



BOARD REPORT

March 26, 2025

Mission

Committed to Compassionate & Exceptional Care

Vision

**Engage & Provide the Local Community with a Comprehensive
Range of Quality Health Care Services**



2042 Juniper Ave. Slayton, MN 56172

Hospital Board Meeting

Agenda

Date: March 26, 2025, at 8:00 a.m.

Location: Murray County Medical Center Dining Room

Virtual Meeting Notice - Board Member, Jackie Meier, will appear via interactive technology from 1550 North Arquilla Road, Palm Springs, CA 92263

- | | | |
|---|----------------|---------------------|
| 1. Call to Order | Action | |
| 2. Pledge of Allegiance | | |
| 3. Disclose Conflicts of Interest | Action | Gerald McCord |
| 4. Approval of Agenda | Action | Gerald McCord |
| 5. Consent Agenda | Action | Gerald McCord |
| Approve February Hospital Board Minutes | | |
| Approve February Policy Reviews | | |
| 6. Medical Staff | | |
| Board Medical Staff Meeting | Information | Dr. Goldammer |
| Privileges & Credentials | Action | Dr. Goldammer |
| 7. Financial Management Report | | |
| Finance | Action | Robyn Van Heuvelen |
| Statistics | Information | |
| Balance Sheet | Information | |
| Income Statements | Information | |
| Accounts Receivable Report | Information | |
| Bad Debts – Hospital & Clinic | Information | |
| Capital Expenditures | Information | |
| 8. Administrative Report | | |
| CEO Board Report | Information | Luke Schryvers |
| Sanford Update | Information | Dale Gillogly |
| HR & Personnel Update | Information | Mara Mouw |
| Marketing Update | Information | Briana Solheim |
| Quality/PI Update | Information | Amber Humphrey |
| Patient Care Update | Information | Monica Van Otterloo |
| 9. Next Meeting Dates & Times | | |
| Finance Committee | April 21, 2025 | |
| Hospital Board | April 23, 2025 | |
| Finance Committee | May 27, 2025 | |
| Hospital Board | May 28, 2025 | |

**MURRAY COUNTY MEMORIAL HOSPITAL
BOARD OF DIRECTORS
MURRAY COUNTY MEDICAL CENTER
SLAYTON, MINNESOTA
February 26, 2025**

Call to Order The regular meeting of the Murray County Memorial Hospital Board was called to order by Secretary Laurie Jensen at 8:00 a.m.

 The meeting opened by reciting the Pledge of Allegiance to the Flag.

Directors Present: Dennis Welgraven, Laurie Jensen, and Judy Laboda

Directors Absent: Jackie Meier and Gerald McCord

Others Present: CEO Luke Schryvers, HR Director Mara Mouw, Marketing Manager Briana Solheim, Quality Manger Amber Humphrey, and CFO Robyn Van Heuvelen.

Conflicts of Interest: No conflicts

Agenda Approval: The agenda was reviewed by the Board members.

A motion was made by Dennis Welgraven and seconded by Judy Laboda with all present members of board voting their approval of February 26, 2025, agenda.

Minutes: The minutes of January 22, 2025, regular meeting were reviewed.

Motion was made by Dennis Welgraven and seconded Judy Laboda, with all present members of the Board voting their approval of the Minutes of the January 22, 2025, regular meeting.

A motion was made by Jackie Meier and seconded by Dennis Welgraven, with all present members of the Board voting to accept the consent agenda.

Medical Staff:

February 25, 2025 Meeting

APPOINTMENTS:

Emily Geraets, PA-C	Cardiology	Consulting
---------------------	------------	------------

REAPPOINTMENTS:

n/a

TERMINATIONS:

Michael Gillett, MD	Urology	Courtesy
Robert Harms, MD	Emergency Medicine	Telemedicine

A motion was made to approve the medical staff minutes and appointments by Judy Laboda, seconded Dennis Welgraven with all present members of the board voting their approval of the medical staff appointments.

