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Contact: Kate Kreger
Director Marketing & Communications
Ph: 607-324-8233
Fax: 607-324-8115
kkreger@sjmh.org

FOR IMMEDIATE RELEASE

St. James Mercy Hospital Launches Enhanced Digital Marketing Presence

August 11, 2014...Hornell, NY... St. James Mercy Hospital (SJMH) announced that it has launched a digital media program to strengthen communication with the public and employees, reach new consumers, and drive volume to SJMH services. The three digital components include social media (Facebook, Twitter, LinkedIn, Google Plus), a mobile website, and digital directories.

“These new digital tools are designed to help people stay better informed about our new vision for healthcare, to easily find us and our services and learn about events, and to share their experiences about St. James Mercy Hospital,” said Kate Kreger, Director Marketing and Communications. “Social media is now part of our everyday communications and because of the nature of our business, we have taken extra precautions to maintain HIPAA and privacy standards and have provided guidelines for our staff,” she said.

SJMH is working with Propel Marketing, a local digital services company, to develop and maximize its digital marketing program. “Propel will help us build our digital presence and build followers and ‘likes’ for SJMH”, said Kreger. “We have a lot to share and we thank our employees, medical staff, volunteers and the community in advance for their support.”

For more information visit facebook.com/pages/St-James-Mercy-Hospital/1494008637500666; twitter.com/stjamesmercy; linkedin.com/company/st-james-mercy-hospital; and StJamesMercy.org.

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