

This summer, I had the amazing opportunity to intern for UHS-Pruitt Corporation, a long-term health care company with more than 180 facilities throughout the Southeast. These include a variety of nursing homes, rehabilitation centers, home care, hospice care, assisted living centers, and much more. UHS-Pruitt stands behind its statement of being committed to caring. They believe everyone in the company, every patient and every partner, is family. That is how I have felt since my first day as the Communications intern at the company. Not a day went by where I did not feel welcomed as a part of their family.

My primary responsibility was to oversee the search engine brand verification for all of the company's facilities. It is critical for any company to maintain a strong Internet presence, but it is especially important for a large, geographically diverse corporation, such as UHS-Pruitt. I worked with my supervisor to structure a spreadsheet for the applicable information that was needed from each facility. The goal was to ensure brand consistency in all contact information, maps, descriptions, and photos. I worked with management at the facilities to gather and verify information and executed any changes using Google+, Google Places, and Google Map Maker.

It was gratifying that the project yielded an increase in search visibility for all UHS-Pruitt facilities. Because of my efforts with this process, the company's status on Google searches increased by about 3,000 hits from the start of the project in June to early August.

Another important responsibility was to assist with the company's rebranding process. I collected and organized information and photos of all the facilities' interior

and exterior signage and other branding elements, such as vehicles, marketing tools, etc. The logo, color scheme, and entire image of UHS-Pruitt is changing, and I collected the information in order to begin these transformations at each facility. I served as the corporate contact for facility administrators and regional directors in this aspect of the process.

My internship with UHS-Pruitt has given me the opportunity to broaden my knowledge of Microsoft programs, such as Excel, Word, and PowerPoint, as well as introduce me to new programs, such as MailChimp, a publishing and email software program. I developed a competency that I never thought possible with a variety of Google applications through my search engine optimization project. Exposure to all of these programs, the projects, and my general job duties will help me in any career, in any field. I have a new confidence in my abilities to take on more responsibilities and learn new software. More than that, I have a much deeper appreciation of how much data gathering, analysis, and hours are necessary to accomplish goals, such as rebranding, which sounded so deceptively simple to me before my internship. It is not just about colors and logos.

With the experience I have gained during this internship, I think I would like to stay in the Communications/Marketing field. I liked the focus of strengthening the company's position in the marketplace using digital communications. I also have enjoyed working for a health care company because it has made me realize how much one person can make a difference, whether it is made directly or indirectly. Because of my work and the resulting increase in UHS-Pruitt Corporation facility hits on Google, I have helped consumers find the most current and useful information as they explore

long-term care options for their loved ones. I would love to continue to work in the health care field because of my enjoyment and knowledge in making a difference in people's lives. I feel that UHS-Pruitt Corporation inspired me to make this goal a reality.

From the first day at UHS-Pruitt, everyone made me feel a part of the team. I participated in video shoots for the company, planning meetings, and regular conferences with my supervisor. As a recent Sewanee graduate, I felt prepared to participate in and contribute to the professional atmosphere. Sewanee allowed me to feel confident going in to my internship because I knew I had received an excellent education there. The close relationships I formed with the faculty and staff at Sewanee in my four years developed my communication skills and enabled me to more confidently interact with my supervisor and coworkers. I recently accepted a job offer with the company, and I could not be more excited to see what the future holds for me with a Sewanee degree under my belt, as well as continuing my path as a part of the UHS-Pruitt Corporation family.