

# New Life in North Jacksonville

In 2017, UF Health reached two major milestones in the expansion of UF Health North, the only full-service medical campus in North Jacksonville. In May, leaders cut the ribbon on a 92-bed hospital. It includes all-private patient suites and each room is equipped with an interactive TV and tablet system for patients to order meals, page their nurses, check their care plans and more.

In August, UF Health North's Labor and Delivery Unit opened. Its state-of-the-art suites give patients the convenience of laboring, delivering and recovering all in one room. Obstetric operating rooms are located on the same floor in case of planned or unplanned cesarean sections.

In anticipation of these openings, the UF Health Jacksonville Communications and Marketing department created a multimedia campaign spanning the calendar year of 2017. The key messages were simple:

- ▶ Alert North Jacksonville residents of the opening of a brand new, full-service hospital in their community
- ▶ Announce the availability of labor and delivery services and invite expectant mothers to tour the unit
- ▶ Promote UF Health Women's Specialists – North's obstetric and gynecological services
- ▶ Increase the existing patient base to support the Labor and Delivery Unit

Making these services available in a historically underserved area of Jacksonville was significant, and warranted a campaign of equal impact.

While the campaign comprised numerous traditional marketing components, the team explored new avenues such as Snapchat filters, Pandora radio spots and building a custom RSVP webpage for tours of the Labor and Delivery Unit.

The UF Health Jacksonville Communications and Marketing department strives to create campaigns that are effective, engaging and innovative. This campaign was our most comprehensive of the year, and its effectiveness is evidenced by the growing patient volumes.

# Hospital Opening

## Billboards

Four billboards were placed in close proximity to UF Health North on main traffic arteries leading to the hospital and on I-295 to target outlying neighborhoods in the main service area. These four board locations delivered 963,238 monthly impressions.



Your new hospital is just  
around the corner.

.....  
Opening May 2017

**UFHealth**  
NORTH

**UFHealth**  
NORTH

**North Jacksonville's  
Only Hospital**

.....  
Max Leggett Parkway Near I-95

2018 ASTER AWARDS SUBMISSION

**UFHealth**  
UNIVERSITY OF FLORIDA HEALTH

# Hospital Opening

## Brochures: Inpatient Services

While the hospital at UF Health North opened in 2017, its medical office building has been operating since 2015. This brochure was placed in lobbies and waiting rooms throughout the medical office building. Its sole purpose was to showcase the new hospital's features to existing patients.

At UF Health North, our team of University of Florida physicians, nurses and staff offers patients the latest treatments, advanced technologies and compassionate care. Their collaboration benefits each of our patients during their recovery.

The campus is located on Max Leggett Parkway close to Jacksonville International Airport, River City Marketplace and the growing commercial area on and around Duval Road. It is approximately 15 minutes from Nassau County and less than 30 minutes from Georgia.

**INPATIENT HOSPITAL**  
OPENING MAY 2017

**UFHealth**  
NORTH

15255 Max Leggett Parkway  
Jacksonville, FL 32218  
904.383.1000

[North.UFHealthjax.org](http://North.UFHealthjax.org)

UF Health accepts most major commercial insurance plans, including TRICARE.

12 labor and delivery suites, with three rooms featuring birthing tubs

24 intensive care suites

48 medical/surgical suites

UF Health North's 70-acre campus allows for future growth as patient demand increases.

**UF Health North Medical Complex**

In addition to bringing a new hospital to North Jacksonville, the UF Health North medical complex already provides more than 20 specialty services, like pediatric care, gynecology and sports medicine. The facilities include a sleep center and the UF Health Birth Center, which is the only center of its kind in the region.

**UFHealth**  
NORTH

# Hospital Opening

## Ribbon-cutting event overview

UF Health leadership, donors, faculty and staff attended a ribbon-cutting ceremony for the hospital on May 10, 2017. This oversized gatefold brochure provided guests an overview of the building's features and design, recognized donors and shared messages from leaders who were heavily involved in development of the hospital.

**When UF Health purchased this 70-acre piece of land a decade ago, people asked, "Why North Jacksonville?"**

You'll recall the economy and housing market were down in Jacksonville and across the United States. In spite of that, many chose to put down roots here. And like them, we knew this was the right place to put down ours. So we built our ambulatory center, and the community has embraced it as its own.

Opening this hospital adds significantly to the long-standing commitment of UF Health to North Jacksonville, as we seek to ensure area residents have access to the health care they need — and deserve.

Thank you for allowing us to be part of your community.



