

# March 2017

## **Survey Question:**

"Does your facility outsource any of its Marketing functions, or do you have a full-time employee (or employees) who provide these services?"

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## **Responses:**

1. *"Our Marketing is shared by several staff."*
  2. *"We do not outsource marketing. We have a 3-person department; the director and the marketing specialist are exempt."*
  3. *"We only out-source our Facebook and Website postings."*
  4. *"We have a full time Director of Business Development."*
  5. *"Our Marketing team is in-house. We have a fulltime Director and fulltime Marketing Specialist."*
  6. *"We have a Director of Marketing and Business Development – she has one dedicated staff member – the Community Relations Specialist. We will outsource things like video creation etc."*
  7. *"We do have a marketing and Communications department that handles our Marketing and PR needs."*
  8. *"Denver Health and Hospital Authority has a Chief Marketing/PR Officer that sits on the Executive Staff and has a Department of 15. Of course, we are a large system in a major city!"*
  9. *"We have 2 full time marketing staff at Mercy."*
  10. *"We have our own in-house marketing and communications department."*
  11. *"No outsourcing. We have a marketing team (both at corporate and local)."*
  12. *"We have several full time marketing employees."*
  13. *"We have a Marketing Director who specializes in Graphic Design. We are pretty fortunate to have awesome talent in house! He has one other staff member that helps with PR duties. He may outsource for bulk printing projects but for the most part, our marketing materials are created in house."*
  14. *"We have a marketing/media department. We do outsource things that are beyond our skillset... but most is handled internally."*
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**Total Responses: 14**