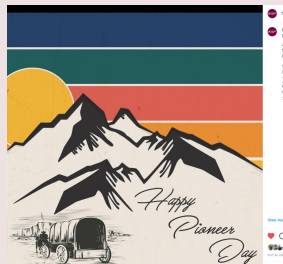




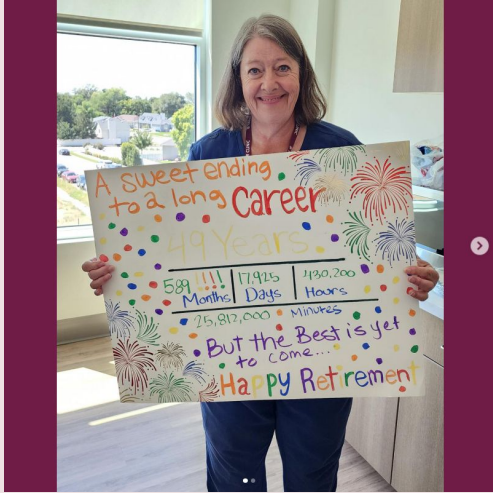
Victoria Ieradi: **Marketing Specialist**

Tanner Clinic



Content Creation

From graphic design, videos, evergreen content, internal marketing, sponsoring local community groups, hosting giveaways, and other strategies to increase social media engagement - my tactics grow social media channels and follow trends to keep up with the ever changing algorithm.



tannerclinic

tannerclinic We want to wish Diane a very happy retirement! She has been at Tanner Clinic for 49 years! Diane has been with Tanner Clinic since August of 1975, and we want to thank her for the decades of care she has given to our patients. Diane has been through so much growth at our clinic; working here nearly half the time our clinic has been operating.

Almost 50 years of service to the community is not only impressive, but it will be hard for us to say goodbye. She is going to be so dearly missed. We sincerely hope Diane will get some well earned rest and enjoyment in her retirement. THANK YOU Diane for all you have done!

7w

terracooperphotography 🌟🌟🌟🌟 that's incredible! Enjoy your retirement!!!

7w 2 likes Reply

tinalerohphotography Wow that is amazing!! Congratulations!

7w 1 like Reply

❤️ 🔍 🗒

👤👤👤 Liked by terracooperphotography and 127 others

August 28

😊 Add a comment... Post



tannerclinic

tannerclinic It is Kevin's Retirement.

He didn't want us to make a big fuss about him, but after 17 years at Tanner Clinic we still had to say something! Kevin's last position was serving as our Business Office Director. Comment below your appreciation and well wishes!

#tannerclinic #happyretirement

Edited · 6w

terracooperphotography Well deserved break from all of our craziness. ❤️ Kevin has always been great to work with and we are sad to see you go!

6w 1 like Reply

kyleeodell Big fan of your daughter, Kevin. Job well done. 🥰

6w 3 likes Reply

kyleeodell Totally kidding but not kidding. It's been so great to work with you & we appreciate all you have done here at

❤️ 🔍 🗒

👤👤👤 Liked by hopes_world22 and 61 others

September 9

😊 Add a comment... Post



tannerclinic

The Home Depot • The Home Depot Beat



tannerclinic 🚧 📦 We also had our CT machine delivered today and although it is smaller than the MRI, it still was quite a challenge to get into the building! A huge shoutout to all of those involved in getting it here safely so we can serve more patients in the community! Just for fun, whoever can guess correctly, or closest to how much this CT machine weighs in the comments will win a \$15 gift card to Target 🎯 And go.....📦📦📦

🚧🚧🚧 UPDATE: we have a winner! We will announce who it is soon! 🚧🚧🚧

#tannerclinic #ct #ctmachine #radiology #crane #craneoperator #atlasrigging @atlasrigging @gehealthcare #gehealthcare

Edited · 30w



jcooper3d 3500

30w 1 like Reply



shannonbarton_ 801 lbs

30w 1 like Reply



Liked by terracooperphotography and 55 others

March 25



Add a comment...

Post



tannerclinic

schittscreaks • Original audio



hscho182 🤔

28w Reply ...



tazzymarie123 🤔🤔🤔 Dr. Cox is the best! ❤️

29w 1 like Reply



— View replies (1)



Liked by sprice97 and 72 others

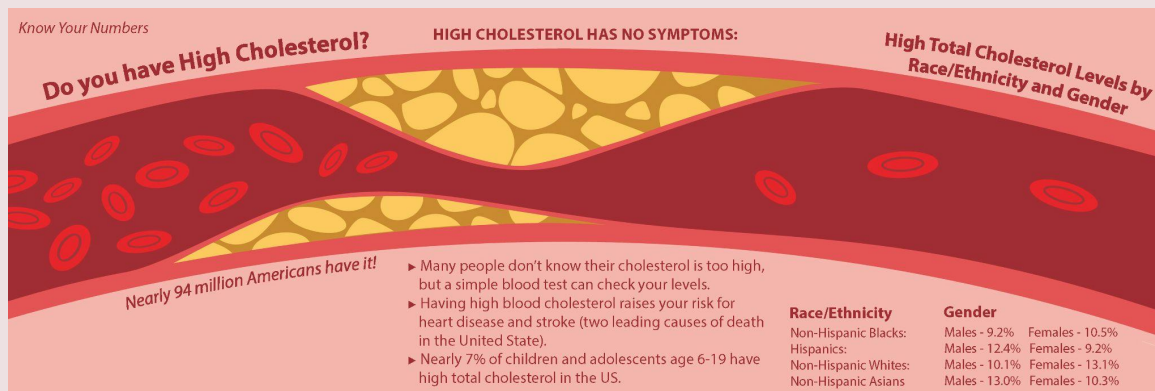
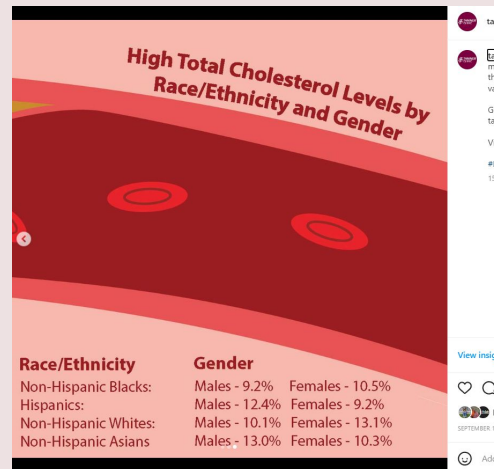
April 1



Add a comment...

Post

Carousels



Carousels

concussions



HELP PREVENT CONCUSSIONS

THEY CAN HAPPEN AT ANY TIME - IN SPORTS OR DAILY LIFE

Whether you fall down the stairs, are tackled in football, thrown off a horse, are in a car accident, or any other incident head trauma happens - concussions are a serious risk. Here are ways to help prevent more head injuries and major concussions:

- Wear properly fitting equipment
- Wear properly fitting helmets every time you practice, compete, ride a horse, ride a bike, ski/snowboard, or other high risk activities that could result in head injuries
- Install handrails, foot grip on stairs, and other safety precautions to reduce fall risk
- Follow all safety rules
- Baseline testing

HELPING ATHLETES RETURN TO SPORTS SOONER

BASELINE TESTING:

This establishes a base evaluation on an athletes cognitive function, so if a concussion happens, professionals can evaluate how well an athlete is recovering and determine when they can safely return to sports and other activities.