David S. Guzik, MD, PhD  
President, UF Health  
Senior Vice President for Health Affairs, University of Florida

**Physicians at the UF College of Medicine – Jacksonville have worked on this campus alongside hundreds of great nurses, technicians and other members of the UF Health family since 2015.**

Our UF physicians offer more than 30 specialty services, from obstetrics and cardiology to neurology and emergency medicine. They are among the best in the region — and in the nation — and have the experience, distinctions and honors to show.

But more importantly, our physicians are dedicated to their profession, passionate about patient care, and continuously exhibit integrity in all they do.

We look forward to continuing to care for you.



Leon L. Haley Jr., MD, MHA  
Dean, College of Medicine – Jacksonville  
Vice President for Health Affairs, University of Florida

**UF HEALTH NORTH TIMELINE**

**August 2013**  
Medical Office Building Groundbreaking

**February 2015**  
Medical Office Building Opens

**November 2015**  
Inpatient Bed Tower Groundbreaking

**February 2016**  
Marcus E. Drewa Atrium Dedication

**May 2016**  
Inpatient Bed Tower Beam Topping-Off Ceremony

**May 2017**  
Inpatient Bed Tower Opens

**UF HEALTH NORTH**  
15255 Max Leggett Parkway, Jacksonville, FL 32218  
904.383.1000 • North.UFHealthjax.org

**EXPANDING Excellence IN HEALTH CARE**



**UFHealth NORTH**

**MESSAGES FROM OUR LEADERS**



The immediate success of UF Health North has been nonstop since the opening of the medical office building in 2015. Now with the completion of the bed tower, we can further serve the community.

My top priorities have always been — and will always be — ensuring quality care and patient satisfaction. We can have the shiniest building and use the latest medical technology, but these mean nothing without having the right people to care for our patients. Everyone here is committed to providing an experience that exceeds the expectations of our patients and their loved ones.

I learned through my service in the U.S. Air Force the importance of integrity, service before self and striving for excellence in all you do. These principles can be applied to what we do here each day at UF Health North.

Thank you for your trust and support.



Wayne Marshall  
Vice President, UF Health North



UF Health North expands the reach of UF Health and provides easier access for families living in Northeast Florida and Southeast Georgia. We have redefined the future of health care in this area through technology and programs that promote healing and enhance the patient experience. UF Health North helps us build on the exceptional care we already provide on our campuses and throughout our network of practices.

We are grateful to everyone who worked behind the scenes, contributed through donations, or showed support every step of the way.



Russell E. Armistead  
Chief Executive Officer, UF Health Jacksonville

**DuBow Family Foundation**  
Gift Shop

**Gresham, Smith and Partners**  
Second and Third Floor Artwork

**J.E. Abercrombie, Inc.**  
Fourth Floor Family Lounge

**Batson-Cook Construction**  
Fifth Floor Artwork

**Miller Electric Company**  
Green Roof



*Located on the first floor near the dining area, the brilliant blue orb sculpture represents bubbles rising from Florida springs. The circular soffits are like ripples on the water that appear when the bubbles break at the surface.*

*The impressive size of the hanging sculpture in the lobby spans two floors of the building and is a continuation of the St. Johns River wall relief. The rings symbolize the flow of the river and movement on the surface of the water.*

... features rooftop gardens for visitors and patients to gather. Open spaces with beautiful greenery can increase energy and boost emotions.



... features rooftop gardens for visitors and patients to gather. Open spaces with beautiful greenery can increase energy and boost emotions.



*To complement the water theme of the building, this rippling accent wall adds a calming texture and color-changing lighting element to a visitor area.*