ATTEST: _____

Laurie Jensen, Secretary of the Board

Gerald McCord, Chairman of the Board

February MCMC Policy Review				
Title	Department	Last Approved	Change Date	Summary of Changes
Informed Consent	Compliance	2/2/2025	2/2/2025	Added clinic procedures. Also think we should attach the forms. Unsure if surgery has different ones then clinic but I will ask Jody and get them added to the policy
Falls and Fall Prevention Plan	Nursing	2/4/2025	2/4/2025	Edited name to include "Falls"
HCV- Hepatitis C antibody VITROS 5600	Lab	2/4/2025	2/4/2025	added qc frequency
HIV Combo- VITROS	Lab	2/4/2025	2/4/2025	added qc frequency
Data Breach Involving PHI/Incident Response	Compliance	2/18/2025	2/3/2025	updating policy to add information about contacting insurance
MCMC First Report of Injury	Human Resources	2/18/2025	2/12/2025	Clarifying Policy Name.
Policy on Authorization to Disclose PHI	Compliance	2/18/2025	1/27/2025	The previous owner's account (Robbi Watnik: NP-N-SLY-70F) was deactivated, so all of their responsibilities were transferred to Lindsey Sell: NP-N-SLY-06F.
Confidentiality	HIM	2/21/2025	2/19/2025	Added letter E information on Employees accessing family members EMR.
Extreme Risk Protection Order	Compliance	2/21/2025	2/18/2025	1.Took out that mental health providers can file the petition. 2.Changed step one to state I am a medical professional rather than a mental health profession, as we should have all providers follow this workflow, not just mental health providers.
Stryker Sage Prevalon Mobile Air Transfer System	Surgery	2/28/2025	2/28/2025	added training link

MURRAY COUNTY MEDICAL CENTER
2042 Juniper Avenue
Slayton, MN 56172

MEDICAL STAFF MEETING

02/25/2025

7:30 am

Call to order at 7:33 am

PRESENT: L. Schryvers, B. Boerboom, D. Woldt, S. Menken, L. Sanchez, M. Behrends, C. Mahon, T. Hansen, M. Johnson, J. Goldammer, J. Bauer, M. VanOtterloo, D. Axtman, A. Humphrey, R. VanHeuvelen, K. Rohrer, R. Klingler

VIRTUAL: D. Axtman

ABSENT: J. Hillestad, M. Davis, N. Johnson, H. Hoekman, R. Klingler, K. Busack, P. Freeman,

MINUTES: Minutes from January meeting were reviewed. Dan Woldt motioned for approval; Dr. Sanchez seconded. Motion carried.

FINANCIAL: Robyn reported financials for the month of January

ADMINISTRATIVE REPORT: Luke reported Jennie Kirchner received MN Stars of Life Honorary which will be presented March 18th. Community health needs assessment, link will remain open for a couple of months. ER backup coverage, there is CME credits if anyone has any interest. Master planning conducted its third meeting and will be focusing on therapy, surgery, and imaging. February 1st 2026 will be our 75th anniversary. Dr. Klingler gave his 90 day notice, as he is retiring.

1st

1. Approval of meeting minutes – Financial Reports – Administrative Report

2. Business Meeting:

A. Credentials Committee: Dr. Goldammer & Dr. Sanchez

- Appointments/Reappointments: pending credentialing committees approval

APPOINTMENTS:

Ashley Stelzer, CNP	Cardiology	AHP
Ryan Coram, DO	Psychiatry	Telemedicine
Sean Dodson, MD	Neuroradiology	Telemedicine
Nicholas Fleege, MD	Diagnostic Radiology	Telemedicine
Hilary Schmitt, MD	Emergency Medicine	Telemedicine

REAPPOINTMENTS:

TERMINATIONS:

n/a

Utilization Review/Transfer Review: n/a

Compliance: n/a

Infection Control: n/a

Performance Improvement: n/a

Pharmacy & Therapeutics Committee: Cara reported that a new order set for Gen Extra Vasation will be going live today.

Morbidity/Mortality Review: Jennifer Hillestad reviewed a trauma. In 2024 there were four unpreventable deaths.

Tissue Review: n/a

Transfusion Review: n/a

Medical Records: n/a

CNO Report: Monica discussed providers not finishing their orders when patient changed to discharge. Dr. Platt will be coming March 21st for dental education.

Laboratory: n/a

Radiology: n/a

Respiratory Therapy: n/a

Clinic Report: Brooklyne questioned if there are any questions in regards to Chart Span. Will need more marketing done for it as well.

Old Business:

- **Lindsey -**
 - Allergy Injection Nurse Visit Policy
 - Nursing Outpatient Visit Policy

New Business:

A.

No further business appearing, the meeting was adjourned at 08:11 AM

Respectfully submitted,
Danielle, Stacie M., & Stacie O.

Murray County Medical Center

Medical Staff Appointments

March 25, 2025 Meeting

APPOINTMENTS:

Jacob Formiller, PAC	Nephrology	Telemedicine
----------------------	------------	--------------

REAPPOINTMENTS:

Mark Anthony Diaz, MD	Infectious Disease	Consulting
Kimberly Spaans, PA-C	Family Practice	Allied Health Professional
Darci Van Dyke, PHD	Psychologist	Allied Health Professional

TERMINATIONS:

N/A

MCMC Medical Staff reviewed these appointments and made recommendation for approval as set out above.

MURRAY COUNTY MEDICAL CENTER
MONTHLY STATISTICS
FOR THE MONTH ENDED FEBRUARY 28, 2025

	MONTHLY			YEAR-TO-DATE		
	CURRENT MONTH	LAST YEAR MONTH	INCREASE/ DECREASE FROM LAST YEAR	2025 YTD	2024 YTD	INCREASE/ DECREASE FROM LAST YEAR
ACUTE:						
ACUTE ADMISSIONS	17	19	(2)	34	35	(1)
ACUTE DISCHARGES	18	15	3	36	31	5
ACUTE PATIENT DAYS	57	53	4	109	111	(2)
ACUTE AVERAGE LOS	3.17	3.53	(0.37)	3.03	3.58	(0.55)
SWING BED AND RESPITE:						
SWING BED & RESPITE ADMISSIONS	6	2	4	13	5	8
SWING BED & RESPITE PATIENT DAYS	47	17	30	122	76	46
SWING BED AVERAGE LOS	7.83	8.50	(0.67)	9.38	15.20	(5.82)
OBSERVATION PATIENTS	12	7	5	25	18	7
SURGERY:						
TOTAL OR PATIENTS	39	34	5	67	50	17
GENERAL GI	16	13	3	26	19	7
GENERAL OTHER	0	0	0	1	0	1
ORTHO	2	4	(2)	4	7	(3)
OPHTHALMOLOGY	8	9	(1)	13	9	4
PAIN MANAGEMENT	10	4	6	16	8	8
PODIATRY	0	0	0	0	0	0
UROLOGY	3	4	(1)	7	7	0
VASCULAR	0	0	0	0	0	0
OUT PATIENT SURGERY CASES	39	33	6	67	47	20
EMERGENCY ROOM:						
ER PATIENTS	122	128	(6)	264	280	(16)
TRANSFERS TO OTHER FACILITIES	13	14	(1)	27	26	1
AMBULANCE RUNS	33	25	8	56	60	(4)
CLINIC VISITS						
NEW CLINIC PATIENTS	742	749	(7)	1643	1385	258
	20	21	(1)	58	30	28
PHYSICAL THERAPY	234	352	(118)	496	739	(243)
RADIOLOGY	259	291	(32)	557	604	(47)
MAMMOGRAMS	27	44	(17)	73	79	(6)
LABORATORY	2519	2527	(8)	5597	5232	365

MURRAY COUNTY MEDICAL CENTER
BALANCE SHEET
FOR THE MONTH ENDING: 02/28/25

Begin	CURRENT MONTH Change	Ending		Ending	YEAR TO DATE Change	Begin
ASSETS						
CURRENT ASSETS:						
7,436,220	(74,721)	7,361,499	UNRESTRICTED CASH	7,361,499	(409,215)	7,770,714
6,820,438	(295,682)	6,524,756	PATIENT RECEIVABLES	6,524,756	(137,218)	6,661,974
(3,204,863)	217,457	(2,987,406)	LESS ALLOWANCES AND DISCOUNTS	(2,987,406)	199,119	(3,186,525)
3,615,575	(78,225)	3,537,350	NET PATIENT RECEIVABLES	3,537,350	61,901	3,475,449
88,721	10,271	98,992	OTHER RECEIVABLES	98,992	(9,674)	108,665
294,950	(16)	294,934	INVENTORY	294,934	(1,243)	296,177
300,520	(28,867)	271,653	PREPAID EXPENSES	271,653	64,851	206,802
11,735,985	(171,558)	11,564,428	TOTAL CURRENT ASSETS	11,564,428	(293,380)	11,857,808
NON-CURRENT CASH & INVESTMENTS						
2,508,789	6,500	2,515,289	FUNDED DEPRECIATION CASH	2,515,289	13,000	2,502,289
CAPITAL ASSETS:						
29,799,210	54,368	29,853,578	PROPERTY PLANT AND EQUIPMENT	29,853,578	54,368	29,799,210
(23,091,921)	(93,255)	(23,185,176)	LESS ACCUMULATED DEPRECIATION	(23,185,176)	(185,744)	(22,999,431)
6,707,289	(38,887)	6,668,403	NET PROPERTY PLANT AND EQUIPME	6,668,403	(131,376)	6,799,779
OTHER ASSETS:						
6,750	0	6,750	INVESTMENTS	6,750	0	6,750
285,999	(22,795)	263,204	OTHER LONG TERM RECEIVABLES	263,204	(13,285)	276,489
292,749	(22,795)	269,954	TOTAL OTHER ASSETS	269,954	(13,285)	283,239
1,268,446	0	1,268,446	DEFERRED OUTFLOWS OF RESOURCES	1,268,446	0	1,268,446
7,505	0	7,505	OPEB DEFERRED OUTFLOWS	7,505	0	7,505
22,520,764	(226,739)	22,294,024	TOTAL ASSETS	22,294,024	(425,041)	22,719,066
LIABILITIES AND NET ASSETS:						
CURRENT LIABILITIES:						
ACCOUNTS PAYABLE:						
476,154	(205,448)	270,706	TRADE PAYABLES	270,706	(327,714)	598,421
570,218	(449)	569,769	CURRENT PORTION OF LONG TERM D	569,769	(889)	570,659
ACCRUED EXPENSES:						
1,098,246	25,380	1,123,627	ACCRUED WAGES INCLUDING VAC &	1,123,627	(126,658)	1,250,284
306,966	9,671	316,637	ACCRUED PAYROLL TAXES AND BENE	316,637	(15,383)	332,020
490,682	67,390	558,072	DUE TO THIRD PARTY	558,072	147,481	410,591
2,942,266	(103,455)	2,838,811	TOTAL CURRENT LIABILITIES	2,838,811	(323,163)	3,161,974
LONG TERM LIABILITIES:						
311,009	(3,084)	307,925	DEFERRED REVENUE	307,925	(6,169)	314,094
208,339	0	208,339	POST EMPLOYMENT LIABILITY	208,339	0	208,339
4,630,084	0	4,630,084	NET PENSION LIABILITY	4,630,084	0	4,630,084
632,242	(48,211)	584,032	LONG TERM DEBT	584,032	(96,276)	680,308
5,781,675	(51,295)	5,730,380	TOTAL LONG TERM LIABILITIES	5,730,380	(102,445)	5,832,825
DEFERRED INFLOWS OF RESOURCES:						
1,793,601	0	1,793,601	OPEB DEFERRED INFLOWS	1,793,601	0	1,793,601
84,269	0	84,269	PENSION DEFERRED INFLOWS	84,269	0	84,269

MURRAY COUNTY MEDICAL CENTER
BALANCE SHEET
FOR THE MONTH ENDING: 02/28/25

Begin	CURRENT MONTH Change	Ending		Ending	YEAR TO DATE Change	Begin
10,601,811	(154,750)	10,447,061	TOTAL LIABILITIES	10,447,061	(425,608)	10,872,669
11,918,952	(71,989)	11,846,963	FUND BALANCE	11,846,963	567	11,846,397
22,520,764	(226,739)	22,294,024	TOTAL LIABILITIES & FUND BALAN	22,294,024	(425,041)	22,719,066

MURRAY COUNTY MEDICAL CENTER
OPERATING/INCOME STATEMENT
FOR THE 2 MONTHS ENDING February 28, 2025

	CURRENT	SINGLE MONTH BUDGET	PRIOR YEAR	CURRENT YEAR	YEAR TO DATE BUDGET YTD	PRIOR YTD
REVENUE						
HOSPITAL IP REVENUE	363,899	364,672	381,813	740,172	729,344	839,322
HOSPITAL OP REVENUE	1,869,787	2,009,193	1,930,828	4,034,898	4,018,386	3,895,846
RH CLINIC REVENUE	394,524	437,234	369,499	885,131	874,468	931,251
GROSS REVENUE	2,628,210	2,811,099	2,682,140	5,660,201	5,622,198	5,666,418
OTHER HOSPITAL OPERATING REV	38,719	64,947	52,444	111,445	129,894	105,015
OTHER CLINIC OPERATING REV	1,300	1,262	1,300	2,780	2,524	2,900
OTHER OPERATING REVENUE	40,019	66,209	53,744	114,225	132,418	107,915
HOSPITAL CONTRACTUALS	(1,181,941)	(1,276,090)	(1,137,906)	(2,495,010)	(2,552,180)	(2,387,464)
CLINIC CONTRACTUALS	(129,109)	(21,629)	(82,189)	(247,161)	(43,258)	(239,383)
TOTAL CONTRACTUALS	(1,311,050)	(1,297,719)	(1,220,096)	(2,742,171)	(2,595,438)	(2,626,847)
TOTAL REVENUE	1,357,179	1,579,589	1,515,788	3,032,255	3,159,178	3,147,486
EXPENSES						
SALARIES & WAGES	673,673	709,934	599,817	1,427,528	1,419,868	1,279,688
EMPLOYEE BENEFITS	203,338	226,881	188,495	419,012	453,762	376,760
SUPPLIES	172,206	193,295	182,692	389,829	386,590	329,265
PURCHASED SERVICES	180,491	217,766	215,926	400,292	435,532	437,604
MINOR EQUIPMENT	9,238	8,946	6,991	12,237	17,892	13,756
UTILITIES	26,561	22,358	9,777	51,264	44,716	34,663
OTHER EXPENSE	95,162	117,902	121,229	192,551	235,804	232,863
TOTAL EXP BEFORE INT & DEPR	1,360,670	1,497,082	1,324,928	2,892,713	2,994,164	2,704,599
EBIDA	(3,491)	82,507	190,860	139,542	165,014	442,887
INTEREST EXPENSE	2,916	2,944	5,503	6,750	5,888	10,052
DEPRECIATION & AMORTIZATION	93,255	88,130	94,853	185,744	176,260	190,162
NET INCOME FROM OPERATIONS	(99,661)	(8,567)	90,504	(52,953)	(17,134)	242,673
TOTAL NON OPER REV/EXP	27,672	41,780	24,765	53,520	83,560	51,302
NET INCOME (LOSS)	(71,989)	33,213	115,268	567	66,426	293,975

