

PruittHealth Internship

This past summer I completed an internship with PruittHealth, a healthcare organization based out of Norcross, Georgia. PruittHealth offers a wide array of health care services including Skilled Nursing and Rehabilitation, Home Health Care, Hospice Care, Veteran care, Pharmacy Services, and other healthcare related services. I served as their Communications Intern this summer and took on a number of projects and responsibilities, assisting with marketing, PR, and internal communications. My boss, Lea Volpe, and my supervisor, Bess Goodman, were both so helpful and encouraging and always extended a helping hand when needed.

I completed a multitude of daily and ongoing projects for PruittHealth during my time as their Marketing & Communications Intern. In the marketing field, I managed and updated their internet presence. This extends to making sure all of their micro-sites representing specific facilities are consistent with the main site. This also extends to their presence with google +, and making sure each facility name is correct and consistent with location. Because PruittHealth rebranded a few years ago, their old name was still being shown on google +, and I made sure that everything was updated and corrected. Lastly, I handled all social media outlets and posts, which ended up being mainly Facebook and Twitter. During my time as their intern, I also contributed to PR strategy. Specifically, I was able to assist the communications team with the development of a relationship with WNBC Television Network. I got the wonderful opportunity to travel to the corporate WNBC office and speak with their team about airing PruittHealth commercials on their television network. It was exciting to see their employees make a pitch to our communications team about different commercials, airing times, and pricing. Sitting in on this pitch by WNBC gave me a real glimpse into marketing and public relations work within two large organizations.

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I had many responsibilities within both internal and external communications. Within external communications, I crafted weekly press releases for the company, which were distributed through PR Newswire. I also was able to craft verbiage for print pieces and social media to announce. Inside the realm of internal communications, I became the corporate voice by crafting the organization's daily newsletter called the "Tenet Times", which is distributed daily to every employee at PruittHealth across all facilities and locations. I also created the verbiage and worked with the digital designer to distribute E-Blasts fairly regularly to the entire corporate office. I facilitated both the organization and writing of PruittHealth's magazine that goes out twice a year, called "Caring People." Finally, I managed the comments and editors box daily through my email.

My responsibilities as the communications intern also extended to large projects. I completed a fairly large advertising project where I had to search and uncover where PruittHealth is advertising across Georgia, South Carolina, North Carolina, and Florida and through which advertising mediums. I placed this information on a Prezi and presented it to the communications team. I also had the opportunity to contact various ad agents representing different newspapers, in order to communicate to them that we wanted to advertise with their paper. Additionally, I created a powerpoint presentation, providing and constructing analytics and reports for social media sites and the PruittHealth website over the past year, 6 months, and the last two months. I presented this to the communications team as well. Furthermore, I continually assisted in planning events for the Corporate office with the "Culture Committee" and helped plan other events including Founder's Day for a specific facility as well as the corporate office. Everyone I worked with not only helped me tremendously, but I think it was also refreshing and helpful for them to be exposed to a fresh, young voice.

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Many of my responsibilities and projects at PruittHealth involved both verbal and written communication skills. I believe that both my writing and verbal skills vastly improved throughout this internship through communicating with clients, giving presentations to my department, and constructing many written documents that were distributed internally and externally. Additionally, my critical thinking skills evolved during my time at PruittHealth because I contributed to their public relations and marketing strategies and also had to take on tasks that I had to figure out completely on my own. I also feel that I expanded my knowledge of delivering excellent customer service. Like communication skills, having knowledge of what excellent customer service entails could serve me well in just about any occupation. I was exposed to real marketing experience, and specifically, healthcare marketing experience. I developed a firm grasp and foundation of both marketing and public relations during this internship.

I have always been interested in maybe entering the healthcare field during my professional life, but did not know specifically what I wanted to do within the healthcare realm. This internship opportunity was not only great exposure to marketing, public relations, and communications, but I was also exposed to healthcare management. I experienced first hand the merging of business and healthcare and after completing this internship, I may want to pursue healthcare management. It also facilitated my decision of wanting to broaden my scope of both marketing and communications.