



2025

MARKETING AND
COMMUNICATIONS

IMPACT REPORT



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.

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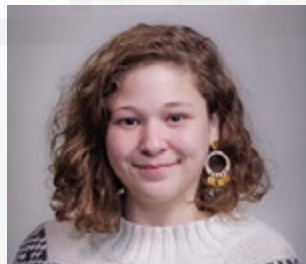
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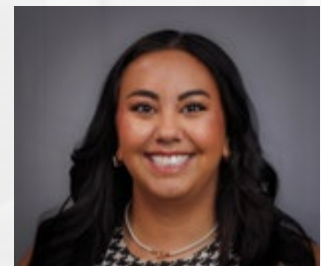
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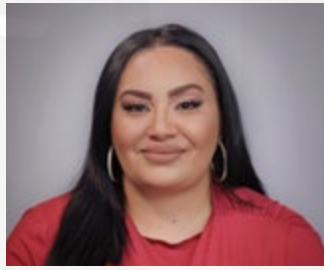
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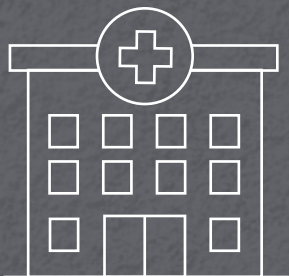
MARKETING



2025 BRAND SURVEY

Annually, we survey our community to gauge and track market preference and awareness of our brand and to determine residents' overall impression of hospitals in the area. This survey also gives us insight into which health systems are perceived as 'best' for various clinical service lines.

THE RESULTS



71%

FAVORABILITY

↑ *up from 66% in 2024*

**UNM HOSPITAL LEADS
LOCAL HOSPITAL
FAVORABILITY BY**

3 points



81%

**RATE THE QUALITY OF CARE AS
HIGH AT UNM HOSPITAL**

↑ *up from 74% in 2024*

71%

**RATE THE QUALITY OF CARE AS
HIGH AT UNM HOSPITAL**

↑ *up from 74% in 2024*

**RECOGNITION
OF UNM HEALTH
LEADERSHIP
IN SPECIFIC
CLINICAL SERVICES
HAS GROWN
SIGNIFICANTLY**



UNM Health leads in trauma care, cancer care, behavioral health, best doctors, and orthopedics.

The gap between UNM Health and its nearest competitors in these services is up by

5 points

SPOTLIGHT ON UNM HEALTH "WE PRACTICE WHAT WE TEACH" CAMPAIGN

UNM Health Marketing advanced a strategic marketing campaign in support of the One University Health Care Workforce Expansion initiative. In Spring 2025, "We Practice What We Teach" was introduced to the market as a new positioning phrase underneath the UNM Health brand. The objective of the campaign is to generate a deeper understanding of the benefits New Mexicans receive from the UNM Academic Medical Center and emphasize UNM Health's leadership in developing tomorrow's health care workforce.



OVERALL OBJECTIVE



To generate a deeper understanding of the benefits New Mexicans receive from UNM's Academic Medical Center and emphasize UNM Health's leadership in developing tomorrow's health care workforce.

VIDEO & PHOTOGRAPHY



COMMERCIAL



youtube.com/watch?v=VOxpIlutkxY



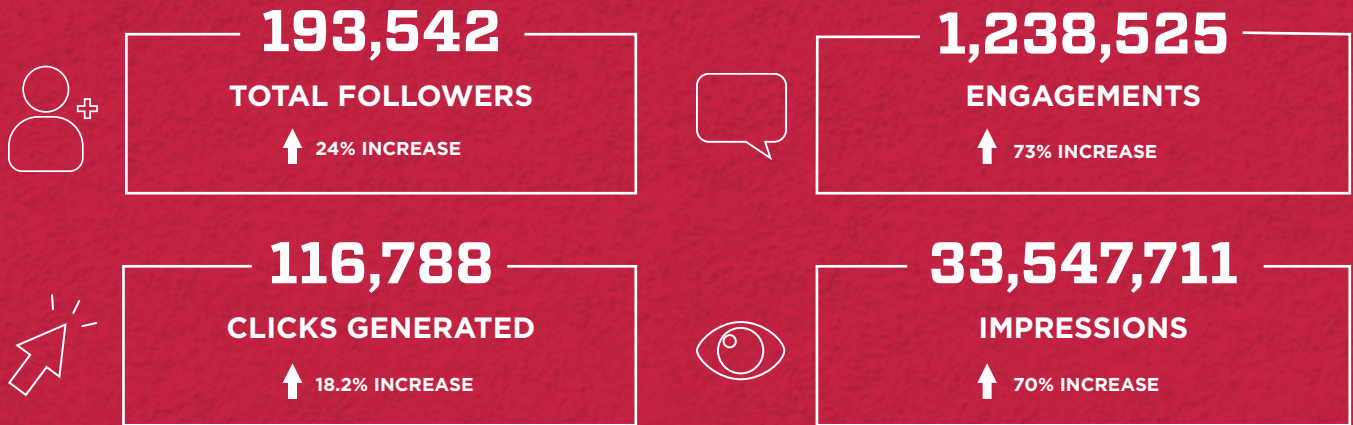
HSC MarCom videos and newsroom stories documenting the doctors featured in the We Practice What We Teach Campaign.

