



MARKETING AND COMMUNICATIONS
2024 IMPACT REPORT

**EMPOWERING CARE,
RESEARCH & EDUCATION
FOR A HEALTHIER
NEW MEXICO**

OUR TEAM VALUES

OUR VISION

Increasing Levels of Community Trust

OUR MISSION

Deliver compelling UNM Health Sciences (HSC) 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 Sciences.

OUR PROMISES

TO MY COLLEAGUES I PROMISE:

Transparency, respect, support, and collaboration as we work to advance our team.

TO OUR COMMUNITY

I PROMISE TO:

Tell compelling, authentic stories of how health care workers, teachers, researchers and learners improve the health and lives of those we serve.

TO MYSELF I PROMISE TO:

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 HSC **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 ADVERTISING CAMPAIGNS	06
SPOTLIGHT ON UNM HEALTH SIGNS CAMPAIGN	06
SPOTLIGHT ON UNM HEALTH POSION CONTROL CAMPAIGN	07

CREATIVE TEAM

PROJECT SUMMARY	08
MARQ & HAPPYFOX	08
NOTABLE PROJECTS	09
PHOTO & VIDEO	09

COMMUNICATIONS

EXTERNAL CONTENT CREATION	10
INTERNAL COMMUNICATIONS	10
VIDEO & PHOTOGRAPHY	11
EXECUTIVE COMMUNICATIONS	11
MEDIA RELATIONS	11

SOCIAL MEDIA

PERFORMANCE OF PRIMARY SOCIAL MEDIA ACCOUNTS	12
FOLLOWER GROWTH	13
TOP ORGANIC POSTS	13

SCHOOL OF MEDICINE

ADDITIONAL SUPPORT FOR ACADEMICS	14
COMMUNICATIONS	14
NOTABLE SOM PROJECTS	15
SOCIAL MEDIA	15

MARKETING & COMMUNICATIONS TEAM

LEADERSHIP

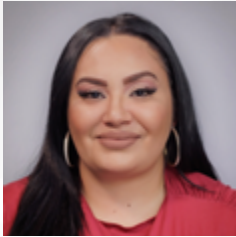


Melissa Romine
Senior Director,
UNM Health
Sciences Marketing &
Communications

OPERATIONS



Nicki Garcia
Senior Business
Manager



Cassandra Morales
Administrative
Coordinator

COMMUNICATIONS



Chris Ramirez
Director of
Communications



Ivy Berres
Senior Project
Manager &
Event Planner



Allan Stone
Multimedia Services
Manager



Elizabeth Sandlin
Internal
Communications
Manager

MARKETING



Carly Newlands
Director of Marketing



Sara Mota
Art Director



Jett Loe
Senior Public
Relations
Specialist



Byron Hughey-Geer
Senior Brand
Manager &
Graphic Designer



Brianna Mortensen
Senior Public
Relations Specialist



Tom Szymanski
Communications &
Outreach Specialist



Kandace Donaldson
Academic
Communications
Specialist

SOCIAL MEDIA



Jill Rothenberg
University
Communications Rep



Claire Hannon
Senior Graphic
Designer



Sarah Head
Graphic Designer



Brittany Markward
Graphic Designer



Julian Gutierrez
Social Media
Manager



Mckaela Arviso
Social Media
Content Specialist



Michelle Nichols
Social Media
Content Specialist

MARKETING

OVERALL OBJECTIVE

Demonstrate the value that UNM Health delivers. Remind Albuquerque and the state about the unique services and consistent 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

UROGYN STUDY

LOBO CANCER CHALLENGE

POISON CONTROL

HEALTHY BRAIN AND CHILD DEVELOPMENT STUDY

CENTER FOR REPRODUCTIVE HEALTH - VASECTOMY / WOMEN'S WELLNESS

UNM HOSPITAL LISTENING SESSIONS

SRMC VOLUNTEER PUSH

FLU SHOT CLINICS

CANCER CENTER STEM EVENT

SKIN CANCER SCREENINGS

SPOTLIGHT ON UNM HEALTH "SIGNS" CAMPAIGN

The strategy of this campaign was to remind the public that UNM Health is a core part of the community, providing valuable health services so that patients and voters will continue supporting the organization for years to come.