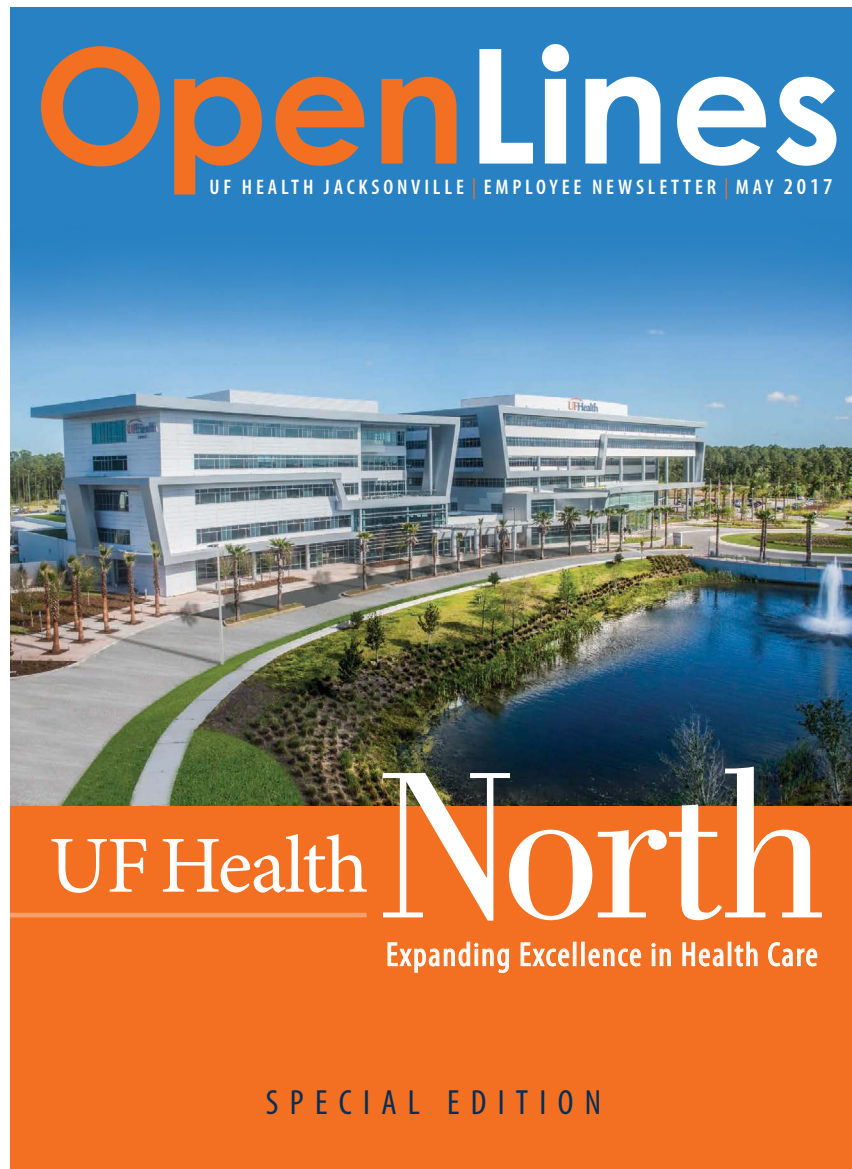


*Covering a wall adjacent to the nurses station, this mural brings a signature element of the Florida environment indoors.*

# Hospital Opening

## Special edition newsletter

The UF Health Jacksonville Communications and Marketing department produces a monthly employee newsletter, Open Lines. The May edition featured stories about UF Health North to celebrate its opening. This publication is read by our 5,000 employees and innumerable patients, who can access it in print across the campus. About 1,500 print copies are dispersed throughout the hospital each month. It is also available in digital form on the employee intranet.



2018 ASTER AWARDS SUBMISSION

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# Hospital Opening

## Print ad series

This ad series was placed in 20 publications — daily, weekly, monthly, bimonthly and biannual — to blanket our entire service area with updates about UF Health North's opening and new features. While our messaging changed slightly over time and occasionally had a more narrow audience, such as the military-specific ad in the Mayport Mirror, our intent for the ads was always clear: Let the public know UF Health North's hospital is opening in May, and that it is the new destination for world-class care in the region.



### UF Health North Hospital Opening May 2017

Opening a multispecialty medical complex was just the first step in how UF Health is addressing the health care needs of North Jacksonville. Now we're building a 92-bed inpatient tower scheduled to open this spring. Once completed, UF Health North will be a full-service hospital with all-private patient rooms. It will also feature advances such as video conferencing and monitors in patient rooms to help family members stay informed about their loved ones.



15255 Max Leggett Parkway, Jacksonville, FL 32218  
North.UFHealthjax.org  
UF Health accepts most major commercial insurance plans, including TRICARE.

### UF Health North: Expanding Excellence in Health Care



Step inside our new hospital and you'll see a beautifully designed building and the latest technology. More importantly you'll find some of the region's top physicians and other health care providers, who are dedicated to their professions and passionate about their patients. They are driven to deliver exceptional medical care with compassion and service that has already earned UF Health North national recognition for patient satisfaction. Do you have a UF doctor? You can.



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### Jacksonville's new hospital is here.



### Opening in May

UF Health North opens the region's newest — and North Jacksonville's only — hospital in May. Our patient suites offer private accommodations in a comfortable atmosphere, with staff who deliver outstanding hospitality and service. And our renowned UF Health specialists provide quality, compassionate care using the most advanced treatments in medicine. Learn more by visiting [North.UFHealthjax.org](http://North.UFHealthjax.org).