Most schools require or highly recommend student athletes to participate in baseline testing before they begin their sport. These tests can include functional and computerized tests.

SUFFERING FROM MIGRAINE HEADACHES?

you are not alone



Migraine Headache Symptoms

- Nausea
- Vomiting
- Seeing spots
- Sensitive to light, smells, sounds
- Numbness or tingling
- Intense headache

Migraine Triggers

- Foods like chocolate or other sweets
- Stress
- Too much exercise
- Too little exercise
- Poor sleep quality
- Certain smells or odors
- Hormone changes

Treatment Options

- Over the counter migraine medication
- Avoiding known triggers
- Long-term prescription medication to avoid more migraines
- Prescription migraine medication for sudden onset
- Symptom treatment including:
 - Dimming lights
 - Cold pack on head
 - Reducing or getting away from noise
 - Consume caffeine
 - Practice relaxation

For more information, see our YouTube video with Dr. Chappell, or visit your family provider if you frequently experience migraines to see what treatment options are available to you.

Carousels

THE **BRAS** YOU NO LONGER NEED
CAN **UPLIFT ANOTHER WOMAN**



Do you have a breast surgery
planned with **Dr. York Yates?**

Help us support women in
need by donating your gently
used pre-surgery bras!

Sientra Supports is partnering
with the BREM foundation in
honor of Breast Cancer
Awareness Month to support
women in need!



Every bra you donate will be cleaned,
tagged with essential breast health and
breast cancer screening information,
along with information about "*Reshaping
Lives: Full Circle*," a nationwide program
aimed at providing reconstructive
surgery for post-mastectomy women
living in poverty.

How to get involved:

1

Bring your
pre-surgery bras
to Dr. Yates office
when you come in
for your
appointment.

2

Place your gently
worn bras in the
Sientra Supports
donation box.

3

Know that you have
helped support
another woman
who is in need.

Marketing Campaigns

Campaigns I have been involved in are:

- Generations of Care
- Department Spotlights
- H.R. Wellness Campaign
- New Provider Onboarding
- Internal Competitions
- “Why I Love Working with My Provider”

What goes into a campaign:

When I begin a marketing campaign, I approach it from many aspects and mediums.

For an *external marketing campaign* I will use billboards, social media, printed flyers or posters, photos of real employees and providers, testimonials, video, and other methods to run a successful campaign.

I mix free advertising, low cost, and higher cost methods to reach a wide audience. Different methods and mediums will reach different demographics and target audiences. I consider all tools and platforms before deciding how to approach audiences.

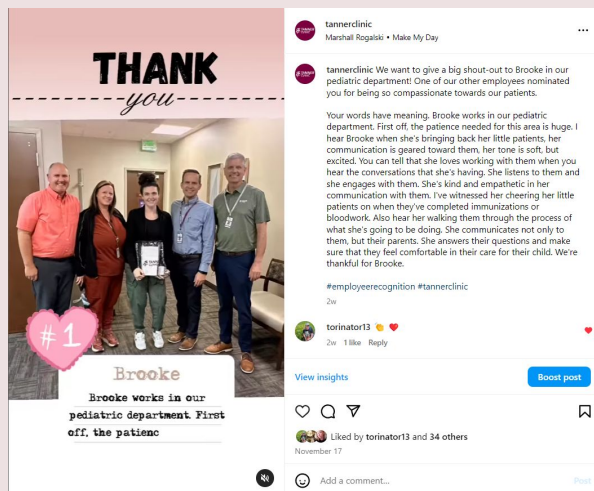
For an *internal marketing campaign*, I use any internal communication systems possible first. I also use social media that I know employees of the company follow to promote morale and friendly competition.

Generations of CARE

 TANNER CLINIC



Internal Marketing Using Employees



Reels


Internal Marketing Using Employees

Published by Victoria Ieradi · November 8 at 5:00 PM · 🌐

National Radiologic Technology Week is underway! This annual celebration is to recognize the vital work of medical imaging and radiation therapy professionals in patient care and health care safety.

The week-long celebration takes place during the week of Nov. 8 to commemorate the discovery of the x-ray by Wilhelm Conrad Roentgen on Nov. 8, 1895.

We want to recognize and thank our own techs and imaging professionals at Tanner Clinic for all their hard work!



[See insights and ads](#) [Boost post](#)

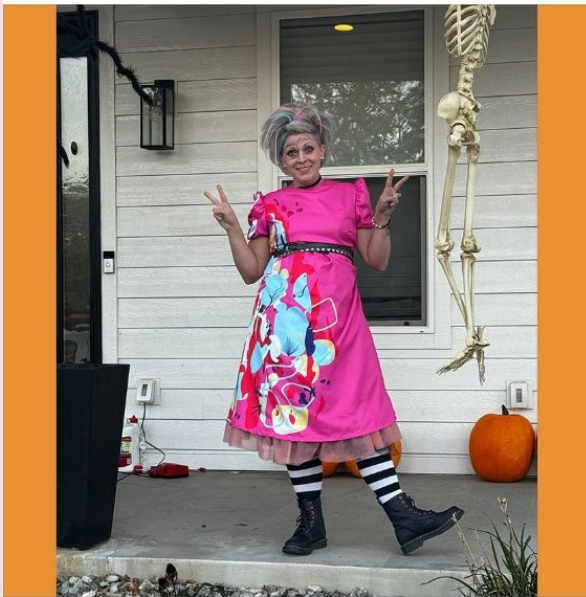
👍❤️ 40 3 comments 2 shares

Tanner Clinic
Published by Victoria Ieradi · November 6 · 🌐

👻 Halloween Costume Contest Winner!

"Weird Barbie" got the most likes and is declared this year's best costume. We will be contacting you shortly with your prize. Congratulations!

Thank you to everyone who submitted photos and participated in the contest 🍁👻



[See insights and ads](#) [Boost post](#)

👍❤️ 80 16 comments 2 shares

Tanner Clinic
Published by Victoria Ieradi · October 13 · 🌐

After 19 years at Tanner Clinic, Dr. Jason Fife, a Family Medicine provider at Kaysville is retiring!

We wish him a happy retirement and hope he can spend time enjoying his hobbies, passions, and more time with his family. Thank you for being a staple at our clinic and in the community!



[See insights and ads](#) [Boost post](#)

👍❤️👻 107 25 comments 2 shares

👍 Like 🗨 Comment ➦ Share

Social Media Analytics

It can be hard to find what strategy works for your company. A general approach I take is to test different types of content to see what sticks with audiences and engages them. In my experience, I have found that a mix of short form videos like Reels, posting about real people at the company, and eye catching graphics have produced meaningful metrics and engagement on Instagram and Facebook.

Post details

ID: 869043981508223



This view of your post may not represent exactly how it appears on Facebook's News Feed.



There may be delays in stats reporting. To see the most up-to-date stats please go to your live post.



Tanner Clinic

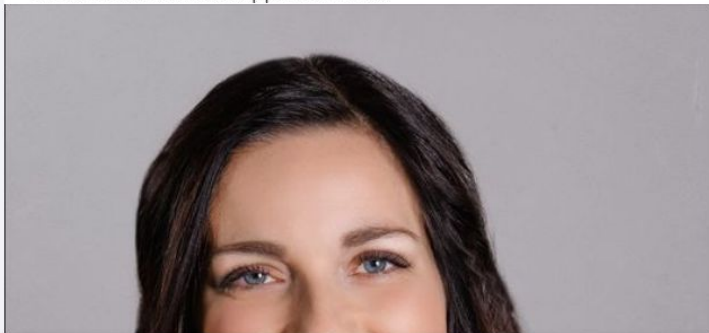
Published by [Victoria Ieradi](#) · October 23 ·



Introducing Shelly McCormick, FNP, APRN! She is a Nurse Practitioner at our main Layton building in the Internal Medicine department.