GOOGLE VIDEO ADS

739,000

TOTAL CLICKS

5,370

TOTAL IMPRESSIONS

COMMUNICATION EFFORTS

In the three months leading up to the UNM Hospital mill levy vote, the media relations team pitched HSC Newsroom content to local media and worked with UNM Hospital providers and leadership to ensure interviews could be facilitated.



99

MENTIONS



\$31,027,889

PUBLICITY VALUE

META RESULTS

PAID ADS THROUGH FACEBOOK & INSTAGRAM

5,695 LINK CLICKS

692,895 VIDEO VIEWS

61,525 ENGAGEMENTS

98

ORGANIC POSTS

Reach per Post: 9,027
Impressions: 853,047

SPOTLIGHT ON UNM HEALTH POISON CONTROL CAMPAIGN

RADIO RESULTS



PODCAST

82,109 IMPRESSIONS



STREAMING

549,201 IMPRESSIONS



BROADCAST

2,019,327 IMPRESSIONS

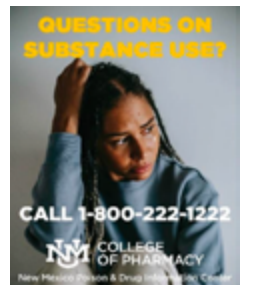
DIGITAL ADS

93,994

TOTAL IMPRESSIONS

28

CALLS MADE



POISON CONTROL COMMERCIAL

2,237

CLICKS

199,610

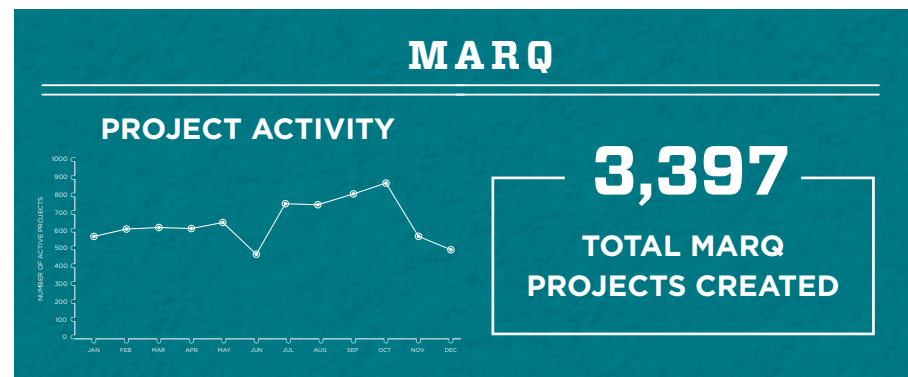
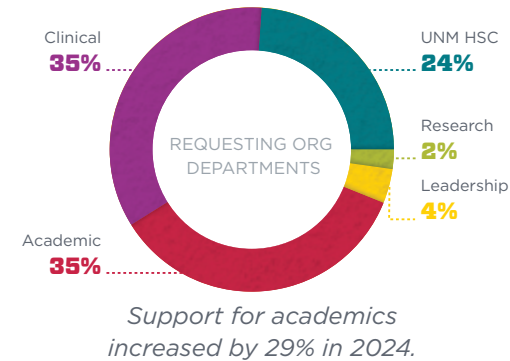