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# Hospital Opening

## Airport bins

UF Health North is located 10 minutes away from Jacksonville International Airport. Residents of Jacksonville flying out to their destinations must wait in line for security. Using airport bins for advertising is a unique opportunity to reach consumers where there are no other ads competing for their attention. These graphics lined the bottom of the security bins, resulting in 1,613,040 monthly impressions on average.



# Labor and Delivery Unit Opening

## Billboards

The billboard locations used for UF Health North's hospital opening were used for the opening of the Labor and Delivery Unit. Again, these boards deliver 963,238 monthly impressions and have delivered 6,742,666 impressions since commencement of the campaign. In their design, we focused on readability of the text, an impactful message and striking image.





# Labor and Delivery Unit Opening

## Brochure

Policies and procedures keep every hospital running smoothly. With the opening of the Labor and Delivery Unit, staff immediately found a need for printed materials to give expectant mothers. This brochure answers questions about preregistration, parking and other logistics that are helpful to know before moms go into labor.

**WELCOME YOUR BABY WITH PEACE OF MIND AT UF HEALTH NORTH.**

At UF Health North, 12 private suites offer mothers a modern, state-of-the-art setting to deliver their babies surrounded by highly qualified UF Health physicians, nurses and other providers. As part of the newest, most advanced Labor and Delivery Unit in the region, each suite is large enough to labor, deliver and recover, and some feature hydrotherapy tubs to soothe discomfort during contractions.

Two dedicated obstetric operating rooms for planned or unplanned cesarean sections are located on the same floor.

The Labor and Delivery Unit is located on the second floor of the hospital.



**PLANNING FOR YOUR SPECIAL DELIVERY**





**UFHealth**  
NORTH

15255 Max Leggett Parkway  
Jacksonville, FL 32218  
904.427.2260

North.UFHealthjax.org/babies

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**REGISTRATION**

We recommend that you preregister with the hospital no more than 30 days before your due date. This will ensure we have all of the information needed to verify your insurance coverage and benefits. It also helps speed up the check-in process on the day of your delivery. Women who are in labor and have preregistered go directly to the Labor and Delivery Unit with their photo ID and insurance card.

Patients should preregister in person at the hospital. For more information, call 904.427.1616 Monday through Friday, 7:30 a.m. to 4 p.m.



Expectant moms who are in labor should go to the Labor and Delivery Unit on the second floor of the hospital and check in with the front desk staff.

You will be evaluated by a nurse and a physician, who will determine if you need to be admitted. If you are admitted, you will be moved to a labor and delivery suite, where your support person may join you.

**AFTER DELIVERY**

After your baby is born, you will recover in the same labor and delivery suite in which you gave birth. For your comfort, this will be your room for the duration of your stay. Your baby will remain in your room with you to promote bonding.

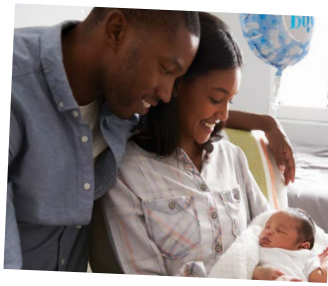
**VISITORS**

Visitors are welcome in the labor and delivery suite at the patient's request. The number of visitors may be limited. Visitors may be asked to leave the room for delivery and some procedures.

All visitors must provide photo identification, such as a driver's license, state identification card or employee badge, before they can enter the unit.

Children must be accompanied by an adult at all times, and are permitted at the request of the patient and the nurse's discretion.

Visitors who are not in a patient's suite but want to stay close by are encouraged to use the family waiting lounge located near the Labor and Delivery Unit.



**SECURITY**

For security purposes, you, your baby and your support person will receive matching ID bracelets. Your baby will also have a security sensor that should not be removed until after discharge from the hospital.

All women's services staff wear pink and blue badges with their picture, name and title clearly printed. Do not give your baby to anyone without a badge. If you have concerns about someone asking for your child, call your nurse immediately.

# Labor and Delivery Unit Opening

## Digital ads: Now Open

In the search for perfect stock images of babies, we ran across some comical images, like a baby in sunglasses relaxing in a pool float. When marketing the Labor and Delivery Unit, we decided to infuse our digital ads with sentimentality and a little humor. Each ad has a distinct personality, but all promote the same key message — UF Health North's Labor and Delivery Unit is open, and is the most advanced place to welcome your baby into the world.