She is organized, determined, a good listener, loves to learn about new things, and loves helping others. Shelly has used her nursing skills for over 20 years to connect with patients and create a relationship of healing and trust between them.

Shelly is eager to see patients and start building her practice here at Tanner Clinic. Make an app... [See more](#)



4,523

Accounts Center accounts reached

0% from boosted posts

4,523 organic

0 paid

892

Post engagements

394 reactions

22 on post

372 on shares

26 shares

25 on post

1 on shares

72 comments

1 on post

71 on shares

400 clicks

38 photo clicks

0 link clicks

0 clicks to play

362 other clicks

Boost post



Facebook posts

Facebook stories

Instagram posts

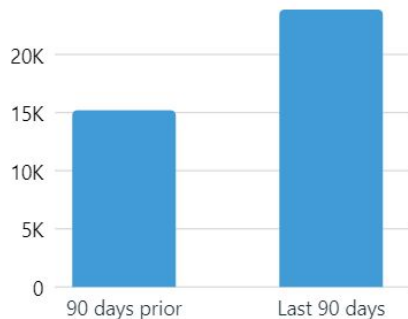
Instagram stories

Reach

Post reach ⓘ

23.9K ↑ 57%

Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ

For posts created in the last 90 days

Videos



Images



Links



Audio



Text



Median post reach per content format ⓘ

For posts created in the last 90 days

Reels



Other posts



Album posts



Shared posts



Live posts



360° video posts



360° image posts



Engagement

Post reactions, comments and shares ⓘ

2.4K ↑ 42.6%

Total from last 90 days vs 90 days prior

Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days

Videos



ⓘ

Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days

Reels



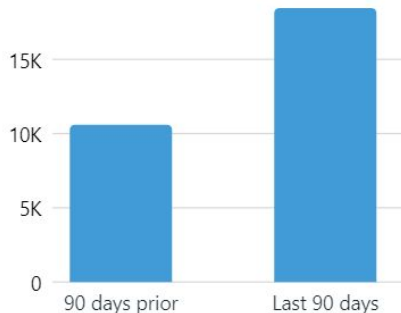
ⓘ

Reach

Post reach ⓘ

18.5K ↑ 74.2%

Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ

For posts created in the last 90 days

Videos



Images



Audio



Text



Links



Median post reach per content format ⓘ

For posts created in the last 90 days

Reels



Carousel posts



Other posts



Live posts



Engagement

Post likes, comments and shares ⓘ

9.6K ↑ 33.7%

Total from last 90 days vs 90 days prior



Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days

Videos



Images



Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days

Reels




Carousel posts



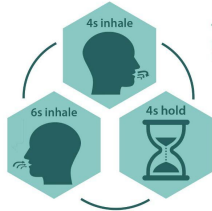
Print Marketing

When it comes to billboards, mailers, postcards, brochures, flyers, and other print marketing, it can be hard to stand out. My graphic design skills work to draw attention with clear and simple messaging to reach a wide audience – adjusting the style based on the medium, location, and target market.

Print Flyers

 **TANNER CLINIC**

COPING SKILLS FOR ANXIETY




Deep Breathing:

This is a simple technique that's excellent for managing emotions. It is effective AND discreet. It's easy to use any time or place.

- Sit comfortable and place a hand on your abdomen.
- Breathe in through your nose, deeply enough that the hand on your abdomen rises.
- Hold the air in your lungs and then exhale slowly through your mouth with your lips puckered as if you are blowing out of a straw.
- Inhale for 4 seconds, pause for 4 seconds, and exhale for 6 seconds. Repeat for 3 - 5 minutes.


Progressive Muscle Relaxation:

By tensing and relaxing muscles throughout your body, you can achieve a powerful feeling of relaxation. Additionally, progressive muscle relaxation will help you spot anxiety by teaching you to recognize feelings of muscle tension.



FEET:	Curl your toes tightly into your feet, then release them
CALVES:	Point or flex your feet, then let them relax
THIGHS:	Squeeze your thighs together tightly, then let them relax
TORSO:	Suck in your abdomen, then release the tension and let it fall
BACK:	Squeeze your shoulder blades together, then release them
SHOULDERS:	Lift and squeeze your shoulders toward your ears, then let them drop
ARMS:	Make fists and squeeze them toward your shoulders, then let them drop
HANDS:	Make a fist by curling your fingers into your palm, then relax your fingers
FACE:	Scrunch your facial features to the center of your face, then relax
FULL BODY:	Squeeze all muscles together, then release all tension

Front



Challenging Irrational Thoughts

Anxiety can be magnified by irrational thoughts. For example, the thoughts that "something bad will happen" or "I will make a mistake" might lack evidence, but still impact how you feel. By examining the evidence and challenging these thoughts, you can reduce anxiety.






Put thoughts on trial. Choose a thought that has contributed to your anxiety. Gather evidence in support of your thought (*verifiable facts only*), and against your thought. Compare the evidence and determine whether your thought is accurate or not.

Use Socratic questioning. Question the thoughts that contribute to your anxiety. Ask yourself:

- "Is my thought based on facts or feelings?"
- "How would my best friend see this situation?"
- "How likely is it my fear will come true?"
- "What is most likely to happen?"
- "If my fear comes true, will it still matter in a wee? A month? A year?"

Imagery

Your thoughts have the power to change how you feel. If you think of something sad, it's likely you'll start to feel sad. The opposite is also true: When you think of something positive and calming, you feel relaxed. The imagery technique harnesses this power to reduce anxiety.

	What do you see around you? What do you notice in the distance? Look all around to take in all your surroundings. Look for small details you would usually miss.		Are you eating or drinking something enjoyable? What is the flavor like? How does it taste? Savor all the tastes of the food or drink.
	What sounds can you hear? Are they soft or loud? Listen closely to everything around you. Keep listening to see if you notice any distant sounds.		What scents are present? Are they strong or faint? What does the air smell like? Take some time to appreciate the scents/
	What can you feel? What is the temperature like? Think of how the air feels on your skin, and how your clothes feel on your body. Soak in all these sensations.		

Back

Print Flyers

LIFESTYLE CONSIDERATIONS HABITS TO ESTABLISH A HEALTHY LIFE



SLEEP

Your body craves consistency: set a bedtime routine. Going to bed and waking up at the same time every day. **Decrease or eliminate caffeine use.** Limit alcohol use; it worsens sleep quality and causes daytime fatigue. **Restrict the use of your bed:** your bed is for sleep and sex only. Don't use the bed for work, eating, TV or other screen time. **Avoid screen time 1 hour prior to sleep.**



HYGIENE

Good hygiene is important for social, medical, and psychological reasons. It not only reduces the risk of illness, but it also improves the way others view you and how you view yourself.



NUTRITION

Alcohol is a depressant: reduce alcohol intake for improved mood, sleep quality, and nutritional health. **Cut your sugar intake:** high sugar and processed carbohydrate diets can increase cortisol levels.



Important nutrients for mental health:

- **Vitamin B-12:** found in fish like salmon and trout, and fortified cereals.
- **Folate:** found in dark leafy vegetables, almonds, dairy, and fortified cereals.
- **Omega-3 fatty acids:** found in fatty fish like salmon, catfish, and trout. Ground flaxseed, walnuts, and fortified eggs.

PHYSICAL ACTIVITY

Exercise releases the "feel good" endorphin chemicals in your brain that provide a sense of well-being.



Start Small: Doing 30 minutes or more of exercise a day 5-5 days a week is ideal. *To get a start, smaller amounts of activity at a time can make a difference, even 10-15 minutes.* **Don't put too much pressure on yourself:** Even a walk or housework counts! **Is exercise daunting?** If exercise is just another "should" in your life that you don't think you are living up to, you'll associate it with failure. Rather, view physical activity like therapy sessions or medication to help treat mental illnesses to change your mindset. Try to find an activity you find enjoyable!

MEDITATION

Meditation helps with anxiety and depression, chronic pain, insomnia, and a lot of other medical conditions. Take as little as 5 minutes a day to help you feel more grounded and peaceful. You can find free meditation on YouTube and Apps. *Below are tips for self-guided practices:*



Deep breathing: inhale through your nose slowly for 4 seconds. Hold for 4 seconds, exhale for 6 seconds as if you are blowing out a straw. Repeat a few times. **Mindfulness Meditation:** Focus on your breath. Notice anything that passes through your awareness without judgment. If your mind starts to tackle your to-do lists, just return to focusing on your breath. **Visualizations:** Close your eyes, relax, and imagine a peaceful place - like a beach. Engage all your senses: Hear the waves, feel the warm sand, and smell the salty air.



PCOS EXPLAINED

Polycystic ovary syndrome (PCOS) is a condition that causes irregular menstrual periods because monthly ovulation is not occurring and levels of androgens (male hormones) are elevated. The condition occurs in approximately 5 to 10% of women. The elevated androgen levels can cause excessive facial hair growth or stomach/back hair growth, acne, and/or scalp hair thinning. Most, but not all, women with PCOS are overweight or obese, and they are at higher-than-average risk of developing diabetes and obstructive sleep apnea. For women with PCOS who want to become pregnant, fertility medications may be needed to trigger ovulation.

Although PCOS is not completely reversible, there are a number of treatments that can reduce or minimize symptoms. **Most women with PCOS are able to lead a normal life without significant complications.** They can become pregnant with weight loss and fertility treatments to help ovulation occur.

PCOS SYMPTOMS

Signs and symptoms of PCOS usually begin around puberty, although some women do not develop symptoms until late adolescence or even into early adulthood. **Symptoms include:**

- Menstrual irregularity
- Weight gain and obesity
- Scalp hair loss
- Infertility
- Sleep apnea
- Facial hair growth
- Heart disease
- Sexual dysfunction
- Eating disorders
- Depression and anxiety
- Acne and/or oily skin
- Body hair growth

PCOS DIAGNOSIS

There is no single test for diagnosing PCOS. You may be diagnosed with PCOS based upon your symptoms, blood tests, pelvic ultra sound, and a physical examination. Expert groups have determined that a woman must have two out of three of the following to be diagnosed with PCOS:

- Irregular menstrual periods caused by anovulation or irregular ovulation.
- Evidence of elevated androgen levels. The evidence can be based upon signs (excess hair growth, acne, or male-pattern balding) or blood tests (high androgen levels).
- Polycystic ovaries on pelvic ultrasound.

In addition, there must be no other cause of elevated androgen levels or irregular periods (i.e. congenital adrenal hyperplasia [classic or nonclassic], androgen-secreting tumors, or hyperprolactinemia).

Blood tests are recommended to determine whether another condition is the cause of your signs and/or symptoms. If you have irregular periods - blood tests for pregnancy, prolactin level, thyroid-stimulating hormone (TSH), and follicle-stimulating hormone (FSH) should be done.

PCOS TREATMENTS

- Oral contraceptives
- Progesterin pills
- Hair treatment (for facial/body hair or hair loss on scalp)
- Metformin (for period regularity and diabetes management)
- Acne treatments (topical treatments, medication, etc.)
- Weight loss/management
- Infertility treatment

RSV is the leading cause of hospitalization in infants and one of the main drivers of child mortality

The monoclonal antibody nirsevimab, which will be sold under the brand name "Beyfortus", is delivered in a single shot and will be available for infants ahead of the 2023 - 2024 RSV season.

Here's what parents and caregivers should know.

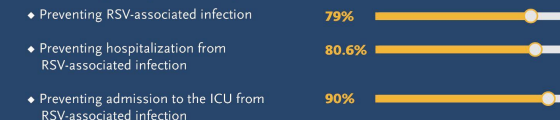
Nearly all children are infected with RSV by the time they turn 2. In most cases, the virus causes a fever, runny nose, and cough, symptoms that generally resolve within a couple weeks.

Globally, RSV is a main driver of childhood pneumonia, one of the leading causes of death worldwide among children under 5. RSV is also more likely than the flu to cause health problems for babies and young children.



Nirsevimab can protect babies throughout the duration of a virus season.

Pooled efficacy from phase 2 and phase 3 clinical trials as follows:



Until now, the only drug available to help prevent RSV was an antibody called Synagis (palivizumab), which required 5 monthly shots, and could cost \$1,000 per shot. Due to the price and logistics of delivery, the drug was available only for children with certain underlying medical conditions that put them at high risk of getting seriously ill from RSV.

Nirsevimab is not a vaccine. It's a preventive medicine that offers passive immunity during the time when your baby is the most vulnerable

Monoclonal antibodies work by providing immediate and short-term protection, whereas vaccines "boost your immunity in the future."

It should be noted that nirsevimab won't necessarily prevent all infections, but it can provide ample protection against severe infection and keep babies out of the hospital, which is the goal.

Among all participants in trials, adverse events were reported in 1.2%. Most (97%) were mild to moderate in intensity. The most common adverse reactions are rash (0.9%) within 14 days of injection, and injection site reactions (0.3%) within 7 days of injection. No adverse events of anaphylaxis or immune complex disease were reported. Contact our office if you are concerned about an adverse reaction.

Handouts

Ways to be More Innovative and Creative in the Workplace:

Embrace a Growth Mindset: Cultivate a belief that abilities and intelligence can be developed through dedication and hard work. Embrace challenges as opportunities to learn and grow.	Stay Curious: Ask questions, seek to understand, and stay curious about various aspects of your work and industry. Curiosity fuels creativity.	Diverse Perspectives: Engage with colleagues from diverse backgrounds and disciplines. Different perspectives can lead to unique ideas and solutions.	Continuous Learning: Stay informed about industry trends, new technologies, and emerging practices. Attend workshops, webinars, or conferences to expand your knowledge.
Challenge Assumptions: Question existing processes, assumptions, and norms. Challenge the status quo to identify opportunities for improvement and innovation.	Collaborate Effectively: Foster a collaborative culture by actively seeking input from others. Embrace team brainstorming sessions to generate diverse ideas.	Allocate Time for Creativity: Set aside dedicated time for creative thinking. Allow yourself to step back from routine tasks and focus on exploring new ideas.	Experiment and Take Risks: Don't fear failure. Experiment with new approaches and be willing to take calculated risks. Learn from failures and iterate on your ideas.
Cross-Functional Collaboration: Collaborate with colleagues from different departments. Cross-functional teams often bring diverse skills and viewpoints.	Feedback Loop: Seek feedback from colleagues and superiors. Constructive feedback can help refine your ideas and approaches.	Celebrate Success: Acknowledge and celebrate both small and significant successes. Recognizing achievements fosters a positive and innovative culture.	Read and Explore Outside Your Field: Read books, articles, or attend events outside your immediate field of expertise. Bringing in diverse knowledge can spark creative thinking.
Empathy Understand the needs and perspectives of your colleagues, clients, or end users. Design solutions that genuinely address their challenges.	Walking Take a walk! Connecting with the outdoors can help foster creativity. Also, changing environments helps to spark the creative juices so change your environment.	Figure Storming: Pick a famous person and try to guess how they would solve the problem that you're facing. By doing so, you'll be able to approach your problem from a different perspective.	Starbursting: Identify who, what, when, where and why in regards to the problem. By understanding the problem inside and out, you'll have a better time finding a solution for it.

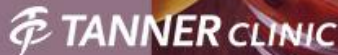


Remember that innovation is a continuous process, and creativity can be nurtured over time. By incorporating these practices into your daily work routine, you can contribute to a more innovative and dynamic workplace.

Oral Immunotherapy Education Open House (Food Allergy Treatment)

November 7th
6:30 pm - 7:30 pm
 5296 South, Commerce Dr #104,
 Murray, UT 84107

What to Expect:
 Patient Testimonials
 Provider Q & A



SLEEP HYGIENE



WHAT IS SLEEP HYGIENE

'Sleep hygiene' is the term used to describe good sleep habits. Considerable research has gone into developing a set of guidelines and tips which are designed to enhance good sleeping, and there is much evidence to suggest that these strategies can provide long-term solutions to sleep difficulties.

GET REGULAR SLEEP

One of the best ways to train your body to sleep well is to go to bed and get up around the same time every day. EVEN on weekends and days off! This regular rhythm will make you feel better regulate your sleep cycle.

SLEEP WHEN SLEEPY

Only try to sleep when you actually feel tired or sleepy, rather than spending too much time awake in bed.

GET UP & TRY AGAIN

If you haven't been able to fall asleep after 20 minutes or more, get up and do something calming or boring until you feel sleepy - then return to bed and try again. Try sitting on the couch with the lights off, or read something that isn't too interesting or stimulating - like the phone book.

AVOID CAFFEINE & NICOTINE

Avoid any caffeine (coffee, tea, soda, chocolate, and some medications) or nicotine (cigarettes, cigars, vape, or e-cigarettes) for at least 4-6 hours before going to bed. These stimulants can make falling and staying asleep hard.

NO NAPS

Avoid taking naps during the day to make sure you are tired at bedtime. If you can't make it through the day, nap for less than an hour and do it before 3pm.

EAT RIGHT

A healthy, balanced diet will help you to sleep well. Timing is important. Some feel like an empty stomach at bedtime is distracting, so it can be useful to have a light snack - but not a heavy meal as that can interrupt sleep.

AVOID ALCOHOL

Avoid alcohol for at least 4-6 hours before going to bed. Many people believe it is relaxing and helps them fall asleep, but it actually interrupts the quality of sleep.

YOUR BED IS FOR SLEEPING

Try not to use your bed for anything other than sleeping and sex - this is so your body associates bed with sleep. If you use your bed as a place to watch TV, eat, read, work on your laptop, etc., your body will not learn this connection.

SLEEP RITUALS

You can develop your own rituals of things to remind your body that it's time to sleep. Some people do relaxing stretches or breathing exercises before bed each night, or sit calmly with a cup of caffeine-free tea.

BATH-TIME

Having a hot bath 1-2 hours before bedtime can be useful as it raises your body temperature, causing you to feel sleepy as your body temperature drops again.

NO CLOCK-WATCHING

Many people who struggle with sleep tend to watch the clock during the night. Frequently checking the clock (especially if you turn the light on to read the time) only reinforces negative thoughts like "look how late it is, I'll never get to sleep" or "it's so early, I only slept 5 hours."

EXERCISE

Regular exercise is helpful towards a good night's sleep, but try not to do strenuous exercise within a hours of bedtime. Morning walks are a great way to feel refreshed.

THE RIGHT SPACE

It is very important your bed and bedroom are quiet and comfortable for sleeping. Keep your room cool with plenty of blankets to stay warm. Have curtains or an eye mask to block out morning light and earplugs if it's noisy outside.

KEEP DAYTIME ROUTINE THE SAME

Even if you had a bad night's sleep and are tired, try to keep your daytime activities the same as you planned.



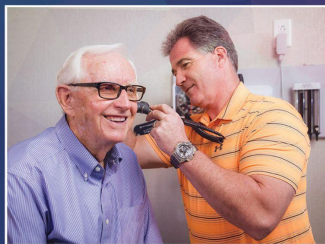
The patient is the center of everything we do.

Tanner Clinic has 11 locations with access to nearly 250 providers, 30+ specialties and, as always, the compassionate care you expect from our clinic.

Our new location off the Layton Parkway exit on I-15 is coming in 2024!

We center patient care by providing *access to all your medical needs*. Not only do our clinics offer general care like Family Medicine, Pediatrics, Urgent Care, and OB/GYN, but we also have extensive specialties and innovative technologies.

This includes Nephrology, Colorectal Surgery, Clinical Genetics, Rheumatology, TMS and Ketamine Therapy, Endocrinology, and *many more* specialties



Front

Handouts



scan the QR codes
to learn more!

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OUR SPECIALTIES



OVER 30 SPECIALTIES TO SERVE YOU!

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LEARN MORE AT —→ [TANNERCLINIC.COM](https://www.tannerclinic.com)

Back

Postcards



Learn How to Manage Life With Diabetes







DIABETES SELF MANAGEMENT EDUCATION CLASS

Classes begin soon and are held in KAYSVILLE
**There are 2, 3-hour classes to complete the series*

You **MUST** register to attend

Call 801.773.4840 ext. 3152 or speak with your provider

IN THIS CLASS YOU WILL LEARN HOW TO:



EAT HEALTHY

BE ACTIVE

PROBLEM SOLVE

MANAGE STRESS

STAY MOTIVATED

TAKE MEDICATION

**CLASSES ARE THURSDAYS
FROM 9:00 AM - 12:00 PM**

** Most insurances cover classes
* Be sure to check your insurance for coverage*

MENTAL HEALTH BOOT CAMP CHRONIC PAIN

Offered by Dr. Taylor and McKenzie Dearing, CSW

Chronic Pain Class for any adult that has this condition. Caregivers, spouses, partners, etc. are welcome to attend.

This class will be offering a 3 hour educational seminar on the link between chronic pain and depression/anxiety.

November 10th, 2022 (Thursday) | 8:00 am - 11:00 am

November 12th, 2022 (Saturday) | 9:00 am - 12:00 pm

Tanner Clinic Conference Room (basement floor)
2121 N 1700 W, Layton, UT 84041

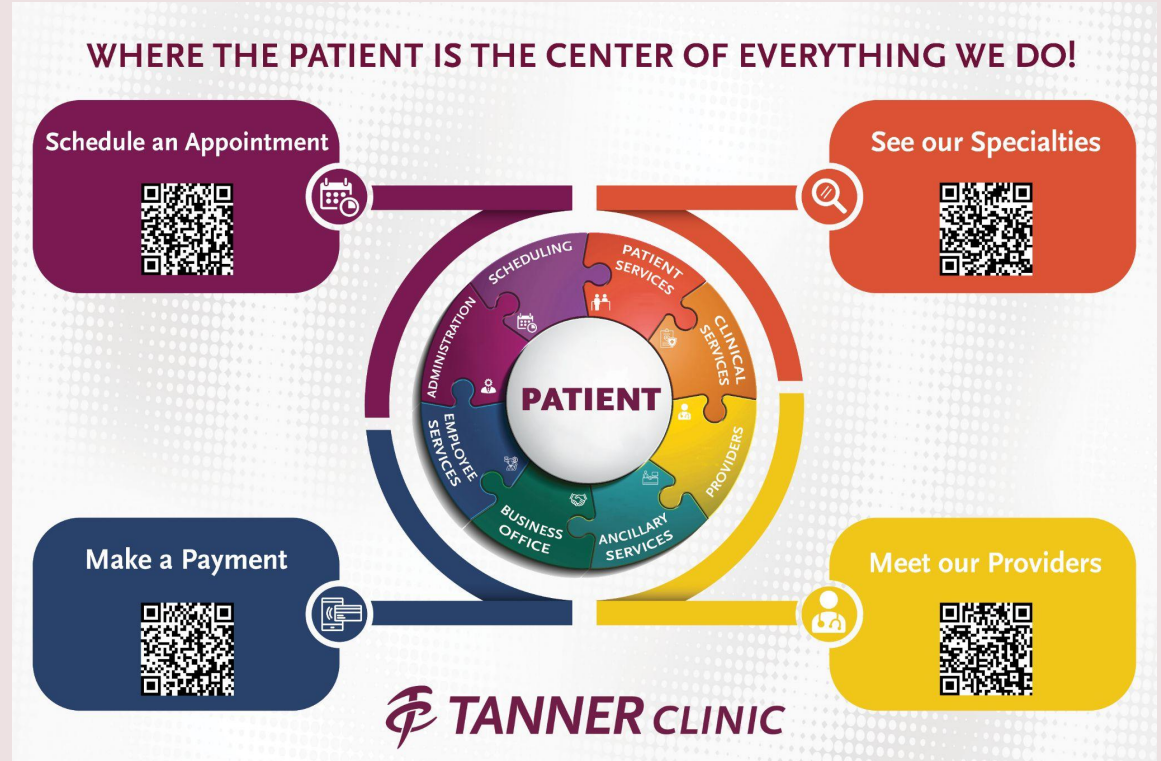
Cost: \$90
Payment is expected prior to attending and is not covered by insurance.



To reserve your spot, please call Tracy at 801-773-4840, ext. 3449



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Billboards



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CARE



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CLINIC



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Got the BLUES? We can help!

 **TANNER CLINIC**



**Winter wellness
is *snow* joke**

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Billboards

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INTO A NEW CAREER

TannerClinic.com/Careers



 **TANNER CLINIC**

**“KNEE” A
REPLACEMENT?**

Trifold Brochures

About Us

The physicians and staff of Utah Digestive Health don't want anyone to live with digestive discomfort. We will never tell you that you'll have to "learn to live" with your symptoms, and we will always listen to you when you come to us for care. After all, who knows more about how you're feeling than you do? We believe that carefully listening to your problems and concerns will allow us to diagnose you quicker, avoid unnecessary tests, and make better decisions about your treatment so that you can start feeling better as soon as possible.

There are many digestive disorders for which there are no cures, but that doesn't mean you have to suffer. New treatments are constantly being developed for digestive conditions that allow us to reduce the severity and frequency of our patients' pain and discomfort. We can't promise that you will feel perfect 100% of the time, but we can promise that we will do everything possible to help you feel better more often so that you can enjoy life again.

In addition to colorectal cancer screening and detection, we also treat a variety of other digestive disorders, including: heartburn and acid reflux (GERD), irritable bowel syndrome (IBS), diarrhea, constipation, Crohn's disease, ulcerative colitis, as well as disorders of the liver and pancreas. We also participate in a number of clinical trials in these areas to assist those patients who aren't responding to currently available treatments.

QUESTIONS?
Make an appointment
with one of our providers.

Jeff Poole, MD
Brian Pugh, DO
Matthew Redd, DO
Nate McBride, PA-C
Tamara Meyers, PA-C

45 or older?
SCHEDULE A
COLONOSCOPY

801.773.4840 ext. 3690
tannerclinic.com/specialty/gastroenterology/
6028 South Ridgeline Drive, Suite 201 | Ogden, UT 84405
2132 North 1700 West, Suite 310 | Layton, UT 84041



WHAT ARE THE SIGNS AND SYMPTOMS OF COLORECTAL CANCER OR POLYPS?

Unfortunately, people who have polyps or colorectal cancer usually don't have any signs or symptoms - especially at first. Someone could have polyps or colorectal cancer and not even know it. If you do have symptoms, they may include:

- Blood in your stool
- Unexplained and frequent stomach aches, pains, and/or cramps
- A change in bowel habits (such as stool that is narrower than usual)
- Unexplained weight loss

HOW DOES COLORECTAL CANCER START?

Colorectal cancer usually starts from a polyp (an abnormal growth) in the colon or rectum. It is estimated that 40% of people over age 50 have polyps. During a colonoscopy, your doctor will look for polyps and remove them. Removing polyps prevents them from becoming cancerous, and a colonoscopy allows your doctor to check for colorectal cancer and remove polyps at the same time.

SHOULD I BE SCREENED BEFORE AGE 45?

Your doctor will determine when you should be screened for colorectal cancer after evaluating your risk factors.

- **FAMILY HISTORY**
- **PERSONAL HISTORY OF OTHER CANCER**
- **PERSONAL HISTORY OF INFLAMMATORY BOWEL DISEASE**

Additional risk factors include diet, weight, activity level, alcohol and tobacco consumption, and diabetes. Certain ethnic backgrounds and races also have a higher than average risk for colorectal cancer.

What do I do NEXT?

Call us today and make your appointment to get screened for colorectal cancer and polyps. And if you've already been screened, don't forget that one screening is not enough. It's just as important to follow your doctor's advice for routine follow-up screening visits. Remember, with regular screenings and early treatment, colorectal cancer can be prevented.

NEW COLORECTAL CANCER SCREENING RECOMMENDATIONS

The United States Multi-Society Task Force (MSTF) on Colorectal Cancer (CRC) has released updated screening recommendations, endorsing **45 as the age to start average-risk CRC screening**. This recommendation solidifies the announcement in May 2021 on supporting the U.S. Preventive Services Task Force in lowering the screening age. **PLEASE NOTE:** Not all insurances are paying for screening colons at 45, but more and more of them are beginning to change their policies. Please check with your insurance company for the most up to date policy.

It's MUCH more comfortable than UNCERTAINTY

Colorectal cancer is the third most common cancer diagnosed in the United States, and is the second leading cause of cancer-related deaths.

Fortunately, colorectal cancer can be prevented.

Outside

Inside

Trifold Brochures

MEET YOUR TANNER CLINIC VOICE THERAPISTS



Lyssandra Harker
MS, CCC, SLP

"Therapy provides hope and healing to people struggling with often unseen illnesses and disorders. It's both humbling and immensely rewarding to participate in each patient's journey as a source of information, support, and understanding."



Megan Keate
MA, CCC, SLP

"Communication is vital to quality of life and human connection; it's an honor to heal voices."



Anna Siciliano
MA, CCC, SLP

"My passion is working one on one with patients; listening, evaluating their needs and developing a treatment plan that enables them to restore their voice, breathe freely, and sing with joy."