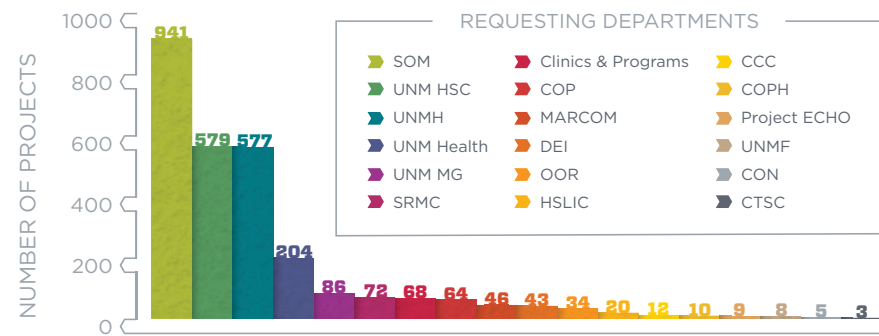
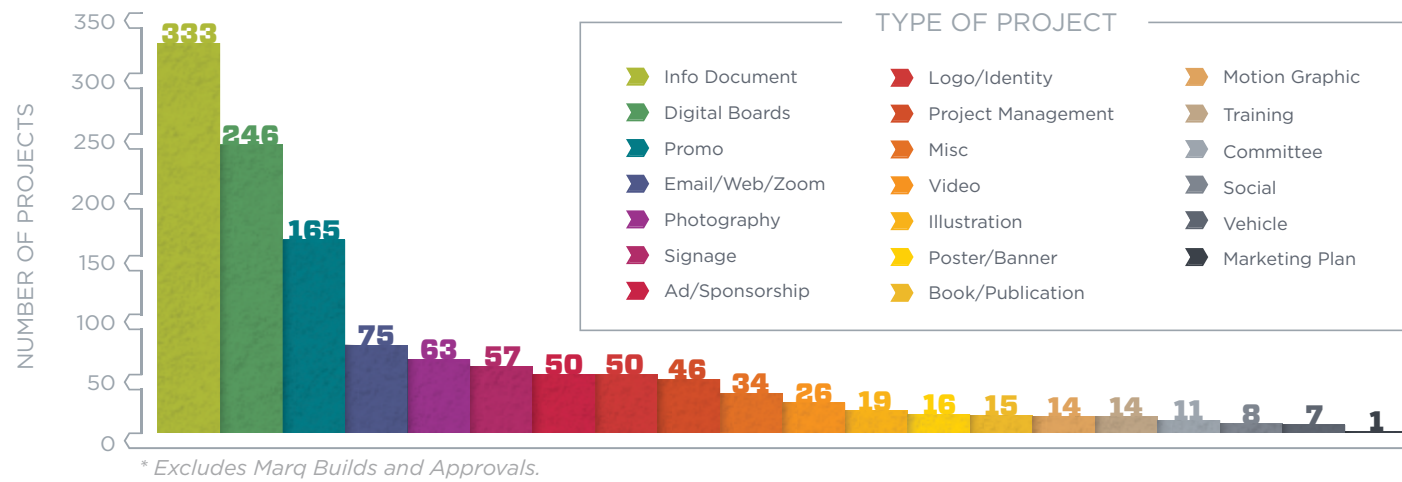
IMPRESSIONS

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 Sciences, and help further community engagement.



CREATIVE TEAM PROJECT SUMMARY



NOTABLE PROJECTS



2024 RESEARCH ANNUAL REPORT
Summarized key findings and outcomes of research activities over the past year.



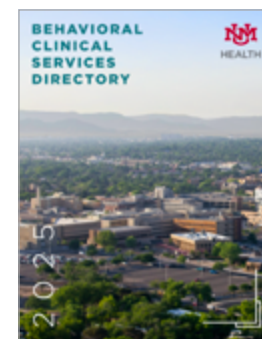
PROJECT ECHO GENDER EQUITY ANIMATION
Highlighted key issues and solutions through Project ECHO's collaborative approach.



UNM HOSPITAL COMMUNITY HEALTH NEEDS ASSESSMENT
Evaluated UNMH services and goals that address health needs and trends in New Mexico.



2024 PRESS GANEY SURVEY CAMPAIGN
Promoted participation in an employee engagement survey, and helped improve engagement.



UNM HEALTH BEHAVIORAL CLINICAL SERVICES DIRECTORY
Lists available behavioral health resources and providers at UNM.



