**Hometown Healthcare Hero Overview:**

Shape

Description automatically generated with medium confidence

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| --- | --- |
| Total Number of Facilities Visited | 16 (13 were included in the SDCF Grant) 3 were pilot videos |
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| Pilot Facilities not covered under SDCF Grant  (3 total) | * Pierre, St. Mary’s Hospital * Webster – Sanford Webster Medical Center * Winner – Winner Regional Health |
|  |  |
| Hometown Healthcare Facilities Covered under SDCF Grant (13 total) | * Aberdeen – Avera St. Luke’s * Bowdle – Bowdle Healthcare Center * Brookings – Brookings Healthcare System * Burke – Community Memorial Hospital * Canton – Sanford Canton-Inwood * Custer – Monument Health Custer * Freeman – Freeman Regional Health System * Hot Springs – Fall River Health System * Mobridge – Mobridge Regional Hospital and Clinics * Spearfish – Monument Health Spearfish * Sturgis – Monument Health Sturgis * Viborg – Pioneer Memorial Hospital * Wessington Springs – Avera Weskota Memorial Hospital |
|  |  |
| Total Dollars Spent on Facebook / LinkedIn | **$8206.45** |
|  |  |
| Total Social Media Reach | **586,091 people** |
|  |  |
| Total Dollars Spent on Press Releases (included written article and YouTube Link) | **$540.00** |
|  |  |
| Total Number of people who clicked on job link included video story | **10,269** |
|  |  |
| Total Videos Completed (4 per facility) Plus promotional videos | **60** |
|  |  |
| TOP 5 STATES Looking at Hometown Healthcare Videos | * Texas * South Dakota * California * Florida * New York |
|  |  |
| Total Jobs Filled to Date | 42 |