QUESTIONS?

Schedule and appointment with one of our providers!



801.773.4840



tannerclinic.com
/appointments



2121 N 1700 W
Layton, UT 84041

We accept most major insurances.
For specific coverage questions, please
contact your insurance company.



CENTER FOR VOICE AND SWALLOWING



WHAT IS A VOICE DISORDER?

The real "window to the soul" is the voice. No other part of our body can more fully express our emotions or tone. Whether you are a singer, teacher, customer service representative, parent, student, or CEO, you rely on your voice to represent yourself to the world.

A voice disorder is any unintentional change in pitch, loudness, or quality of the speaking or singing voice that negatively impacts your ability to communicate. Voice disorders can occur suddenly or gradually over time. A **Speech-Language Pathologist** with specialized experience evaluates and treats voice and swallowing disorders. Therapy offers a nonsurgical method to greatly improve voice clarity and stamina or strengthen swallowing.

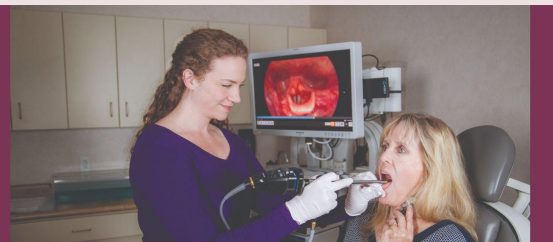
COMMON SYMPTOMS

- ▶ Hoarse/rough voice
- ▶ Breathless voice
- ▶ Pitch/voice breaks
- ▶ Loss of voice
- ▶ Pain or fatigue when speaking/singing
- ▶ Loss of vocal range
- ▶ Soreness in throat/neck area
- ▶ Difficulty swallowing
- ▶ Need to cough or clear throat frequently

POSSIBLE CAUSES

Voice disorders may be triggered by a number of events, including:

- ▶ Upper Respiratory Infection
- ▶ Acid Reflux
- ▶ Yelling/Screaming
- ▶ Benign or Malignant Growths
- ▶ Neuromuscular Conditions
- ▶ Habitual Muscle Tension
- ▶ Throat Clearing/Coughing
- ▶ Traumatic Event (Emotional or Physical)
- ▶ Surgery or Intubation



WHAT CAN I EXPECT DURING MY FIRST VISIT?

VOICE EVALUATION INCLUDES:

- ▶ Medical and Voice history
- ▶ Measurements and ratings of voice quality
- ▶ Evaluation of breathing difficulty
- ▶ Evaluation of muscles that may impact voicing
- ▶ Videostroboscopy: A small camera is passed through your mouth or nose to view the movement of your vocal folds as you speak



SWALLOWING EVALUATION INCLUDES:

- ▶ Medical and swallowing history
- ▶ Evaluation of muscles used in swallowing
- ▶ Fiber-optic Endoscopic Examination of Swallowing (FEES): A small camera is passed through the nose to view the throat while you swallow dyed liquids and foods

WHAT WILL THERAPY BE LIKE?

Voice and swallowing therapy are similar to physical therapy. The clinician analyzes and identifies any weakness or tension in your voice box or swallowing muscles. You are then taught exercises to practice at home to improve strength and flexibility in these muscles.

Like any physical therapy or strength training program, therapy will require several weeks of consistent exercises to achieve desired outcomes.

WHAT DO PEOPLE SAY ABOUT THERAPY?

"I lost my voice 16 months ago due to my thyroid being removed. After 3 surgeries and 9 months of Voice Therapy with Anna and some visits with Megan my voice is so much better. She really works hard at getting patients the best quality voice she can and is an excellent provider. Would recommend both [Anna] and Megan to anyone! Top notch speech therapists." - Nicole Newbold

"Anna was very professional and friendly. She answered all of my questions and helped me to understand what was going on with my voice. I am confident that, with her help, my voice will be as good as new in no time." - Jessica Allen

Outside

Inside

Trifold Brochures

BREAST DENSITY

Your mammogram will also include an assessment of breast density. Breast density is based on how fibrous and glandular tissues are distributed in your breast vs. how much of your breast is made up of fatty tissue. Dense breasts are not abnormal, but are linked to a higher risk of breast cancer. Dense breast tissue can make it harder to find cancer on a mammogram. Additional tests may be required for patients in high risk groups.

WHAT DOES A DOCTOR LOOK FOR IN A MAMMOGRAM?

Mammograms are interpreted by radiologists. The doctor reading your mammogram will look for small changes that could be a sign of cancer. These changes include:

Calcifications: tiny mineral deposits within the breast tissue - which include macro and micro calcifications. Macro-calcifications are most likely due to aging breast arteries or old injuries. Micro-calcifications can be more concerning, but do not mean cancer is present. If micro-calcifications have a suspicious look and pattern, a biopsy may be recommended.

Mass: areas that look abnormal and can be many things, like a cyst or a non-cancerous tumor.

RADIATION EXPOSURE AND MAMMOGRAMS

Modern mammography machines use low radiation doses to produce breast x-rays that are high in image quality. On average the total dose for a typical mammogram with 2 views of each breast is about 0.4 mSv (a mSv is a measure of radiation dose). Older mammography units delivered higher doses and led to concerns about radiation risks. These older machines are no longer used.

To put dose into perspective, people in the US are normally exposed to an average of about 3 mSv of radiation each year just from their natural surroundings (known as background radiation). The dose of radiation that a woman gets during a screening mammogram of both breasts is about the same amount of radiation she would average from her natural surroundings over about 7 weeks.

SCHEDULE YOUR
APPOINTMENT TODAY
(801) 773-4865



MAMMOGRAMS AND RELATED PRODUCTS

WHAT IS A MAMMOGRAM?

Mammograms produce a black and white image of breast tissue. This image is read by a radiologist. In the US, most mammograms are digital. A newer type of mammography is known as a breast tomosynthesis, or 3D mammography. This procedure takes multiple images that are combined by a computer to produce a three-dimensional picture, which allows doctors to see the breast more clearly.

COMPASSION | COURTESY | RESPECT



WHAT ARE THE LIMITATIONS OF A MAMMOGRAM?

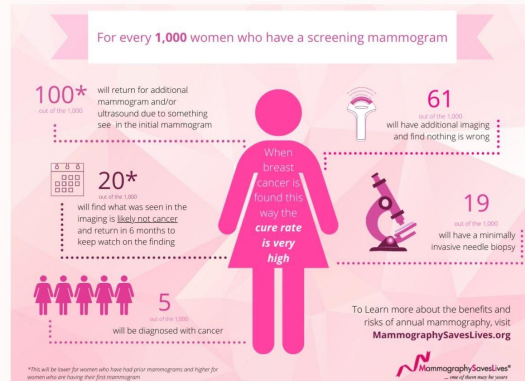
Although mammograms detect breast cancers too small to be felt, treating a small tumor does not always mean it can be cured. A false positive or false negative result can be possible. Screening mammograms do not find one in five breast cancers. False positives are more common in women that have dense breasts, are younger, or taking estrogen.

WHAT SHOULD I EXPECT WHEN HAVING A SCREENING MAMMOGRAM?