ONE UNIVERSITY
Created unified guidelines for celebrating key observances across UNM, as part of our One University mission.

PHOTO & VIDEO



UNMH LIFEGUARD MARKETING PHOTO PROJECT
The UNMH Lifeguard Team assembles at their hanger at the Albuquerque International Sunport.



HEALTHY MEALS MAGAZINE ARTICLE
A Santa Fe school child eats watermelon as part of a Healthy Meals initiative supported by the College of Population Health.



PROJECT ECHO DIABETIC AWARENESS VIDEO SERIES
A diabetic patient talks about his road to recovery, helped in part by UNM's Project ECHO.

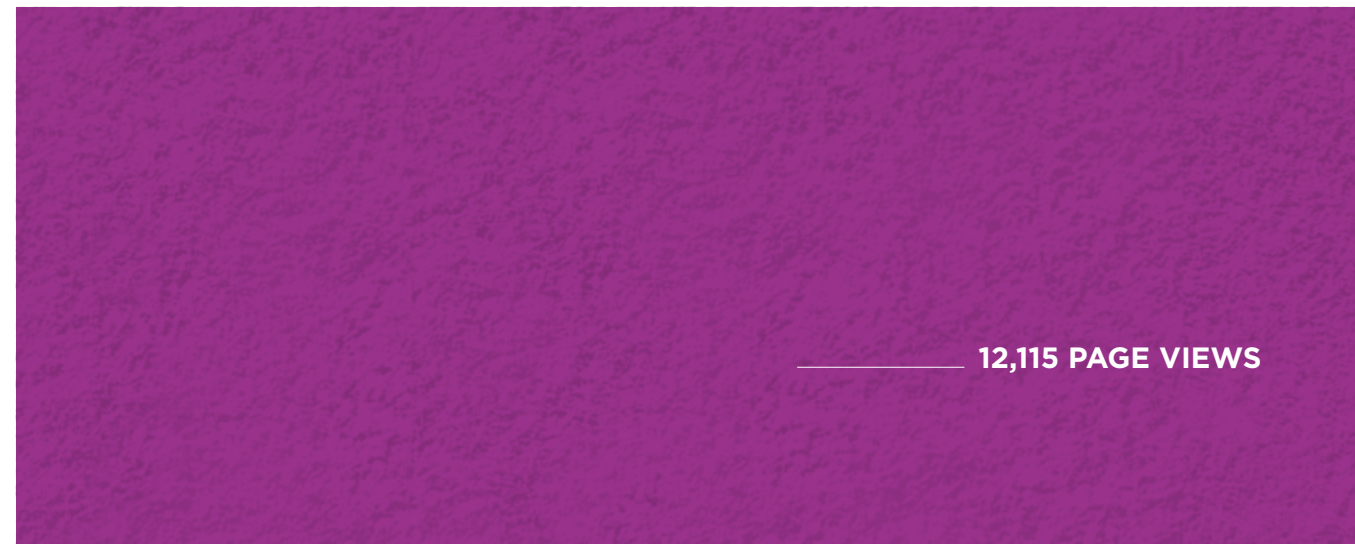
COMMUNICATIONS

CONTENT CREATION

The HSC Newsroom had a busy and successful year. Stronger collaboration with the HSC social media team and new partnerships allowed us to share Newsroom content with a broader audience, increasing overall site viewership.



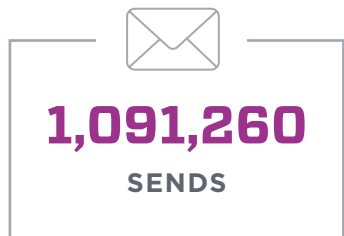
MOST VIEWED STORIES IN 2024



INTERNAL COMMUNICATIONS



In 2024, the Internal Communications team retired "HSC Connects" as its primary newsletter and replaced it with "The Pulse." The new features and easy readability have increased engagement metrics.