DIGITAL MARKETING



ORGANIC SOCIAL MEDIA PERFORMANCE

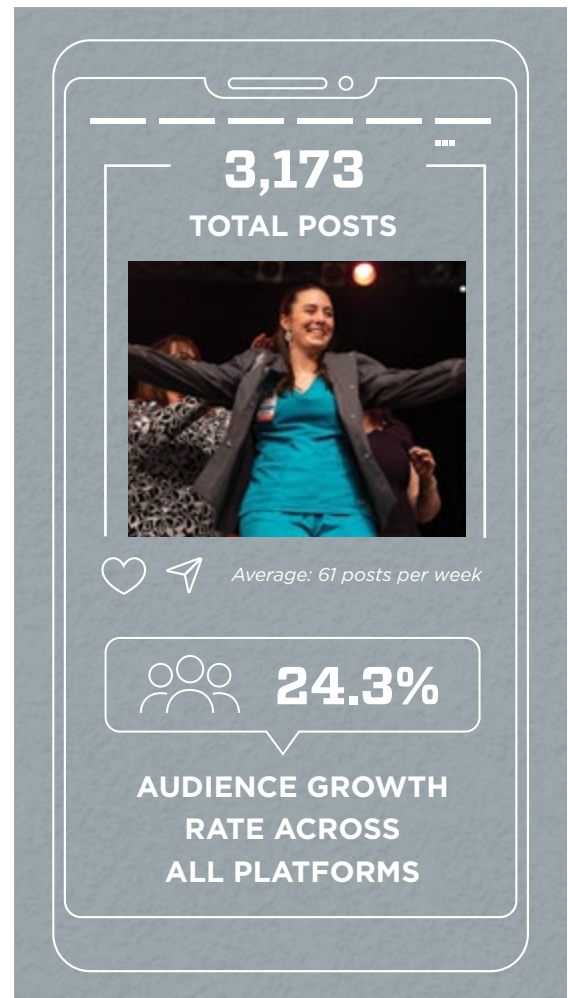
**Data comprised from 20+ social media accounts representing UNM Health, UNM Health Sciences, UNM Hospital, UNM School of Medicine and UNM Sandoval Regional Medical Center.*



In 2025, the UNM Health Sciences Digital Marketing team delivered record performance by aligning organic social strategy with targeted paid digital campaigns.

Engagement increased 73 percent year over year, outpacing follower growth and signaling stronger content effectiveness across platforms. Video emerged as the primary performance driver, generating more than 10 million views and accelerating growth on Instagram and TikTok.

The team maintained a consistent cadence of 3,173 posts across more than 20 accounts, while paid campaigns generated 155,000 clicks or core actions supporting clinical trials, student recruitment, clinical services, and brand initiatives. By pairing disciplined publishing with strategic amplification, the team expanded statewide reach, strengthened audience engagement, and drove measurable action aligned with UNM Health's mission.





10,025,288
TOTAL VIDEO VIEWS

PAID DIGITAL PERFORMANCE

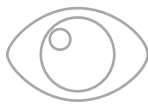
In 2025, Marketing deployed paid digital advertising across Meta platforms to patient services, workforce recruitment, clinical trials, events, and community health outreach statewide.