On Facebook, these ads have reached 108,342 women with 792,844 impressions, delivering 5,271 results. Of those results, 4,182 people have taken action. The series has produced 27,036 new sessions to the UF Health North webpage for the Labor and Delivery Unit.



Memories Are Made at UF Health North.

Jacksonville's newest, most advanced labor and delivery suites now open. [Learn More.](#)

**UFHealth**  
NORTH



An Exceptional Start for Your Exceptional Child.

Jacksonville's newest, most advanced labor and delivery suites now open. [Learn More.](#)

**UFHealth**  
NORTH



Great expectations have a great place to start.

[Learn more](#) ▶

**UFHealth**  
NORTH  
UF Health Women's Specialists – North



Great expectations have a great place to start.

[Learn more](#) ▶

**UFHealth**  
NORTH  
UF Health Women's Specialists – North



Jacksonville's newest, most advanced labor and delivery suites now open.

[Learn More.](#)

**UFHealth**  
NORTH



I Was Born at UF Health North. How About You?

Jacksonville's newest, most advanced labor and delivery suites now open. [Learn More.](#)

**UFHealth**  
NORTH

# Labor and Delivery Unit Opening

## Digital ads: Tours

Once the unit opened, we created ads inviting pregnant women to tour the new suites. They were placed on popular websites and blogs, such as Jacksonville Moms Blog.



Tours of Jacksonville's newest, most advanced labor and delivery suites are now available. Click here for more information.



**Showing? So are we.**

Tours of Jacksonville's newest, most advanced labor and delivery suites are now available. Click here for more information.



# Labor and Delivery Unit Opening

## Direct mail

This postcard was mailed to 23,850 relevant recipients in Jacksonville and parts of Southeast Georgia to generate interest in the new Labor and Delivery Unit. The short, simple message — “We Know Babies” — positions our doctors as experts with the experience needed to provide the best possible care for our smallest patients.



## We Know Babies.

And we know how to give your baby a great start.

Our private labor and delivery suites are designed to provide a comforting environment for you and your loved ones to welcome the newest member of the family. Plus, you'll benefit from the expertise of UF Health physicians, nurses and other providers.

For more information or to make an appointment with a UF Health obstetrician, call 904.427.2260.



15255 Max Leggett Parkway, Jacksonville, FL 32218  
[North.UFHealthJax.org/babies](http://North.UFHealthJax.org/babies)

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# Labor and Delivery Unit Opening

## E-invitation

UF Health North providers and staff hosted an internal reception to celebrate the opening of the Labor and Delivery Unit. Our team created this evite to email to the guest list. It featured a click-through link that opened an email pre-addressed to the RSVP coordinator for the event.

Please join us for a reception to celebrate the opening of  
**Labor and Delivery at UF Health North.**

Meet our UF Health physicians, nurses and clinicians  
who will care for expectant mothers and their newborns.



**Monday, Aug. 14, 2017**

**5:30-7 p.m.**

UF Health North Hospital Lobby



[Click here](#) to RSVP. Kindly respond by Monday, Aug. 7.

# Labor and Delivery Unit Opening

## Flyer series

UF Health North's modern, state-of-the-art labor and delivery suites make an impact when seeing them in person, so advertising tours became priority No. 1 once the unit was open. This flyer set was designed to catch the attention of the reader with a question and provide a call to action to schedule a tour. The flyers were posted around UF Health North's hospital and medical office building and regularly given out at health fairs and public events.

**Would you like to see your suite?**

UF Health North is home to the region's newest, most advanced labor and delivery suites. Our private, spacious rooms are designed to maximize expectant mothers' comfort during their birth experience. And delivering here means receiving expert care from our UF Health specialists from the moment you arrive until you take your baby home.

Join our obstetric providers and nurses for a tour and get answers to all of your questions about welcoming your little one at UF Health North.

To register for a tour, call 904.427.8687 or visit [North.UFHealthJax.org/babytours](http://North.UFHealthJax.org/babytours).



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# Labor and Delivery Unit Opening

## Digital signage

UF Health North features digital signage on every floor adjacent to the elevators. They are used for employee notices, wayfinding and announcements. Our team leveraged these signage locations to alert our patients already in the medical office building and hospital that the unit was officially open.



An Exceptional Start  
for Your Exceptional Child.



Jacksonville's newest, most advanced  
labor and delivery suites are now open.

**UFHealth**  
NORTH

For more information, visit [North.UFHealthJax.org/babies](http://North.UFHealthJax.org/babies).