Our efforts were guided by a commitment to align with UNM's "One University" ethos and to create a more collaborative and effective communication platform.

VIDEO & PHOTOGRAPHY



The strategy focuses on impactful visual storytelling that does more than inform — our stories aim to inspire, educate, and drive change.

EXECUTIVE SUPPORT & SPECIAL PROJECTS

IN 2024, MARCOM ASSISTED
AND SUPPORTED

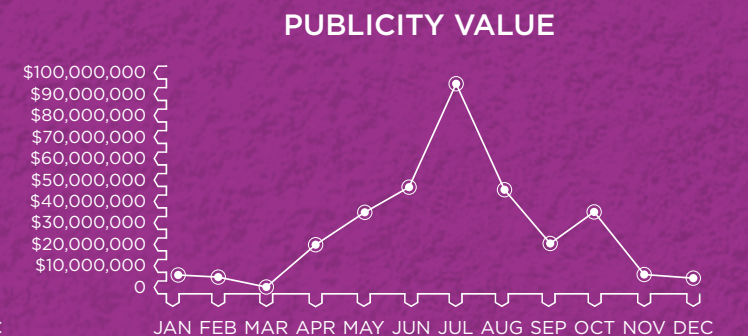
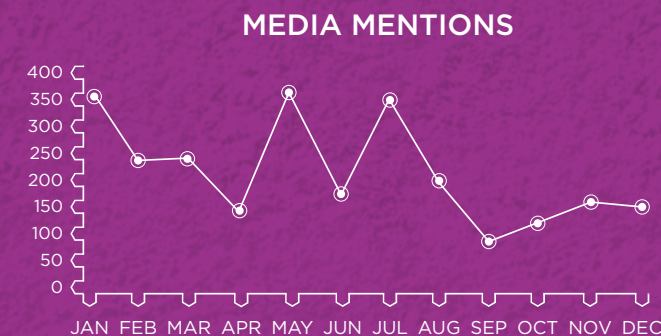
MORE THAN 138

EVP/ CEO EVENTS AND MESSAGES

- 65** INTERNAL MEETINGS
- 20** LEGISLATIVE EVENTS
- 17** CONVOCATIONS
- 14** OTHER EXTERNAL EVENTS
- 13** BOARD REPORTS
- 5** TOWN HALLS
- 3** DONOR EVENTS
- 1** MEDIA INTERVIEW

MEDIA RELATIONS

UNM HSC's programs, people, research and missions are spotlighted in local, health care and national press, with the media relations program's strategic approach. The program aims to ensure that the UNM Health brand is the most trusted in New Mexico for health, wellness and disease management advice. With the negotiation of two new partnerships with local television stations, UNM Health has more consistency and availability to strengthen its brand in these areas.



SOCIAL MEDIA

PRIMARY ACCOUNTS

Primary accounts comprise UNM Health Sciences' 15 social media accounts representing UNM Health, UNM Health Sciences, UNM Hospital, and UNM Sandoval Regional Medical Center.



In 2024, UNM Health Sciences' social media presence continued to break records, with our primary accounts achieving 7,624,851 total video views, a 15.4% increase from 2023.

TikTok was the leader, driving 4,576,774 views, while Instagram, Facebook, and LinkedIn also made significant contributions. The highest-performing post, "What Type of Nurse Do You Want to Be?", reached 1,234,085 people and engaged 88,391 users, showcasing the impact of engaging, informative content.