BY THE NUMBERS



119

ADS RUN



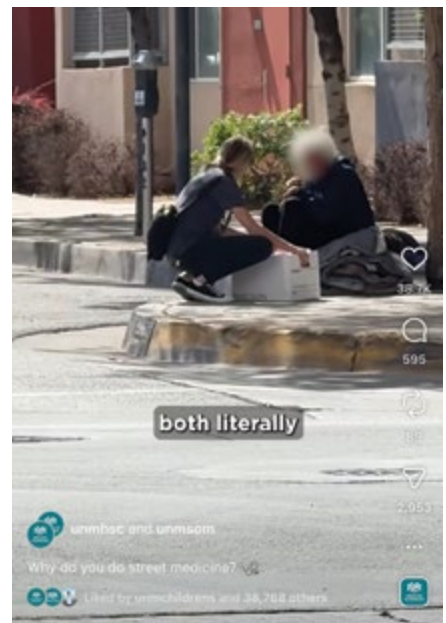
5.7 MILLION

IMPRESSIONS



155,000

CLICKS/ CORE ACTIONS



Why I Do Street Medicine?
Video Views: 2,915,653

NOTABLE PAID DIGITAL CAMPAIGNS

- WE PRACTICE WHAT WE TEACH
- RADIOTHON — UNM CHILDREN'S HOSPITAL
- CRITICAL CARE TOWER OPENING
- HCA REGIONAL RECRUITMENT
- DENTAL CLINIC AWARENESS
- DIABETES AWARENESS HEALTH FAIR
- RIO RANCHO BEHAVIORAL HEALTH CLINIC AWARENESS
- LIFEGUARD HALO SYMPOSIUM
- SKIN CANCER SCREENING CLINICS
- POISON CENTER/ LIVE Q&A EVENTS

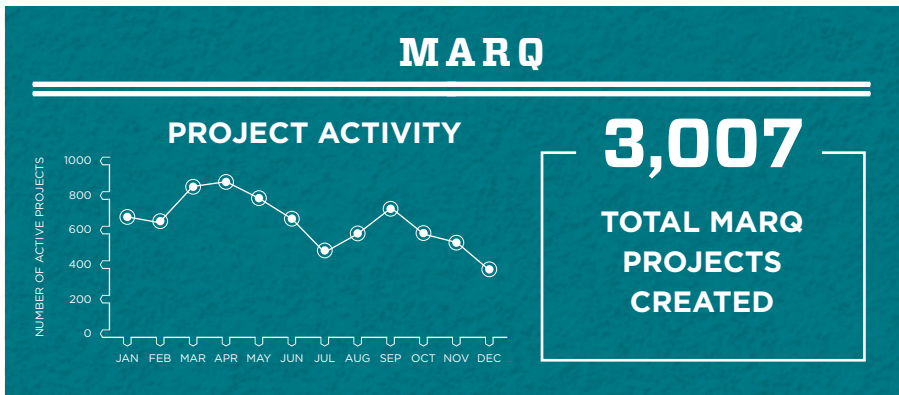
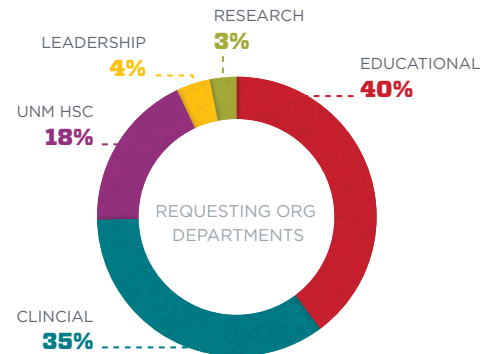
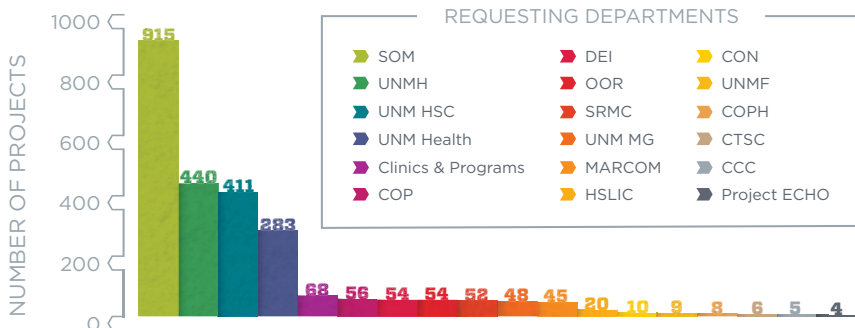
CREATIVE

CREATIVE TEAM PROJECT SUMMARY

2,480
TOTAL MARKETING PROJECTS



* Excludes Marq Builds and Approvals.



HAPPYFOX

601
TOTAL TICKETS
IN 2025
103 more than 2024

NOTABLE PROJECTS



SPRING 2025 UNM MEDICINE MAGAZINE

Highlighted recent projects, initiatives, and stories that reflect the School of Medicine's impact and progress.



2025 RESEARCH ANNUAL REPORT

Showcased the newest health sciences research, including multiple projects addressing substance abuse.



PET THERAPY CARDS

Distributed pet therapy cards throughout the hospital, helping provide comfort and emotional support to patients.



FALL 2025 PRESS GANEY SURVEY CAMPAIGN

Promoted participation in an employee engagement survey, and helped improve engagement.

PHOTO & VIDEO



CRITICAL CARE TOWER DOCUMENTATION PROJECT

Completed a multi-year photo project documenting the construction of the new Critical Care Tower from Beam Topping to Opening.



CRITICAL CARE TOWER RECRUITMENT

Multi-month photo project showcasing departments at UNMH to aid in recruitment for the new Critical Care Tower.



RECOVERY RESOLANA

A speaker at the Recovery Reolana details her journey with addiction and helps detail ways the community is helping others with addiction issues.

COMMUNICATIONS



HSC NEWSROOM

HSCNEWS.UNM.EDU



207
ARTICLES
PUBLISHED



337,087
UNIQUE PAGE VIEWS
↑ 11.6% INCREASE FROM 2024

TOP STORIES IN 2025

1. MICROPLASTICS IN HUMAN BRAINS _____ **57,613 PAGE VIEWS**
2. NANOPARTICLES OF TOXIC METALIN MRIS _____ **16,283 PAGE VIEWS**
3. FUNDING FOR NEW ALZHEIMER'S VACCINE TRIAL ____ **9,209 PAGE VIEWS**
4. VACCINE AGAINST ALZHEIMER'S TAU PROTEIN _____ **4,580 PAGE VIEWS**
5. FIGHTING HPV INDUCED PRE-CANCERS _____ **4,381 PAGE VIEWS**

INTERNAL COMMUNICATIONS

The Pulse is HSC's main internal communications method to communicate important announcements and celebrate wins. In every week measured, 2025 messages were opened at higher rates than the prior year. Most Pulse editions also achieved open rates above 40 percent, which is exceptionally strong performance for internal communications.

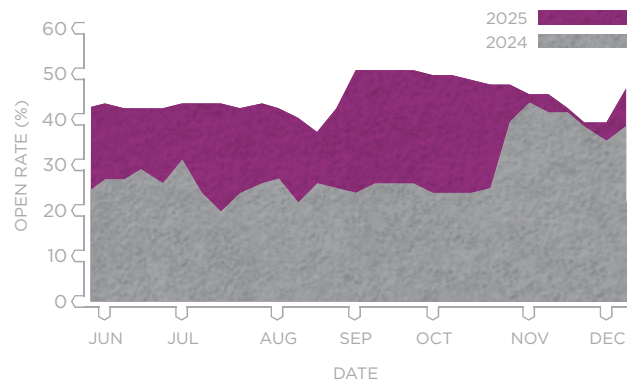


PHOTO & VIDEO

The Photo/Video Content Development team produced **more than 80 videos** aimed at helping New Mexicans understand the services available to them at UNM Health. Many of these videos were aired on KOB-4 in a weekly segment called “Healthy Living with UNM Health.” This TV partnership provided a statewide platform to reinforce UNM Health’s brand, create better awareness of services, and offer wellness and health advice. Photography focused on visual storytelling- using images to capture the incredible work of our students, residents, faculty, and staff as well as the resiliency of our patients.



Photo credit: Allan Stone



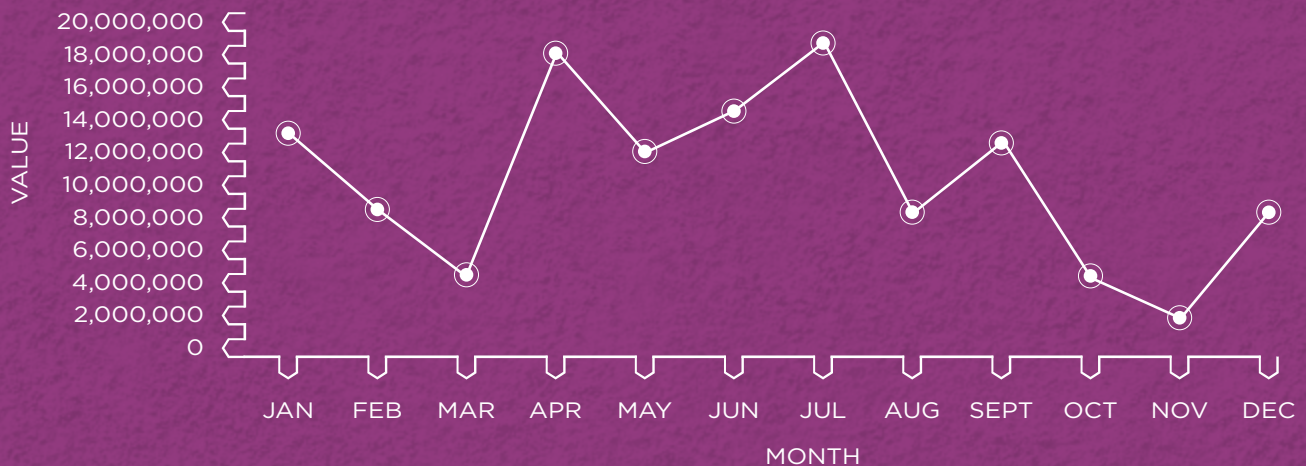
Photo credit: Tom Szymanski



MEDIA RELATIONS

The HSC Media Relations Program created an average of \$10.3 million dollars each month of publicity value to the UNM Health brand with more than 2,900 unique articles or media mentions.

MEDIA METRICS



CRITICAL CARE TOWER

In October 2025, UNM Hospital opened the Critical Care Tower - a new modern expansion creating a larger adult Emergency Department, more ICU beds, and modern educational spaces for students and learners. As the largest expansion of UNM Health's clinical delivery system in 15 years, the HSC Marketing and Communications team worked collaboratively with hospital leadership to produce signage, brochures, and other materials aimed at helping explain the building to internal and external audiences. Through focused earned and owned media, this department produced content helping patients navigate and understand the new space.

COMMUNICATIONS



11 HSC NEWSROOM
STORIES EARNING



\$4.6 MILLION
IN PUBLICITY VALUE TO THE UNM
HEALTH BRAND ACROSS LOCAL
AND NATIONAL NEWS MEDIA.

CREATIVE

Creative support included a brochure, invite, info flyer, parking map, sign sample, shirt, a lanyard, and photography.



DIGITAL MARKETING

1.28 MILLION
ORGANIC IMPRESSIONS

68,000
ENGAGEMENTS

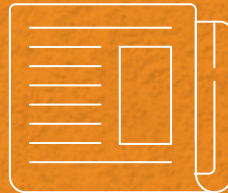
5
PAID CAMPAIGNS DRIVING
3,419 ACTIONS



SCHOOL OF MEDICINE

Over the past year, the Marketing & Communications team supported the School of Medicine's capital projects, including communications tied to the vision for a new medical school building. The entire team contributed through coordinated, consistent messaging and engagement.

COMMUNICATIONS



11

HSC NEWSROOM SOM ARTICLES

SCHOOL OF MEDICINE CAPITAL PROJECT SUPPORT



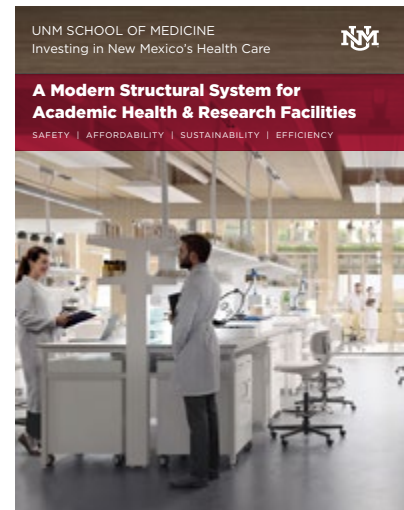
NEW FACILITY PLAN AND DESIGN

In support of UNM leadership, the justification for a new School of Medicine building was outlined for New Mexico's 2025 Legislative Session.



BUSINESS PLAN

HSC Capital Projects requested a branded business plan to specify statewide need and economic impact for the SOM building proposal.



BUILDING STRUCTURE FAQ

For leadership meetings with legislators, HSC Capital Projects requested branded materials to present costs and benefits for proposed materials and design of the new SOM building.



NIM HEALTH
SCIENCES

TO LEARN MORE
ABOUT HSC MARCOM
PLEASE SCAN HERE:

