

FOR IMMEDIATE RELEASE

June 20, 2023

SCETV and the South Carolina Hospital Association announce partnership to engage South Carolinians in healthcare careers

COLUMBIA, SC – The South Carolina Hospital Association (SCHA) and South Carolina ETV and Public Radio (SCETV) are pleased to announce a momentous partnership aimed at revolutionizing healthcare communication and education in the state. A signing ceremony to commemorate this landmark collaboration took place on June 20 at SCETV in Columbia.

This partnership establishes a strategic framework for the cooperation between SCHA and SCETV to support the creation of multi-platform content and instructional resources that highlight careers in healthcare. Both organizations are committed to bridging the gap between healthcare providers, patients and the wider community by leveraging their expertise and resources to foster a more informed and engaged population.

SCETV and SCHA are working together to establish a cohesive and compelling brand that will serve as the identity for the healthcare career-focused initiatives of the partnership. This brand will effectively promote healthcare careers, resonating with South Carolinians and encouraging them to explore opportunities within the healthcare industry.

As part of the collaboration, SCETV and SCHA will develop two immersive learning experiences hosted on the knowitall.org website. These interactive modules will provide in-depth and engaging insights into various healthcare careers, offering users an immersive and informative exploration of the industry. By utilizing multimedia elements such as videos, interactive quizzes, and real-life scenarios, these learning experiences aim to inspire and educate students interested in pursuing healthcare professions.

SCETV and SCHA recognize the importance of engaging directly with the community. To facilitate this, eye-catching pop-up banners will be designed to display at conferences, meetings and other engagement events within school systems. These visually appealing banners will showcase key information about the healthcare industry, sparking curiosity and promoting dialogue about healthcare careers.

To foster a deeper understanding of pertinent healthcare topics, SCETV and SCHA will produce a one-hour panel discussion to broadcast on SCETV's statewide network. Esteemed experts from the healthcare field will come together to share their insights, experiences and perspectives, providing viewers with a comprehensive overview of the healthcare industry. This panel discussion will serve as an educational resource for South Carolinians, promoting awareness and sparking conversations about important healthcare issues.

SCETV and SCHA are dedicated to providing high-quality educational resources that align with state standards. Standard-aligned learning media will be developed, including digital content, lesson plans and educational materials. These resources will be designed to be accessible and engaging for educators, students and lifelong learners, further expanding the reach and impact of healthcare career initiatives across South Carolina.

The signing ceremony represents a significant milestone in the partnership between SCETV and SCHA, reflecting their shared commitment to enhancing healthcare communication and education across South Carolina. By collaborating on the creation of engaging content and instructional resources, the organizations aim to inspire individuals to pursue careers in healthcare while fostering a better-informed community.

QUOTES

“Through this innovative partnership between SCETV and SCHA, we are excited to expand healthcare workforce opportunities and educate South Carolinians about the vast array of careers in the healthcare industry. We aim to inspire individuals and empower them with the knowledge and skills needed to thrive in this vital field. Together, we are shaping a brighter future for healthcare in our state.” - **SCETV Interim President & CEO Dr. Stephanie Cook**

“We are proud to collaborate with SCETV on this transformative project to enhance healthcare workforce development and educational opportunities for the people of South Carolina. By showcasing the diverse range of healthcare careers, we aim to inspire individuals to pursue rewarding professions in healthcare, and build a robust and skilled workforce that can meet our evolving needs on South Carolina’s journey to a better state of health.” - **SCHA President and CEO Thornton Kirby, FACHE**

FAST FACTS

- SCHA and SCETV are pleased to announce a momentous partnership aimed at revolutionizing healthcare communication and education in the state.
- A signing ceremony to commemorate this landmark collaboration took place on June 20 at SCETV in Columbia.
- This partnership establishes a strategic framework for the cooperation between SCHA and SCETV to support the creation of multi-platform content and instructional resources that highlight careers in healthcare.
- The partnership will develop a cohesive and compelling, two immersive learning experiences, pop-up banners, a one-hour panel discussion to broadcast on SCETV’s statewide network and standard-aligned learning media.

About the South Carolina Hospital Association

The South Carolina Hospital Association is committed to making South Carolina one of the nation’s healthiest states by helping our hospitals and health systems provide the best care possible. We advocate for sound healthcare policies and legislation, facilitate collaboration to tackle problems that none of us could solve alone, find and share innovations and best practices, and provide data, education and business solutions to help our members better serve their patients and communities.

SCHA is a private, not-for-profit organization founded in 1921 to serve as the collective voice of the state’s hospital community. Today, it comprises approximately 100 member hospitals and health systems and 900 personal members.

About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state’s public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *Carolina Classrooms*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

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