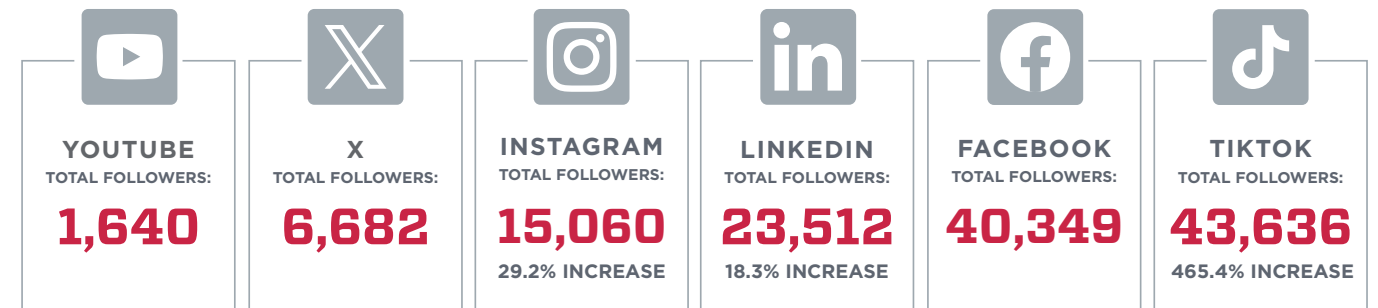
Follower growth across all platforms increased by 53.3%, bringing the total audience to 130,542, with TikTok seeing an exceptional 465.4% increase in followers. Impressions totaled 18,708,639, a 36% increase, and engagements climbed to 678,081.

With a consistent posting cadence of over 50 posts per week (2,874 total posts), our digital strategy, high-quality content, and community engagement efforts continue to expand our reach and impact.

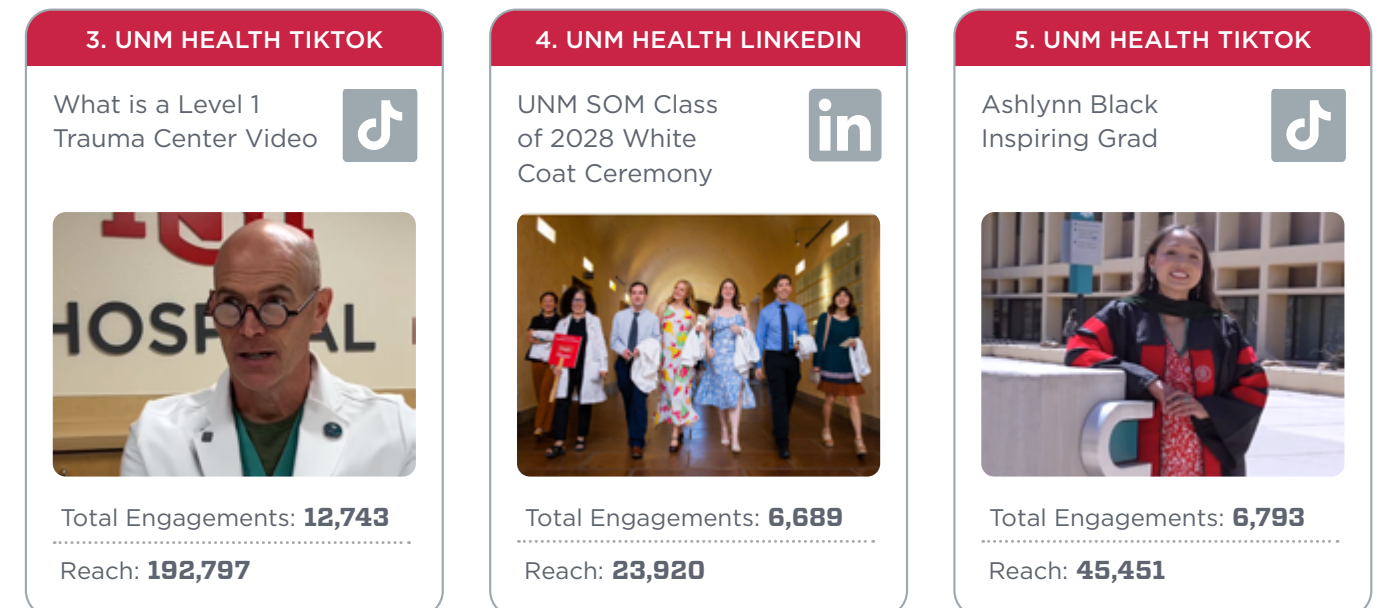


52.15%

FOLLOWER GROWTH RATE ACROSS ALL PLATFORMS



TOP 5 ENGAGED ORGANIC POSTS



SCHOOL OF MEDICINE

ADDITIONAL SUPPORT FOR ACADEMICS

In 2024, HSC MarComm leadership made a strategic decision to dedicate two full-time employees to support the School of Medicine (SOM) and its dean. This led to collaborative efforts to improve both marketing and communication services, including replacing the newsletter with a new format featuring a personal message from Dean Patricia Finn and recognition of staff accomplishments.

The HSC MarComm team, acknowledging the unique needs of SOM, provided comprehensive and collaborative support through marketing, communications and social media. The social team supported SOM with a remarkable 2 million impressions in 2024. Additional project support included the White Coat Ceremony campaign, the Location Report and Emergency Services partnership with NASA.

Further support ranged from attending events like Welcome Back Days to working on the Workforce Expansion Initiative, as well as creating slide decks for various SOM efforts such as Town Halls, Liaison Committee on Medical Education re-accreditation and faculty meetings. Notably, the creative team completed more than 900 projects this year, underscoring their commitment to meeting the SOM's evolving needs.

COMMUNICATIONS

45 SCHOOL OF MEDICINE NEWSROOM ARTICLES

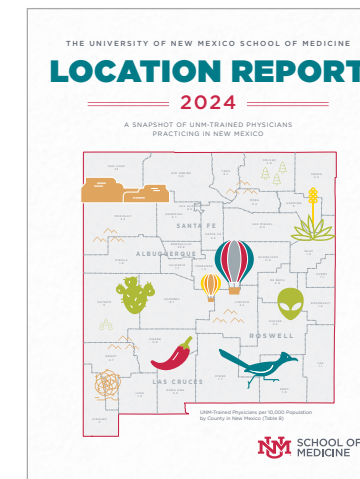
12 SLIDE DECKS FOR DEAN FINN

7 SPEECHES FOR DEAN FINN

CREATIVE

941 SCHOOL OF MEDICINE CREATIVE PROJECTS

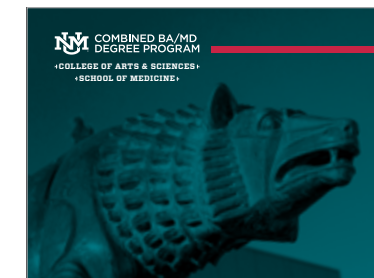
NOTABLE SOM PROJECTS



2024 LOCATION REPORT
Summarized key statistics on UNM-trained physicians practicing in New Mexico, highlighting SOM's impact on state health care.



UNM DAY BASEBALL CARDS
Distributed custom-designed baseball cards featuring SOM students and programs during UNM Day at the state legislature.



BA/MD PROGRAM BROCHURE
Outlined key details of the BA/MD program, addressing New Mexico's physician shortage and its mission to cultivate diverse students serving across the State.



ALUMNI WHITE COAT POSTCARD
Launched a direct mail campaign encouraging SOM alumni to sponsor white coats for incoming students, featuring an illustrated sticker sheet to boost engagement.



LOBO MD AWARDS GALA - SAVE THE DATE
Promoted Lobo MD Gala to SOM alumni, featuring reunion events, exclusive merchandise, and white coat sponsorship opportunities.

SOCIAL MEDIA

SOM Content Created/Posted on HSC Channels.

703

TOTAL SCHOOL OF MEDICINE POSTS

180

SCHOOL OF MEDICINE VIDEO POSTS



2,000,000 IMPRESSIONS



1,000,000 VIDEO VIEWS



48,000 ENGAGEMENTS



TO LEARN MORE
ABOUT HSC MARCOM
PLEASE SCAN HERE: