% increase)**
- **Sessions (198% increase)**
- **23 Posts (150% increase)**
- **10 Projects (150% increase)**
- **553 Social Media Videos in 2023 (18% more than 2022)**
- **5,543,266 Impressions (19% increase)**
- **17,713 Average Reach per post (179% increase)**
- **266,930 Engagements (16% increase)**
- **6,485,230 Video Views (220% Increase)**

**2023 CREATIVE TEAM PROJECTS**

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Type</th>
<th>Org Structure</th>
<th>Requesting Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNMHHealth-HepC-Ads-300x250px-Cure A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x250px-Cure B</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-320x500px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-468x60px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-468x60px-Care B</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care B</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-970x250px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-970x250px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-970x90px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-468x60px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-468x60px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care B</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x600px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x250px-Cure A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x250px-Cure B</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-320x500px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-468x60px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-468x60px-Care B</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care B</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x600px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x250px-Cure</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-320x500px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-468x60px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care B</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x600px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x250px-Cure</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-320x500px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-468x60px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care B</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x600px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x250px-Cure</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-320x500px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-468x60px-Care</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-728x90px-Care B</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x600px-Care A</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
<tr>
<td>UNMHHealth-HepC-Ads-300x250px-Cure</td>
<td>A/B</td>
<td>Clinical</td>
<td>Clinical &amp; Programs</td>
</tr>
</tbody>
</table>
1.5_One Week “Art Show” | Digital Flyer (1920x1080)

1.5_One Week “Next week” | Digital Flyer (1920x1080)

1.5_One Week “Art Show” | Digital Flyer (1920x1080)

1.5_One Week “Art Show” | Digital Flyer (1920x1080)

2_Day of - Close | “Take the Survey” | Digital Flyer (1920x1080)

2_Day of - Close | “Take the Survey” | Digital Flyer (1920x1080)

2_Day of - Close | “Take the Survey” | Digital Flyer (1920x1080)

2_Day of - Close | “Take the Survey” | Digital Flyer (1920x1080)

3_Close - 2 Weeks Post | “Thank you for taking the Survey” | Digital Flyer (1920x1080)

3_Close - 2 Weeks Post | “Thank you for taking the Survey” | Digital Flyer (1920x1080)

3_Close - 2 Weeks Post | “Thank you for taking the Survey” | Digital Flyer (1920x1080)

3_Close - 2 Weeks Post | “Thank you for taking the Survey” | Digital Flyer (1920x1080)

3_Close - 2 Weeks Post | “Thank you for taking the Survey” | Digital Flyer (1920x1080)

3_Close - 2 Weeks Post | “Thank you for taking the Survey” | Digital Flyer (1920x1080)

3_Close - 2 Weeks Post | “Thank you for taking the Survey” | Digital Flyer (1920x1080)

3_Close - 2 Weeks Post | “Thank you for taking the Survey” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)

2.5_Week of | “Art Show” | Digital Flyer (1920x1080)
<table>
<thead>
<tr>
<th>Task Description</th>
<th>Project Management</th>
<th>UNM HSC</th>
<th>MARCOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Sciences</td>
<td>Medical Month-Host, April 1-30, 2023</td>
<td>Project Management</td>
<td>UNM HSC</td>
</tr>
<tr>
<td>UNM Center for Adult Critical Care logo: SM/CN, UCAM ID</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Dr. Z Town Hall March 2023 Digital Flyer</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>UNM Annual Community Engaged Research Lecture Poster Template</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>UNM Annual Research Lecture Poster</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>UNM Annual Research Lecture Digital Flyer</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>UNM Annual Research Lecture Digital Flyer Template</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>SmartSheets update calendar update to 2023 from 2022</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>MarComm Relaunch Project Plan</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>UNM Big Give: Set Up Future Items (pending upcoming meeting)</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>MarComm Information Update at Strategic Planning Meeting</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>UNH - Review Font License Agreements</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>MarComm Collab Teams Channel Graphics</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Balloon Fiesta 2017</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Balloon Fiesta 2017</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Bar Code Change 2023</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Structure Change Presentation</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Marq Report / 2023 Proposal</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Updates to MarCom website</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Lil' Lobos Driver Drive QR Stickers</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Deli Office Document</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Add smartSheets categories</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Separate Video &amp; Photo Services on HappyFox</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>MarComm Collab Teams Channel Graphics</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>Mental Health Month - Upload assets to Marq</td>
<td>Project Management</td>
<td>UNM HSC</td>
</tr>
<tr>
<td>MarCom Channel Graphics</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Quiz for Bim storage: help / meet with Nicki / problem solving</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Information Sessions</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Redefine Health Sciences Review</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Redefine of Files</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Redefinition of Templates to Groups</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Redefinition of Users</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Upload templates to MarCom website</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Marq Reduct 2023</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Change ALL passwords: HSHS</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Restructure Groups</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>HS Group Admin</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>HS Group Users</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Redistribute of Brand Templates to Groups: HS</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Redistribute of Images to Groups</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Redistribute of Files Users</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Training: Update Training Presentation</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>MarComm Relaunch 2023</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Redistribute of Licenses to Users</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>Training Schedule Training Dates</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Structure Groups</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Review Applicants</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Restructure Groups of Health</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Restructure Groups</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>SOM: Redistribute of Brand Templates</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>System: Redistribute Groups</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>HS Group Admin: Permissions</td>
<td>Project Management</td>
<td>UNM HSC</td>
<td>MARCOM</td>
</tr>
<tr>
<td>MARQ Approval</td>
<td>UNMHSC - HealthSciences_SDOH101_General_Certificate 8 x 11</td>
<td>Lucidpress - Approvals UNMHSC UNMHSC UNMHSC UNMHSC</td>
<td>Lucidpress - Approvals UNMHSC UNMHSC UNMHSC UNMHSC</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------------------------------------------------</td>
<td>---------------------------------------------------</td>
<td>---------------------------------------------------</td>
</tr>
<tr>
<td>Marketing Plan April 2023</td>
<td>Marketing Plan April 2023</td>
<td>Marketing Plan April 2023</td>
<td>Marketing Plan April 2023</td>
</tr>
<tr>
<td>PREP Basement for influx of items</td>
<td>PREP Basement for influx of items</td>
<td>PREP Basement for influx of items</td>
<td>PREP Basement for influx of items</td>
</tr>
<tr>
<td>Wellness Art Walk</td>
<td>Wellness Art Walk</td>
<td>Wellness Art Walk</td>
<td>Wellness Art Walk</td>
</tr>
<tr>
<td>Wellness Art Walk</td>
<td>Wellness Art Walk</td>
<td>Wellness Art Walk</td>
<td>Wellness Art Walk</td>
</tr>
<tr>
<td>Wellness Art Walk</td>
<td>Wellness Art Walk</td>
<td>Wellness Art Walk</td>
<td>Wellness Art Walk</td>
</tr>
<tr>
<td>Update Signatures</td>
<td>Update Signatures</td>
<td>Update Signatures</td>
<td>Update Signatures</td>
</tr>
<tr>
<td>Ray Banner sign BHR to Dr. Day</td>
<td>Ray Banner sign BHR to Dr. Day</td>
<td>Ray Banner sign BHR to Dr. Day</td>
<td>Ray Banner sign BHR to Dr. Day</td>
</tr>
<tr>
<td>Onboard Laura to the team</td>
<td>Onboard Laura to the team</td>
<td>Onboard Laura to the team</td>
<td>Onboard Laura to the team</td>
</tr>
<tr>
<td>Onboard Laura to the team</td>
<td>Onboard Laura to the team</td>
<td>Onboard Laura to the team</td>
<td>Onboard Laura to the team</td>
</tr>
<tr>
<td>Onboard Laura to the team</td>
<td>Onboard Laura to the team</td>
<td>Onboard Laura to the team</td>
<td>Onboard Laura to the team</td>
</tr>
<tr>
<td>Graphics from Bridgidge</td>
<td>Graphics from Bridgidge</td>
<td>Graphics from Bridgidge</td>
<td>Graphics from Bridgidge</td>
</tr>
<tr>
<td>UNMHSC Health Sciences - NHAQ Go Red Event - Table and Photo Shoot</td>
<td>UNMHSC Health Sciences - NHAQ Go Red Event - Table and Photo Shoot</td>
<td>UNMHSC Health Sciences - NHAQ Go Red Event - Table and Photo Shoot</td>
<td>UNMHSC Health Sciences - NHAQ Go Red Event - Table and Photo Shoot</td>
</tr>
<tr>
<td>Photo for M Huerliers retirement</td>
<td>Photo for M Huerliers retirement</td>
<td>Photo for M Huerliers retirement</td>
<td>Photo for M Huerliers retirement</td>
</tr>
<tr>
<td>Wellness Art Walk</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Wellness Art Walk</td>
<td>Uplooad to Zenfolio Export for Web</td>
<td>Wellness Art Walk</td>
<td>Uploaad to Zenfolio Export for Web</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
<tr>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
<td>Photos</td>
</tr>
</tbody>
</table>
UNM - Licensing Approvals 11/9
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 11/10
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 10/24
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 10/26
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 10/18
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 11/15
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 11/13
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 11/28
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 11/29
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 11/30
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 12/13
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 12/12
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 12/8
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 12/11
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 12/1
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 12/4
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 1/4
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 1/8
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM - Licensing Approvals 1/2
Promo
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training
UNM HSC
UNM HSC
UNM HSC
UNM HSC
UNM Health Sciences - Brand Training Session
Training