# Labor and Delivery Unit Opening

## Promotional item: Onesies

Providers and nursing staff in the new Labor and Delivery Unit pride themselves on giving each mother and baby a personalized, patient-centered experience, so it felt right to create a personalized onesie for our newborns. Each infant born at UF Health North receives a onesie to wear during their stay, and as a keepsake from their very first days of life.

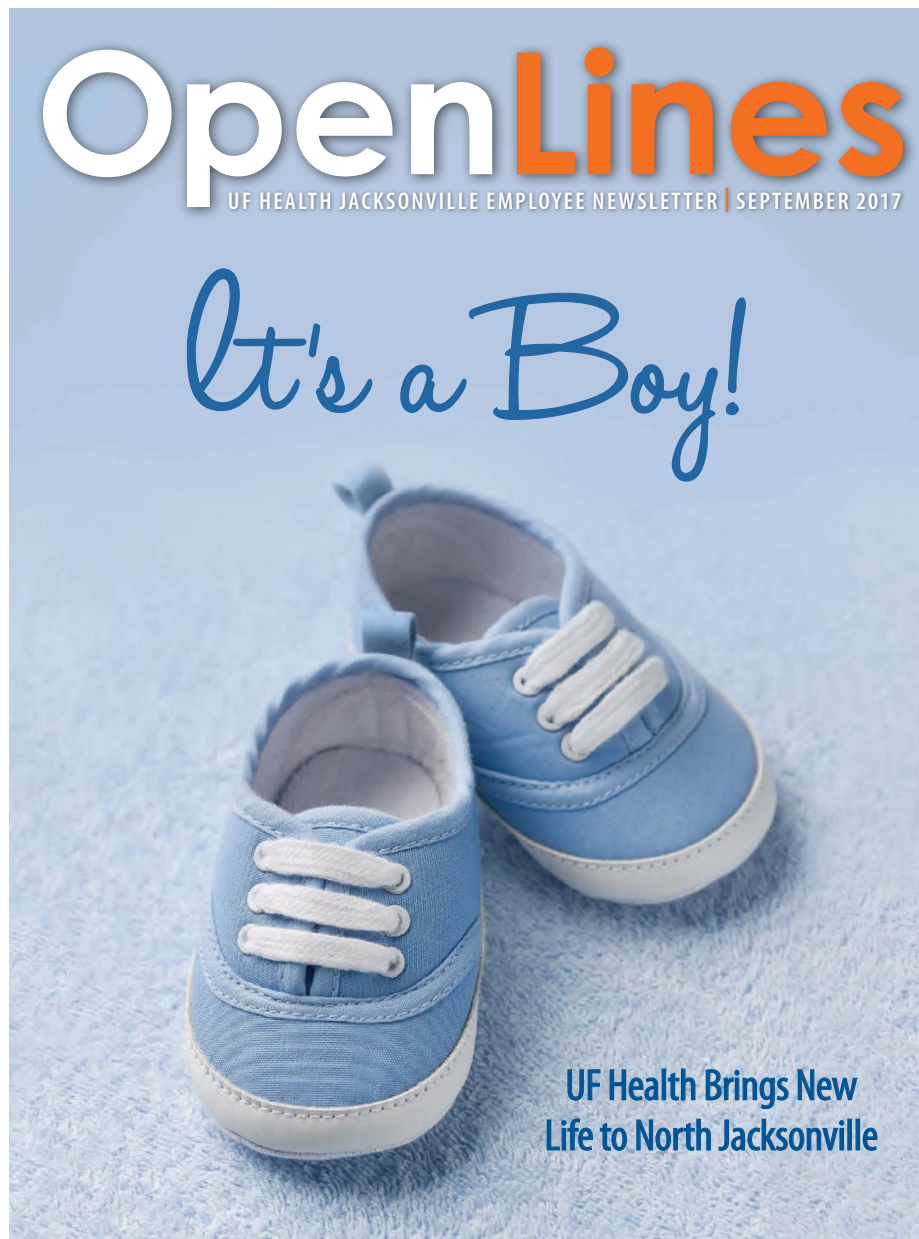




# Labor and Delivery Unit Opening

## Open Lines: Cover story

The September cover story of Open Lines featured the first two babies born at UF Health North. We shared the stories of these two births and celebrated that the long-awaited unit had finally begun bringing new life into the community.



# Labor and Delivery Unit Opening

## Pandora radio spots

The Pandora radio facet of the campaign delivered 1,072,199 impressions, reaching 24,067 consumers. It has delivered 552 unique clicks and boasts a high frequency of 26.58.

