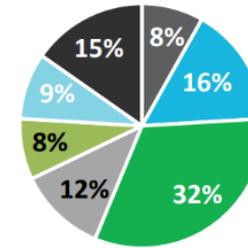




## MEDIA AUDIT

MEDIA TOTALS	VMFH	VMFH Systems	Swedish	Kaiser	Overlake	Evergreen Health	UW Medicine
Favorable	66	127	263	90	35	31	128
Negative	3	7	9	8	33	43	1
<b>Total</b>	<b>69</b>	<b>134</b>	<b>272</b>	<b>98</b>	<b>68</b>	<b>74</b>	<b>129</b>

## SHARE OF VOICE



- VMFH
- VMFH Systems
- Swedish
- Kaiser
- Overlake
- Evergreen Health
- UW Medicine

	VMFH	VMFH Systems	Swedish	Kaiser	Overlake	Evergreen Health	UW Medicine
<b>LEADING THEMES</b>	<ul style="list-style-type: none"> <li>VMFH merger</li> <li>Amazon COVID-19 vaccine pop-up clinic</li> <li>VMFH sends healthcare heroes to the Super Bowl</li> </ul>	<ul style="list-style-type: none"> <li>Virginia Mason Medical Center; Amazon COVID-19 pop-up clinic</li> <li>St. Michael Medical Center; COVID-19 vaccine clinic</li> </ul>	<ul style="list-style-type: none"> <li>COVID-19 mass vaccination site</li> <li>COVID-19 vaccine freezer malfunction</li> <li>COVID-19 vaccination clinic volunteers</li> </ul>	<ul style="list-style-type: none"> <li>COVID-19 vaccine and teachers</li> <li>Vaccination partnership</li> <li>COVID-19 vaccine timeline</li> </ul>	<ul style="list-style-type: none"> <li>COVID-19 vaccine access for hospital donors</li> <li>COVID-19 vaccine availability</li> </ul>	<ul style="list-style-type: none"> <li>COVID-19 vaccine access for hospital donors</li> <li>First COVID-19 death</li> <li>COVID-19 partnership</li> </ul>	<ul style="list-style-type: none"> <li>COVID-19 variant; doctor feature</li> <li>COVID-19 vaccination site + AP photo pickup</li> <li>Anabolic steroids study, doctor feature</li> </ul>