

Developing and Implementing Hospital Events: Evaluation of the George Washington Medical Exhibit

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Developing and Implementing Hospital Events: Evaluation of the George Washington Medical Exhibit

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Introduction

- At a teaching hospital such as LVHN, hospital events can be an effective means of accomplishing different educational objectives, including anything from general public service information or community engagement to special training programs.
- This July and early August, the hospital hosted the historical medical exhibit “Every Necessary Care and Attention: George Washington and Medicine” in the Body Family Medical Library. In addition to three speakers.
- Exhibit was loaned from National Institutes of Health and funded in part by National Network of Libraries of Medicine.
- The purpose of this project is to evaluate the success of this event and determine what lessons can be learned for future event planning.

Methods, Marketing, and Planning

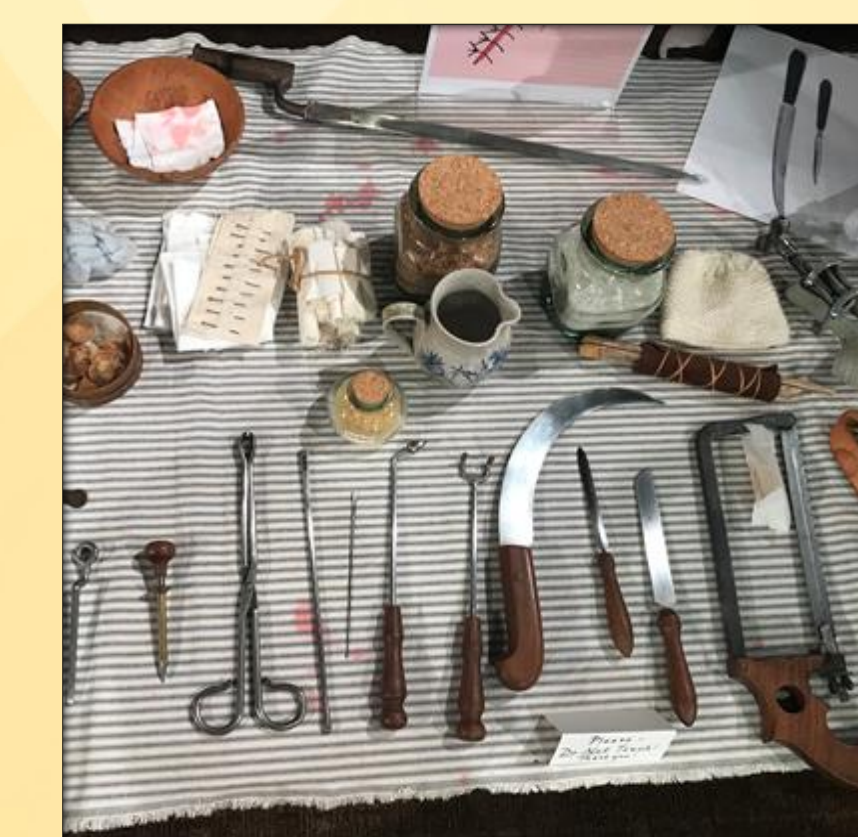
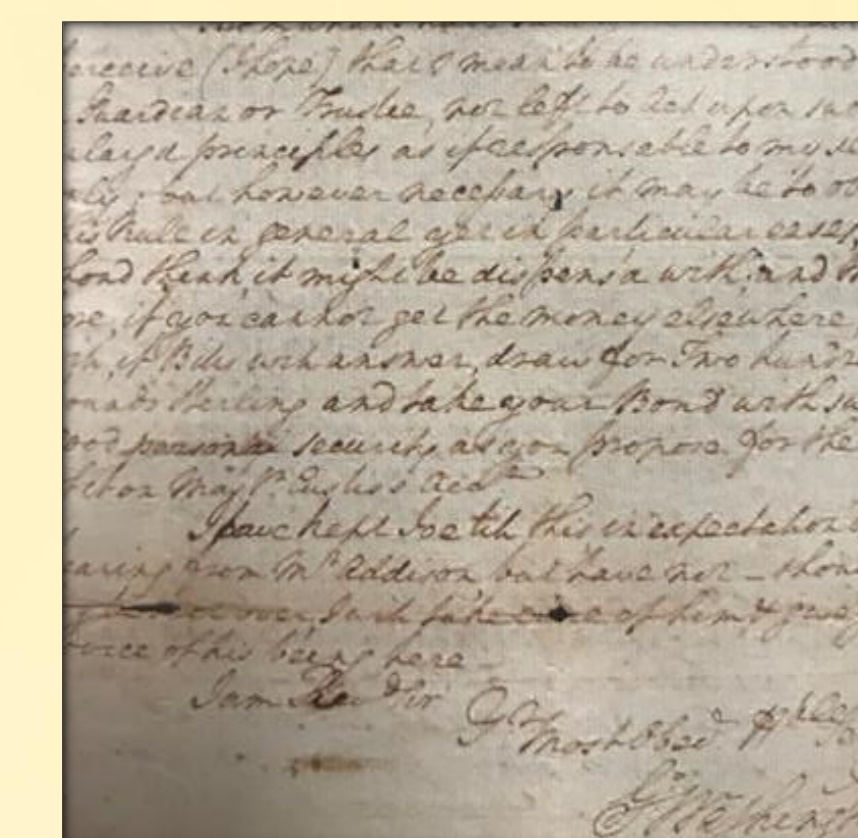
- Success was recorded based on the number of “meaningful interactions” with the audience, or simply proof that they viewed the exhibit or attended the talks. This was primarily done through our visitor logbook. The number of signers were counted, and a small poll was offered asking them to indicate different things they learned. For the talks, we recorded the size of the audience using handouts.
- Various handouts related to the exhibit, health care, or history in general were offered as well, serving as a separate secondary indicator of meaningful interaction.
- Planning and marketing for the exhibit was extensive. Thousands of personal email invitations were sent out. Two signs were posted near the Café and the Kasych pavilion entrance. 25 Exhibit flyers were sent to over two dozen libraries across the Lehigh Valley, including colleges, high schools, and public libraries. Local newspapers and radio stations were contacted in order to raise publicity. We were able to post the event on the WFMZ community calendar. We also contacted various local historic sites to spread the word about the exhibit in exchange for raising publicity for them.

Results

- Visitor Data Overview:

Exhibit visitors observed after 24 days	130
Visitors who signed log book	57
Average visitors per day	5.4
Most visitors in a single day (July 10th)	13
Speaker Marjory Wienkop Audience	47
Speaker Mark Shaffer Audience	30

- Attendance and at the exhibit itself thus far was considered satisfactory, exceeding the target of 50 overall visitors. Speaker attendance was less successful with a modest 47 and 30 guests for the first and second talks respectively. Most visitors were hospital staff.



Conclusion: Future Direction

- The experience gained through this exhibit will be helpful in the planning and marketing of future events.
- We were able to determine which marketing techniques were effective and which weren't.
- First two talks fell short of 50 visitors but drew the largest number of visitors to the library exhibit each day they were held.
- More effort should be put into advertising to hospital staff and faculty, as most visitors were employees, not the general public.
- Most outside organizations were unresponsive to marketing requests. In the future, more direct contact with organization representative should be sought and the number of outside organizations contacted minimized.



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