The first spot, nicknamed "Choice," describes the Labor and Delivery unit's "spacious, comfortable rooms" and "top medical care." The second, called "Space," is an endearing child's voice speaking from the perspective of a baby waiting to be born. The baby describes how things are getting a bit too cramped to grow and asks to be born at UF Health North.

These two radio spots are different in style and tone but have a cohesive message: UF Health North is unrivaled in comfort and care for mothers and their babies.



# Labor and Delivery Unit Opening

## Print ad series

This ad series was run in the same 20 publications as our hospital opening ad series in order to reach all relevant audiences in the different areas of Jacksonville and Southeast Georgia. Our messaging changed over time, from looking forward to opening the Labor and Delivery Unit to announcing its opening publicly. Our intent for the ads remained consistent: Let the public know UF Health North would have the newest, most advanced Labor and Delivery Unit.



### An Exceptional Start for Your Exceptional Child

The region's newest, most advanced labor and delivery suites are now open.



15255 Max Leggett Parkway, Jacksonville, FL 32218  
North.UFHealthJax.org/babies  
904.383.1000

UF Health accepts most major commercial insurance plans, including TRICARE.



### UF Health North Hospital Delivering great things for mothers and babies

This spring, our state-of-the-art hospital will welcome expectant mothers with 12 beautiful labor and delivery suites. All rooms are private, and some feature hydrotherapy tubs for moms interested in water birth. With two dedicated obstetric operating rooms, we're also prepared for planned or emergency cesarean sections. Each suite has a bassinet so the little one can stay close to mom, and plenty of room for family and friends.



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North.UFHealthJax.org

UF Health accepts most major commercial insurance plans, including TRICARE.



### Showing? So are we.

If you are expecting now, reserve your spot to tour Jacksonville's newest, most advanced labor and delivery suites at UF Health North.

You'll meet UF Health obstetricians and nurses, get information about labor and delivery options, and have a close-up view of a great place to have your baby.

Reserve your tour today. Visit [North.UFHealthJax.org/babytours](http://North.UFHealthJax.org/babytours), or call us at 904.383.1000



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# Labor and Delivery Unit Opening

## Social media: Facebook

Based on the timeline of a full-term pregnancy, we created 80 pregnancy graphics to post over 40 weeks, the last week coinciding with our Labor and Delivery Unit opening. Each week, we posted one pregnancy tip and one answer to a commonly asked question, showcasing the knowledge of our expert providers. This campaign had a total reach of 38,067 users, and is now housed on [North.UFHealthJax.org/babies](http://North.UFHealthJax.org/babies) to provide ongoing education.



# Labor and Delivery Unit Opening

## Social media: Facebook

As the opening day for the Labor and Delivery Unit drew closer, we wanted to create a countdown tile series to build anticipation and keep the new unit top-of-mind for our audience. These graphics had a total reach of 37,174 users.



# Labor and Delivery Unit Opening

## Social media: Facebook

After anticipating the opening of the Labor and Delivery for so many weeks, we had to share our first newborn arrival with our audience as well. Cameron Theophilus Mayhew was born within the first 48 hours of the unit's opening.

The two posts about Cameron had a total reach of 14,348 users and an average engagement rate of 16.8 percent, well above the industry average.



# Labor and Delivery Unit Opening

## Social media: Facebook

Jacksonville is a city with more than its fair share of sports teams, from the Jaguars to the Armada and the Icemen to the Jumbo Shrimp. Our team forged a partnership with Jacksonville's minor league baseball team, the Jumbo Shrimp, to deliver a special gift to the 100th baby born at UF Health North. It was filled with stuffed animals and T-shirts for the whole family, as well as tickets to a game of their choosing.

Partnerships like these benefit both organizations, providing access to each other's audiences. After the Jumbo Shrimp's major rebranding efforts in 2017, it seemed like a perfect time to team up. We were able to leverage their popularity and they leveraged our opening's momentum. The partnership is ongoing, with plans to do many more projects together in the future.

 **UF Health North** added 3 new photos. ...  
Published by Mike Hadden [?] · December 1, 2017 · 

Early this morning, UF Health North reached a special milestone. Providers in the Labor and Delivery Unit welcomed the 100th baby born since opening in August. Jesslyn Ann Adamiak was born Dec. 1 at 1:51 a.m. weighing 7 pounds, 2 ounces and measuring 20.5 inches long.

Harold Crow, general manager of the Jacksonville Jumbo Shrimp, visited Jesslyn and her parents today and brought a special gift bag to congratulate the family and make the new baby an honorary "popcorn shrimp." Thank you to the Jumbo Shrimp for sharing in our excitement, and congratulations to the Adamiak family!

