

Center of Excellence in Minimally Invasive Gynecology Facebook Campaign

A two month paid social push on Facebook aimed at raising awareness for Avista Adventist Hospital's new designation as a Center of Excellence in Minimally Invasive Gynecology (COEMIG). The posts were crafted to highlight the physician's expertise and approach to care. The posts featured the team, physician profiles and a patient story.

COEMIG TEAM

Post Details

Avista Adventist Hospital

Published by Melissa Phillips [?] · February 27 · 🌐

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Many of you may know these incredible doctors as obstetricians. They've welcomed a lot of babies into the world here at Avista. What you may not know, is that this team is also internationally recognized for their gynecologic care. Avista is one of only three hospitals in the state to be recognized as a Center of Excellence in Minimally Invasive Gynecology (COEMIG). To learn more about how this program is making a difference in the lives of women, visit <http://www.avistahospital.org/.../Minimally-Invasive-Gynecol.../>



16,320 people reached

View Results

👍❤️ 378

🗨️ Comment

51 Comments 25 Shares

🌐

👍 Like

🗨️ Comment

➦ Share

Performance for Your Post

16,320 People Reached

731 Reactions, Comments & Shares

535 👍 Like	327 On Post	208 On Shares
76 ❤️ Love	51 On Post	25 On Shares
1 😲 Wow	0 On Post	1 On Shares
94 Comments	66 On Post	28 On Shares
27 Shares	25 On Post	2 On Shares

1,378 Post Clicks

382 Photo Views	82 Link Clicks	914 Other Clicks ⓘ
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NEGATIVE FEEDBACK

6 Hide Post	5 Hide All Posts
0 Report as Spam	0 Unlike Page

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Center of Excellence in Minimally Invasive Gynecology

Facebook Campaign

Dr. Loralie Moeller

🔄 Search



Avista Adventist Hospital

Published by Melissa Phillips [?] · March 6 · 🌐

Avista Adventist Hospital is at the forefront of minimally invasive gynecologic care thanks to specialists like Dr. Loralie Moeller. She's one of five gynecologists who put Avista on the map as a Center of Excellence in Minimally Invasive Gynecology. Dr. Moeller describes why it's important to chose a COEMIG surgeon, "I have been doing gynecologic surgery for 24 years and have seen the advancement and transition into laparoscopic surgery. The development of minimally-invasive gynecologic surgery has opened up more options for women and allowed for faster recovery with less pain. I have been amazed at how well my patients do the next day following surgery. The majority of my patients are on a low dose pain medication and some are just using Motrin or Tylenol. Some of these patients would have had abdominal surgery in the past but now only have three tiny incisions. It is so satisfying to see how great patients feel and how quickly they get back to their normal activities." To learn more about how Avista is improving gynecologic care for women, please visit <http://www.avistahospital.org/.../Minimally-Invasive-Gynecol.../>.



6,096 people reached

View Results

👍❤️ Sara Stubbs, Amy Kay Soto and 113 others

15 Comments

👍 Like 💬 Comment ➦ Share

178 Reactions, Comments & Shares

118 Like **95** On Post **23** On Shares

26 Love **20** On Post **6** On Shares

29 Comments **16** On Post **13** On Shares

5 Shares **0** On Post **5** On Shares

255 Post Clicks

88 Photo Views **10** Link Clicks **157** Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post **1** Hide All Posts

0 Report as Spam **0** Unlike Page

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Center of Excellence in Minimally Invasive Gynecology

Facebook Campaign

Dr. Christine Abair

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · March 13 · 🌐

Dr. Christy Abair is one of five doctors at Avista Adventist Hospital recognized as an international expert in minimally invasive gynecology. Our hospital is proud to hold the distinction of being a Center of Excellence in Minimally Invasive Gynecology. Dr. Abair describes her commitment to women, "I believe that being at the cutting edge of medicine and minimally invasive surgery is important to my patients because it allows them to have the best surgical outcomes. Patients are able to return to their usual activities of exercise and work faster and with less pain than with more invasive approaches. Minimally invasive surgery allows patients to spend more time doing the things they love doing and less time in the hospital. Being an accredited minimally invasive surgery hospital shows that not only are the doctors here up to date on the latest and greatest skill sets and techniques but also that they have proven themselves capable of providing the best possible surgical care. I am honored to be able to provide that to my patients and nothing makes me happier than to know how I have positively improved the lives of my patients." To learn more, visit http://www.avistahospital.org/.../Minimally-Invasive-Gynecol...



9,956 people reached

View Results

Performance for Your Post

9,956 People Reached

484 Reactions, Comments & Shares

344 Like	201 On Post	143 On Shares
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62 Love	29 On Post	33 On Shares
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1 Haha	0 On Post	1 On Shares
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4 Wow	3 On Post	1 On Shares
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58 Comments	40 On Post	18 On Shares
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16 Shares	16 On Post	0 On Shares
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683 Post Clicks

123 Photo Views	14 Link Clicks	546 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

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Center of Excellence in Minimally Invasive Gynecology

Facebook Campaign

Dr. Long Huynh

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · March 20 · 🌐

When a woman sees the Center of Excellence in Minimally Invasive Gynecology Seal - or what we call COEMIG for short, they will know they are receiving the highest quality gynecologic care from world-class experts. Dr. Long Huynh explains, "Avista Adventist Hospital's designation as a center of excellence for minimally invasive gynecological surgery is a fantastic achievement. I am proud to be a part of an institution that is progressive in its care for women. It's an advantage for our patients to operate via hysteroscope and laparoscope -- less pain, quicker recovery, and less time in the hospital." To learn more about how Avista's team is at the forefront of gynecologic care, visit www.avistahospital.org/gyn-surgery.



4,694 people reached

View Results

85

5 Comments

Like Comment Share

Performance for Your Post

4,694 People Reached

109 Reactions, Comments & Shares

90 Like
75 On Post | 15 On Shares

10 Love
10 On Post | 0 On Shares

6 Comments
6 On Post | 0 On Shares

3 Shares
0 On Post | 3 On Shares

112 Post Clicks

41 Photo Views | **4** Link Clicks | **67** Other Clicks

NEGATIVE FEEDBACK

1 Hide Post | **0** Hide All Posts

0 Report as Spam | **0** Unlike Page

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Center of Excellence in Minimally Invasive Gynecology

Facebook Campaign

Dr. Alison Schultz

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · March 27 · 🌐

Avista Adventist Hospital is proud to hold the rare distinction as a Center of Excellence in Minimally Invasive Gynecology (COEMIG). COEMIG Surgeon Dr. Alison Schultz explains, "I take the time listen to my patients, ask and answer questions, and explain possible diagnoses and treatment options. I strive to equip my patients with an understanding of their condition, so they can become an active participant in their own health care. I have a special interest in helping women with abnormal uterine bleeding, pelvic pain, endometriosis, uterine fibroids, and benign ovarian masses. I favor taking a minimally invasive approach with my patients because I believe it leads to a faster recovery, decreased hospital stay, less post-operative pain/pain medication requirements, preferable cosmetic outcomes, and greater patient satisfaction." To learn more about Avista's COEMIG program, visit www.avistahospital.org/gyn-surgery.



6,736 people reached

[View Results](#)

👍❤️ 188

17 Comments 2 Shares 🌐

👍 Like 💬 Comment ➦ Share

Performance for Your Post

6,736 People Reached

327 Reactions, Comments & Shares

258 👍 Like	178 On Post	80 On Shares
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30 ❤️ Love	10 On Post	20 On Shares
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2 😲 Wow	0 On Post	2 On Shares
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30 Comments	17 On Post	13 On Shares
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8 Shares	2 On Post	6 On Shares
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390 Post Clicks

82 Photo Views	11 Link Clicks	297 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

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Center of Excellence in Minimally Invasive Gynecology

Facebook Campaign

Dr. Karin Spears

Post Details



Avista Adventist Hospital

Published by Melissa Phillips (?) · April 10 · 🌐

We have one more member of our Center of Excellence in Minimally Invasive Gynecology (COEMIG) team to introduce to you. As many of you already know, Dr. Karin Spears is an incredibly talented and caring gynecologist. She explains why COEMIG matters, "Getting women who need surgery back to work and play quicker gives me great satisfaction. The advances in technology have allowed us to do major surgery through small incisions. By truly listening to my patients, I am better able to tailor the appropriate treatment or procedure to best meet their needs. Being a part of a Center of Excellence in Minimally Invasive Gynecology allows me the tools necessary to provide women with the least invasive treatment, hastening their recovery time with less pain. I know that my patients will be well cared for throughout their surgical experience at Avista in a safe and nurturing environment. I am proud to be part of the team." To learn more, visit www.avistahospital.org/gyn-surgery



6,404 people reached

[View Results](#)

👍❤️ 173

4 Comments 1 Share 🌐

👍 Like 💬 Comment ➦ Share

Performance for Your Post

6,404 People Reached

205 Reactions, Comments & Shares

177 👍 Like	158 👍 On Post	19 👍 On Shares
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16 ❤️ Love	15 👍 On Post	1 👍 On Shares
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5 Comments	4 👍 On Post	1 👍 On Shares
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7 Shares	1 👍 On Post	6 👍 On Shares
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202 Post Clicks

79 Photo Views	5 Link Clicks	118 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
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Center of Excellence in Minimally Invasive Gynecology

Facebook Campaign

Donna Davis – Partial Hysterectomy Patient

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · April 28 · 🌐



When fibroid tumors forced marathoner Donna Davis to stop running, she turned to Avista Adventist Hospital - one of only three hospitals in Colorado to earn the designation as a Center of Excellence in Minimally Invasive Gynecology (COEMIG) - for a less invasive hysterectomy. Donna was able to go home the day of surgery and she was running again within 8 weeks. To read Donna's story or to learn more about our COEMIG team, please visit www.avistahospital.org/gyn-surgery.



3,702 people reached

[View Results](#)

👍❤️ Shannon Knobel, Beth West Miles and 30 others

2 Comments



👍 Like 💬 Comment ➦ Share

Performance for Your Post

3,702 People Reached

37 Reactions, Comments & Shares

32 👍 Like	31 On Post	1 On Shares
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1 ❤️ Love	1 On Post	0 On Shares
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4 Comments	4 On Post	0 On Shares
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0 Shares	0 On Post	0 On Shares
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107 Post Clicks

63 Photo Views	4 Link Clicks	40 Other Clicks 📍
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

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