

# Vale of Leven Hospital Monitoring Group

## 28 March 2011

### Marketing and Promoting Services at the Vale of Leven Hospital: Update

#### 1. Introduction

This paper provides an update on recent activity to ensure residents served by the Vale of Leven Hospital are being kept informed over progress towards delivery of the 'Vision for the Vale.'

#### 2. Web update

The following figures confirm the 'hit-rates' on vale-associated web-pages from October 2010 until 15 March 2011:

	<b>Oct – 19 Nov</b>	<b>20 Nov – Jan 18</b>	<b>Jan 19 – 15 Mar</b>
Vision for the Vale	2,989	2,358	2,148
Vale of Leven Hospital	8,096	3,684	6,474
Vale of Leven Community Maternity Unit	720	820	1,103
Vale of Leven Monitoring Group	893	156	305

#### 3. Media coverage

A selection of press coverage is attached at Appendix 1.

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