

Putting the Chomp on Disease

In the fall of 2016, an eight-week social media campaign showcased the expertise of our specialists while tying in a popular pastime: college football. UF Health Jacksonville is the only health system in the area affiliated with a football team, and leveraging our connection to the Florida Gators was a unique approach to the age-old theme of physicians fighting disease.

While teams around the nation geared up for the season, providers from numerous departments joined the campaign to “put the chomp on” the conditions they tackle every day at UF Health Jacksonville. The series of graphics ran weekly on Facebook and Twitter, one each Saturday to coincide with college game days. Each graphic displayed one of our renowned specialists in a head-to-head matchup with his or her biggest rival, like multiple sclerosis.

The UF Health Jacksonville Communications and Marketing department strives to create innovative campaigns that resonate with the community. These posts certainly made an impact, reaching more than 27,000 people on Facebook alone.

TOTAL COMMENTS: 96

TOTAL SHARES: 101

TOTAL LIKES: 738

TOTAL ENGAGEMENT: 935

(People actively engaged with these posts by reacting, commenting or sharing them.)

TOTAL CLICKS ON POST: 1,649

TOTAL PEOPLE REACHED: 27,183

WEEK 1: Atrial Fibrillation

In support of our sibling campus in Gainesville, we've asked our physicians which diseases they like to put the chomp on. For this week's matchup, we have Dr. John Catanzaro of the UF Health Cardiovascular Center team going head-to-head against the dreaded Atrial Fibrillation.

A-fib is a common heart rhythm disorder that causes the upper chambers of the heart to beat fast and chaotically, raising the risk of stroke five-fold.

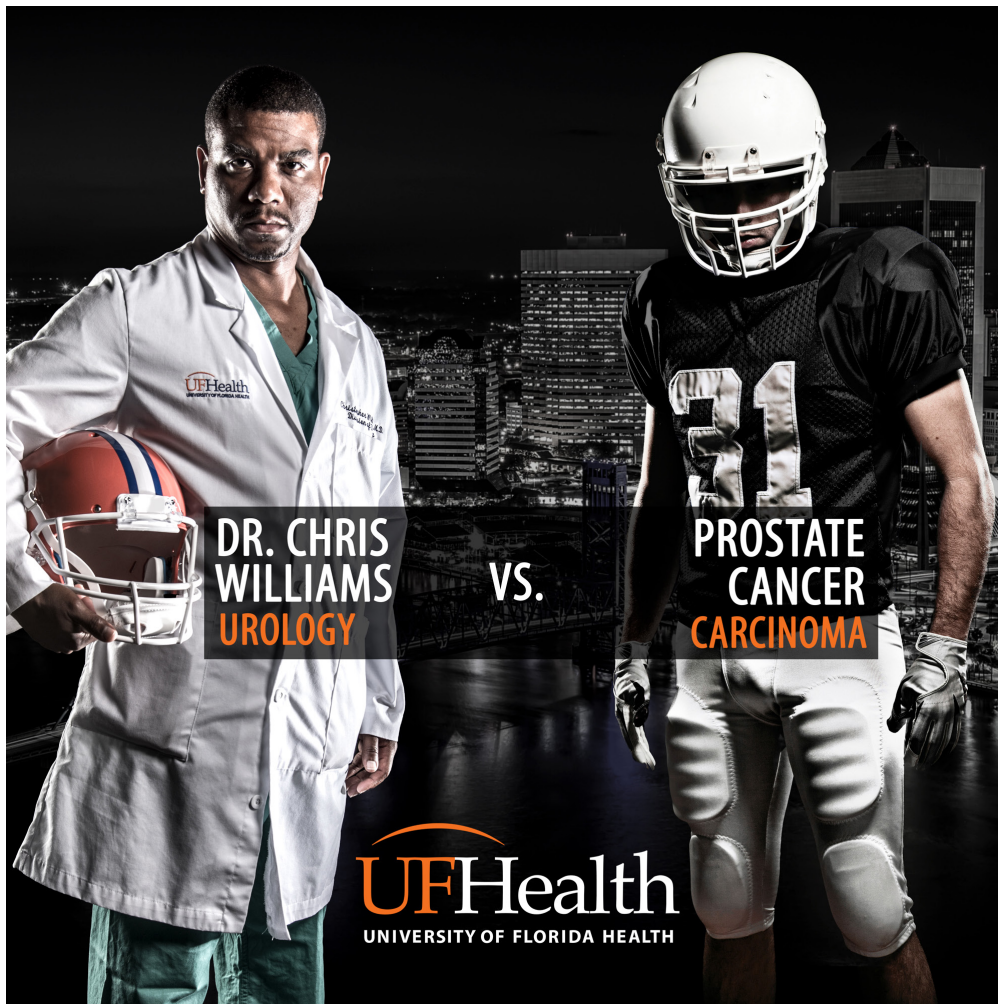
For more info on A-fib, visit UFHealthJax.org/atrial-fibrillation.



WEEK 2: Prostate Cancer

Time for us to chomp another disease! This week's matchup pits Dr. Christopher Williams and the UF Health Cancer Center against Prostate Cancer. Prostate cancer is the most common type of cancer found in men after skin cancer, but with early detection and removal, survival rates are high. The UF Health Cancer Center leads the way in treatment options, from robotically assisted surgery to proton therapy.

More information at UFHealthJax.org/cancer.



WEEK 3: Osteoporosis

This week UF Health Jacksonville endocrinologist Dr. Kent Wehmeier is putting the chomp on osteoporosis. Osteoporosis is the most common type of bone disease and affects more than 53 million people throughout the country. It increases the risk of bone fragility as well as fractures of the hip, spine and wrist. UF Health Endocrinology, Diabetes and Metabolism – Jacksonville tackles the problems associated with low bone density through comprehensive osteoporosis treatment programs.