- You will have to undress above the waist and the facility will give you a wrap to wear.
- A technologist will position your breasts for the mammogram. *You and the technologist are the only ones in the room for this.*
- The process takes around 20 minutes and breast compression only lasts a few seconds.
- You may feel some discomfort when your breasts are compressed. For some women, this may be painful.
- All mammogram facilities are required to send you a summary of your results within 30 days. *Tanner Clinic will typically have your results between 7-10 days.*

GETTING CALLED BACK AFTER A MAMMOGRAM

Getting called after a screening mammogram is common and doesn't mean you have cancer. Often, it means additional pictures or an ultrasound need to be done to look at a specific area more carefully. Less than 10% of women who are called back for more tests are diagnosed with breast cancer.



Outside

Inside

Trifold Brochures

Cyclic Mastalgia:

The pain is often described as a dull, heavy ache, not focused on any specific spot. It affects both breasts and the armpit areas. It is typically at its worst shortly before the cycle begins and decreases as your period progresses. Birth control can also cause cyclic mastalgia. Since this type of pain is linked to menstruation, pre-menopausal women are most likely to experience it.

Noncyclic Mastalgia:

The pain may be described as sharp or burning and is often felt only in one breast. It's also known as "focal point" breast pain because you can point to where it hurts. It's most common between the ages of 30 and 50.

Chest Wall Pain

Pain that is felt in the breast does not always come from the breast tissue. Causes of breast pain not related to the breast include chest wall pain from muscles, ribs and ligaments. This pain may occur after an injury or physical activity or it may be unexplained. You may take pain medication such as paracetamol or anti-inflammatory tablets to help relieve the symptoms. Heat treatment and physiotherapy can also help.



801.773.4840

[TannerClinic.com/appointments](https://www.tannerclinic.com/appointments)
[TannerClinic.com/specialty/mammography/](https://www.tannerclinic.com/specialty/mammography/)

SOURCES:
<https://www.bci.org.au/breast-cancer-information/fact-sheets/mastalgia/>
<https://www.verywellhealth.com/mastalgia-medical-definition-43088>



UNDERSTANDING BREAST PAIN MASTALGIA



WHAT IS MASTALGIA

Mastalgia means 'breast pain'. It is fairly common, with up to 70% of women seeing a healthcare provider about it at some point in their lives, and it is not usually associated with breast cancer. It is so common that it is considered to be a normal function of the body, rather than a disease. Some women, however, can have severe discomfort due to extremes of these normal changes. Breast pain may be accompanied by breast tenderness, lumpiness, fullness, heaviness or a noticeable increase in breast size. Breast pain is not usually a sign of breast cancer. You should, however, see your doctor if breast pain is a new symptom for you.

HOW IS IT DIAGNOSED?

The diagnosis of mastalgia is most often made based on symptoms and a physical breast exam, though imaging studies may be done to further evaluate abnormalities noted during a physical exam.



Cyclic Mastalgia: Breast pain fluctuates with hormone changes from menstrual cycle or birth control.



Noncyclic Mastalgia: Breast pain related to internal anatomical changes like surgery, injury, cyst, or inflammatory breast cancer.



Extramammary Mastalgia: Pain is felt in the breast but originates from another location.

SYMPTOMS

Depending on the cause, mastalgia can include:

- Breast tenderness
- Sharp, burning pain
- Tightness in the breast tissue

The pain may be constant or it may occur only occasionally. It can range from mild to severe.

TREATMENT

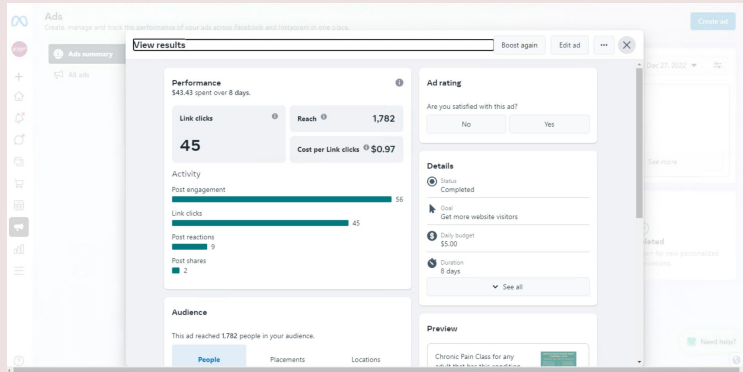
The best treatment for your breast pain depends on what is causing it. For both cyclic and noncyclic pain, reassurance and ruling out breast cancer is often a relief. Talk with your provider about your options. Here are some at home treatments you can try:

- **Wear a well-fitting bra:** This can help contain painful breasts and keep them from being pulled uncomfortably. It also supports breasts properly.
- **Practice Stress Relief:** Increased stress can affect hormone levels and lead to more discomfort.
- **Exercise:** Physical activity decreases estrogen, which may help those with cyclic mastalgia.
- **Reduce Caffeine and Eat a Low-Fat Diet:** Studies are mixed on how well this works, but it may help some women and improve overall health.
- **Over the Counter Medication:** medicine like Tylenol (acetaminophen) or Advil (ibuprofen) can reduce pain or inflammation.
- **Keep a Journal or Pain Chart:** this can be helpful, especially if you're trying to see a pattern in your symptoms, which is the best way to determine the kind of breast pain you have.



Outside

Inside



Digital Marketing

Between Google and Facebook ads, I have gained experience managing and creating digital campaigns. Along with a strong SEO strategy on the website, these campaigns help drive traffic to our website and lead to more patient appointments.

Performance



\$43.43 spent over 8 days.

Link clicks



45

Reach



1,782

Cost per Link clicks



\$0.97

Activity

Post engagement



56

Link clicks



45

Post reactions



9

Post shares



2

Ad rating

Are you satisfied with this ad?

No

Yes

Details

Status
CompletedGoal
Get more website visitorsDaily budget
\$5.00Duration
8 days

▼ See all

Audience

View results

[Boost again](#)[Edit ad](#)

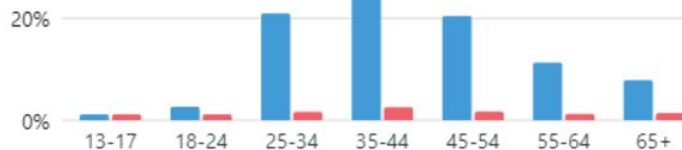
Audience

This ad reached 1,782 people in your audience.

People

Placements

Locations



Audience details

Custom Audience
Pagelike: Tanner Clinic

Location - living in
United States: Layton (+25 mi) Utah

Age
18 - 65+

[Edit Audience](#)

Duration
8 days

[See all](#)

Preview

Chronic Pain Class for any adult that has this condition. Caregivers, spouses, partners, etc. are welcome to attend! This class will be offering a 3-...

[Edit ad](#)

Payment method



Visa • 5909

[Change](#)

Amount spent

Total Amount

\$43.43

Four new patients

This particular Facebook Ad lead to four new patients - though they did not sign up for the offered class the new patients ended up being return patients - leading to long term income for the provider and additional word of mouth referrals.

Email Marketing

Email campaigns are an effective way to market to existing customers. The special deals or offerings a previous customer has exclusive access to leads to return customers, and more sales.



Reach your Health Goals with Dr. Child

#53 • Sent on Oct 17, 2024 16:18



Export report ▾

Subject

Weight Management from Dr.
Dustin Child

From

Tanner Clinic
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Overview

Deliverability

Opens

Clicks

Unsubscribes

Campaign performance

Bots have been filtered out.

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Delivery rate

99.33%

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Estimated Opens

702

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Trackable open rate

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Unique clicks

11

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Click-through rate

0.74%

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