Website and Marketing Assistance for
Ty Cobb Healthcare System/Hart County Hospital
Summer 2009

- The Hart County Archway Partnership identified Ching Horng Er, an advertising major in the UGA Grady College of Journalism and Mass Communication, to assist Ty Cobb Healthcare System/Hart County Hospital with their request for higher education resources.

- Ching was responsible for developing written, graphics and animation contents for healthcare communication digital network, designing brochures, writing press releases and pitching to local media.

- In addition, she built an Intranet website for Ty Cobb Healthcare System to enhance communication among physicians and employees.