More information at UFHealthJax.org/endocrinology-diabetes-metabolism.



WEEK 4: Sleep Apnea

It's time to chomp another disease! This week Dr. Salam Salman and the UF Health Oral and Maxillofacial Surgery team are tackling sleep apnea — a disorder where breathing is briefly and repeatedly interrupted during sleep.

Over 18 million American adults suffer from sleep apnea, which is why Dr. Salman uses his surgical expertise to treat nasal, pharyngeal and tongue obstruction.

For more information, UFHealthJax.org/neurology/sleep.



WEEK 5: Breast Cancer

This week Dr. Laila Samiian with the UF Health Breast Center is putting the chomp on invasive ductal carcinomas – the most common type of breast cancer.

At the UF Health Breast Center, your mammograms are only read by fellowship-trained breast radiologists, your pathology is only read by an expert breast pathologist, and your breast surgery is only performed by fellowship-trained breast surgeons.

For more information, UFHealthJax.org/breast.

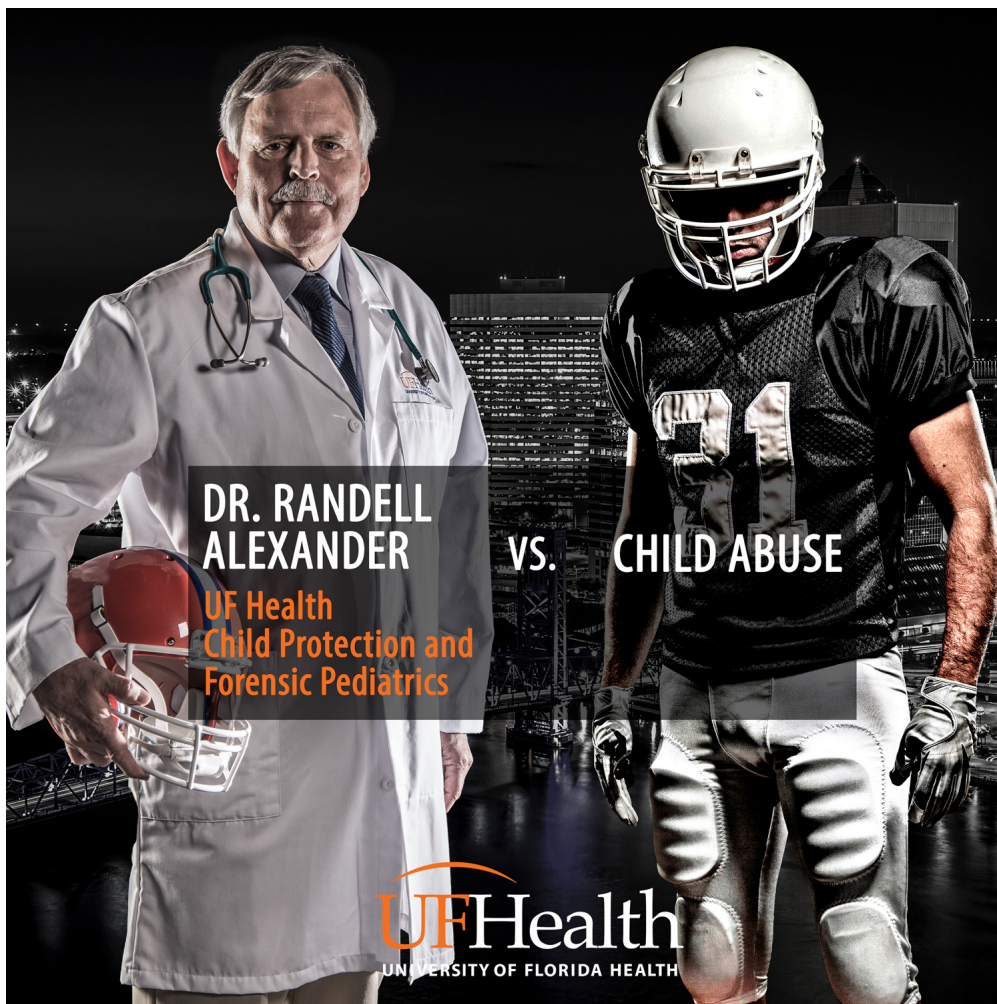


WEEK 6: Child Protection and Forensic Pediatrics

There were 702,000 victims of child abuse and neglect reported to child protective services in 2014, according to the Centers for Disease Control and Prevention.

That's why Dr. Randell Alexander with the UF Health Child Protection and Forensic Pediatrics team is putting the chomp on child abuse this week. As powerful advocates, this team is often the "voice" many children do not have.

For more information, UFHealthJax.org/child-protection.



WEEK 7: Multiple Sclerosis

Dr. Scott Silliman and the UF Health Neuroscience Institute – Jacksonville are putting the chomp on multiple sclerosis, an autoimmune illness that affects the central nervous system.

We offer a team approach of medical specialists, all working together to provide MS patients with the highest quality of care and resources for the best possible outcome.

To learn more visit, UFHealthJax.org/neurology/multiple-sclerosis.



WEEK 8: Triple-Negative Breast Cancer

For our final match up, Dr. Bharti Jasra is putting the chomp on triple-negative breast cancer, which contributes to 10–20 percent of all breast cancer diagnoses.

Dr. Jasra is one of two fellowship-trained breast surgeons at the UF Health Breast Center – Jacksonville, which provides a multidisciplinary, team-based approach to comprehensive care, from annual mammograms to a wide array of advanced treatment options. Our physicians specialize in high-risk assessments and provide consulting and monitoring for patients at risk for breast cancer.

For more information, UFHealthJax.org/breast.