AR AGING REPORT

2/28/2025

Total AR Days: 67.8
Prior Month AR Days: 71.3

Hospital Billing (HB) Aging Summary

AR Days: 69.7
Prior Month AR Days: 74

Financial Class	0 to 30	31 to 60	61 to 90	91 to 120	121 to 180	Over 180	Total
Medicare	\$ 1,574,519	\$ 552,651	\$ 189,774	\$ 163,654	\$ 153,111	\$ 424,399	\$ 3,058,109
Medicaid	\$ 171,336	\$ 49,433	\$ 22,725	\$ 13,830	\$ 71,690	\$ 141,621	\$ 470,635
Commercial	\$ 92,214	\$ 92,216	\$ 32,890	\$ 5,370	\$ 43,192	\$ 92,713	\$ 358,595
Blue Shield	\$ 198,387	\$ 130,769	\$ 15,421	\$ 22,847	\$ 10,175	\$ 113,388	\$ 490,985
Other	\$ 127,265	\$ 45,518	\$ (1,672)	\$ 1,042	\$ 5,542	\$ (8,195)	\$ 169,500
Self-Pay	\$ 68,473	\$ 99,315	\$ 42,179	\$ 72,375	\$ 90,403	\$ 676,776	\$ 1,049,521
Worker's Comp	\$ 23,202	\$ 10,113	\$ 16,573	\$ 2,200	\$ 6,599	\$ 14,953	\$ 73,640
	\$ 2,255,396	\$ 980,016	\$ 317,889	\$ 281,318	\$ 380,711	\$ 1,455,655	\$ 5,670,985

Professional Billing (PB) Aging Summary

AR Days: 55.1
Prior Month AR Days: 58

Financial Class	0 to 30	31 to 60	61 to 90	91 to 120	121 to 180	Over 180	Total
Medicare	\$ 97,773	\$ (2,983)	\$ (4,646)	\$ (5,716)	\$ (6,076)	\$ 19,358	\$ 97,710
Medicaid	\$ 36,708	\$ 3,986	\$ 1,776	\$ 1,208	\$ 1,829	\$ 8,753	\$ 54,260
Commercial	\$ 21,311	\$ 13,112	\$ 1,092	\$ 3,790	\$ 9,897	\$ 8,461	\$ 57,662
Blue Shield	\$ 35,988	\$ 1,146	\$ 5,759	\$ 759	\$ 1,852	\$ (229)	\$ 45,275
Other	\$ 11,909	\$ 1,046	\$ 3,449	\$ 834	\$ 402	\$ 13,457	\$ 31,097
Self-Pay	\$ 20,360	\$ 30,636	\$ 7,520	\$ 11,267	\$ 25,380	\$ 177,369	\$ 272,532
Worker's Comp	\$ 6,717	\$ 2,417	\$ 5,989	\$ 995	\$ 4,646	\$ 6,395	\$ 27,159
	\$ 230,766	\$ 49,359	\$ 20,938	\$ 13,138	\$ 37,929	\$ 233,564	\$ 585,694

AR in CPSI > 120 Days \$ 277,994

Not Released \$ 508,490

**MURRAY COUNTY MEDICAL CENTER
HOSPITAL & CLINIC**

CHARITY CARE WRITE OFFS & BAD DEBT TRANSFERS AND RECOVERIES

2/28/2025

	MONTH		YTD	PRIOR YR YTD
CHARITY CARE & BANKRUPTCY WRITE-OFFS	\$	-	\$ 1,100	\$ 8,431
BAD DEBT TRANSFERS	\$	192,725	\$ 193,095	\$ (18,721)
BAD DEBT RECOVERIES	\$	(1,293)	\$ (1,603)	\$ (2,264)
	\$	191,432	\$ 192,592	\$ (12,554)

Murray County Hospital & Clinic
Capital Expenditures - 2025

2025 CAPITAL BUDGET

\$1,505,494

ACTUAL

**2025 CAPITAL EXPENDITURES
2/28/2025**

AMBULANCE

LIFEPAK 35

54,368

Items going to March Board Meeting

**March Board of Directors Meeting
CEO Board Report**



People

- Dr Klingler has announced that he will be retiring from his practice here at MCMC. We are grateful for the 7+ years of service that Dr Klingler has provided to our patients and everything he has done for the hospital. His last official day at MCMC will be on May 17th.
- Therapy Staffing – Continue to recruit for a physical therapist and speech therapist. Both positions have been open for an extended amount of time with few applications. The PT position comes with a sign on bonus up to \$30,000. We also continue to look at short term options with locum staff as well.

Quality

- Community Health Needs Assessment – Received an update from Sanford that we have had 102 community members complete the assessment so far. In comparison, three years ago we had 83 total so the community participation has been great. The survey link will remain active through the end of March. https://sanford.az1.qualtrics.com/jfe/form/SV_9YNNEaZanL1wpoy
- Sanford Mock Survey – The survey was scheduled to be completed on March 4th and 5th, but unfortunately due to the winter weather it was cut short. The team was still able to complete most of the work and will be coming back out on May 14th to complete the survey walkthrough and observation portion.

Growth

- DAX Copilot – 3 of our clinic providers implemented the use of the new AI system in February. The system was made available through Sanford after a successful pilot of 200 physicians throughout the Sanford system. The goals of implementing the AI system are to improve clinician satisfaction, reduce provider burnout or fatigue, improve work-life balance, and make the documentation process more efficient.

Financials

- Annual Audit – Clifton Larson Allen will be starting our audit on April 7th. Once complete they will provide an overview to the board at an upcoming meeting. Our annual cost report is also due on May 31st.
- Collections & Bad Debt – The business office has started a project to reduce the number of outstanding claims and bad debt that is still in the active accounts receivable. Outstanding claims will be sent to our collections agency unless a payment plan has been established.

Misc.

- MCMC Foundation – The foundation is in need of a couple new community members on its Board. The foundation works with the hospital to improve the healthcare for residents of Murray County by promoting wellness, providing community education, and assisting with capital improvements and equipment purchases to further enhance patient care. If you or anyone that you know may be interested in joining the Foundation Board, please let us know.



March 2025 Board of Directors Marketing Report

Digital:

- Our website had 1.3k active users (.3% decrease). Our total views sat at 3k (4.4% decrease) and our events sat at 8.6k (4.7% decrease).
- Our Facebook views were up at 95.3k (21.8% increase), our reach was at 21.8k (50% increase), our content interactions were at 1.6k (179.9% increase), and we had 419 link clicks (17.7% decrease). We gained 8 new followers (27.3% decrease) and had 1.4k page visits (20.4% decrease). During the month of February, we posted 27 times with the main ones involving Women's Physician Day/Women in Medicine Day, Heart & Vascular screens, seeking Foundation members, senior independence, Heart Month, and the Community Health Needs Assessment.
- Our Instagram views were at 5.9k (21.2% increase), our reach was at 2.4k (13.4% increase), our content interactions were at 45 (73.1% increase) and we had 39 link clicks (85.7% increase).
- On LinkedIn, our impressions decreased by 6.4%, our reactions stayed the same at 23, and we had two reposts. We had 71 page views (6% increase), 37 unique visitors (15.6% increase), and we gained 3 new followers.
- Our Google ads drove in 112 clicks and 2.4k impressions.
- Our main February email had a 41.43% open rate. I also sent an email for our monthly blog post which had a 27.59% open rate.

Traditional Advertising:

- Within newspaper advertising, we highlighted Women's Physicians, Cardiac Rehab, Cardiology outreach, and general clinic.
- In February, we highlighted senior independence month and sleep studies on the radios.

Events & Current Happenings:

- We participated in the Spring Expo on Saturday March 22nd. We provided blood pressure checks, handed out information, and provided MCMC themed Stethoscopes for the kids. This event is hosted by Murray County ECI and the Slayton Area Chamber of Commerce. There was about 50 vendors and businesses this year.
- We are working with Painted Prairie to host a Women's night out in May. As of right now, Tracy Hansen, Dr. Jaeger, and Betsy Plotz will be speaking at this.

Reminder of Board Pictures.

Briana Solheim

Marketing Director



507-836-1231



solheimb@murraycountymed.org