To learn more about Labor and Delivery at UF Health North, visit [north.ufhealthjax.org/babies](http://north.ufhealthjax.org/babies).



 4,848 people reached [Boost Post](#)

# Labor and Delivery Unit Opening

## Social media: Snapchat

With Snapchat's popularity rising, especially among our demographic of females ages 25 to 34, it was crucial to engage our audience on a platform where they spend so much time. Two Snapchat filters were created so families could snap photos of their newborns, send to friends and family and post using Snapchat's story feature.

Both filters combined delivered 8,177 swipes and 687 uses. The filters yielded 18,667 views total between those who used them and those who received and viewed them.



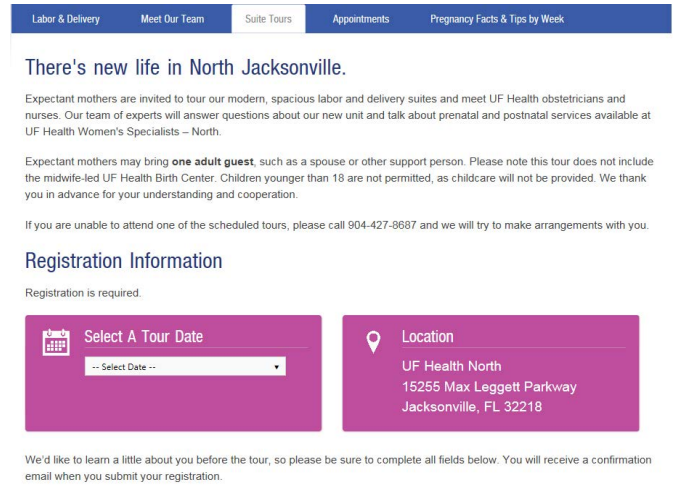
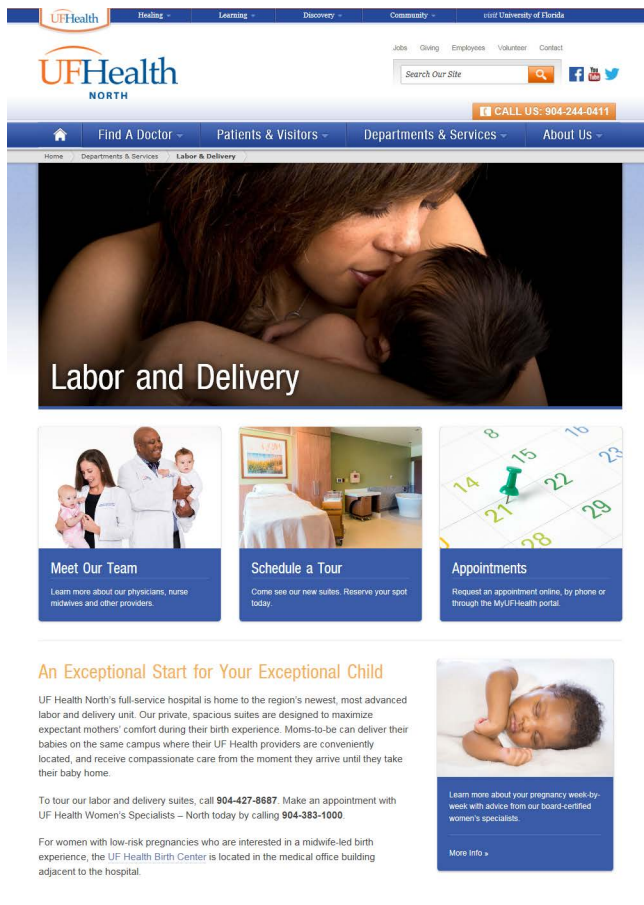


# Labor and Delivery Unit Opening

## Website

In order to facilitate tours, most health systems rely on websites like EventBrite to coordinate the tour calendar and attendees. Rather than hosting our tour schedule on an external event site, our team built an RSVP form and database housed on our own website. It enables us to fully customize the pages and capture vital data to analyze interest in our services based on zip code, age and other demographic information.

This webpage makes up 21 percent of all traffic to North.UFHealthJax.org and boosted the website to an all-time high for monthly users — 10,554 users total, which is 6.25 percent higher than the previous record.



Custom RSVP platform for tours,  
North.UFHealthJax.org/babytours.

Total tours as of Dec. 31 2017: 158 RSVP'd  
online. Total does not include anyone  
who RSVP'd in person or over the phone.