

WELCOME

February 2010

Social Media:

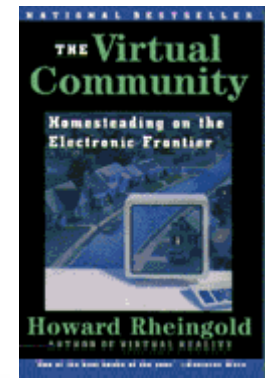
Harness the Power,
Connect with your Community

www.myhealthcommunity.net

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 - Healthcare IT professor USC
 - 31 years experience in various healthcare delivery venues :
 - Hospital IT, Performance Management and Operational Analysis, Decision Support and budget
 - State of NH, Medicaid Finance Administrator
 - HIMSS, New England Past President

- Introduction
- Community and Social Media
- Public Health Targets Social Media Population
- Value to hospitals and patients
- Patient experience
- Interoperability
- Q&A, discussion

- *In the summer of 1986, my then-two-year-old daughter picked up a tick. There was this blood-bloated thing sucking on our baby's scalp, and we weren't quite sure how to go about getting it off. My wife, Judy, called the pediatrician. It was eleven o'clock in the evening. I logged onto the WELL. I got my answer online within minutes from a fellow with the improbable but genuine name of [Flash Gordon, M.D.](#) I had removed the tick by the time Judy got the callback from the pediatrician's office.*
- *Excerpt from The Virtual Community*
- by [Howard Rheingold](#)



Social community pages of today like town squares of the past.

- Users are rediscovering the powerful way coming together can transform their community, their lives.
- At town squares people came to celebrate the major transitions in their lives.
- Birth, marriage, death were played out in public venues, shared and supported by many in the community.

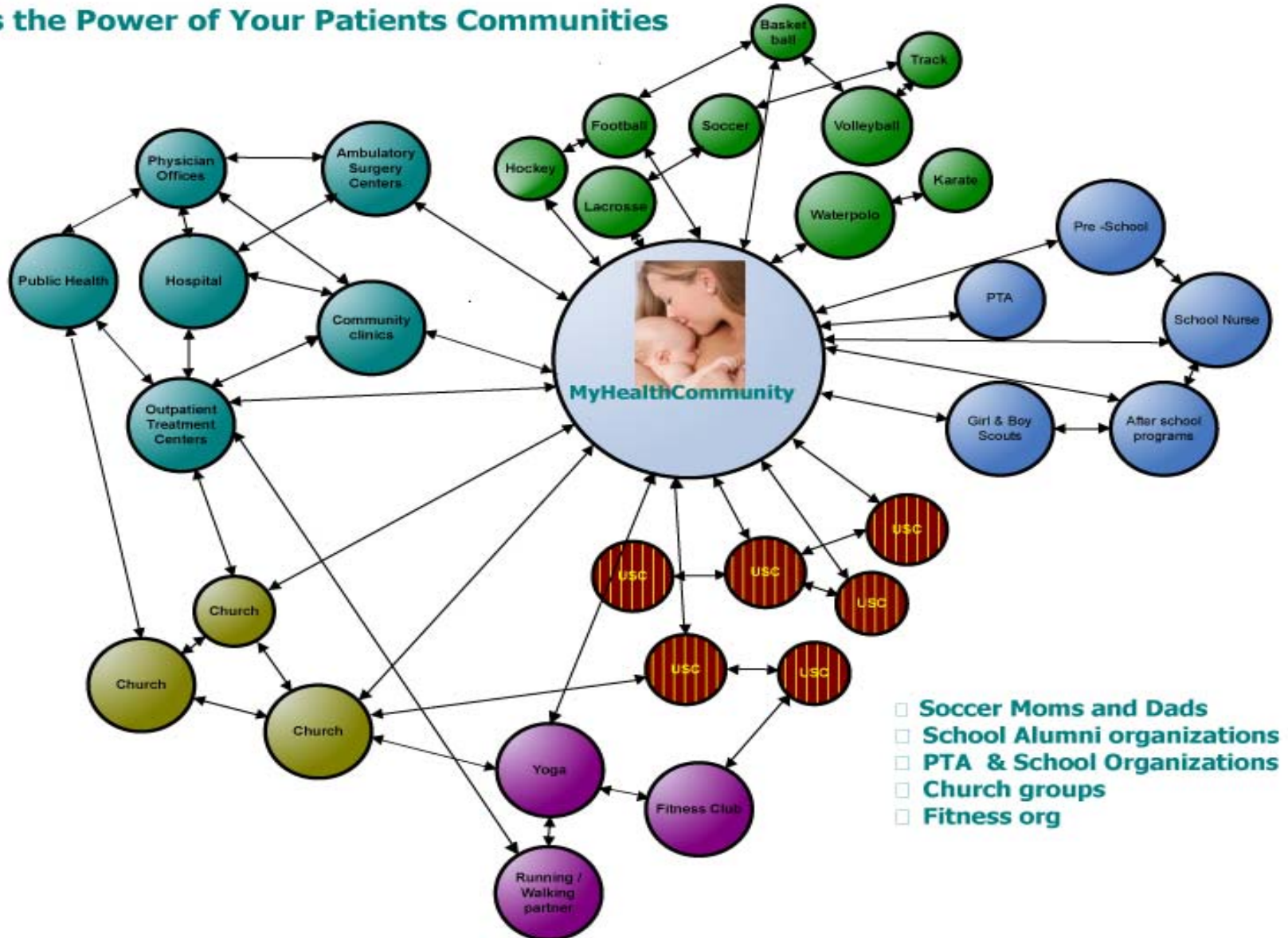


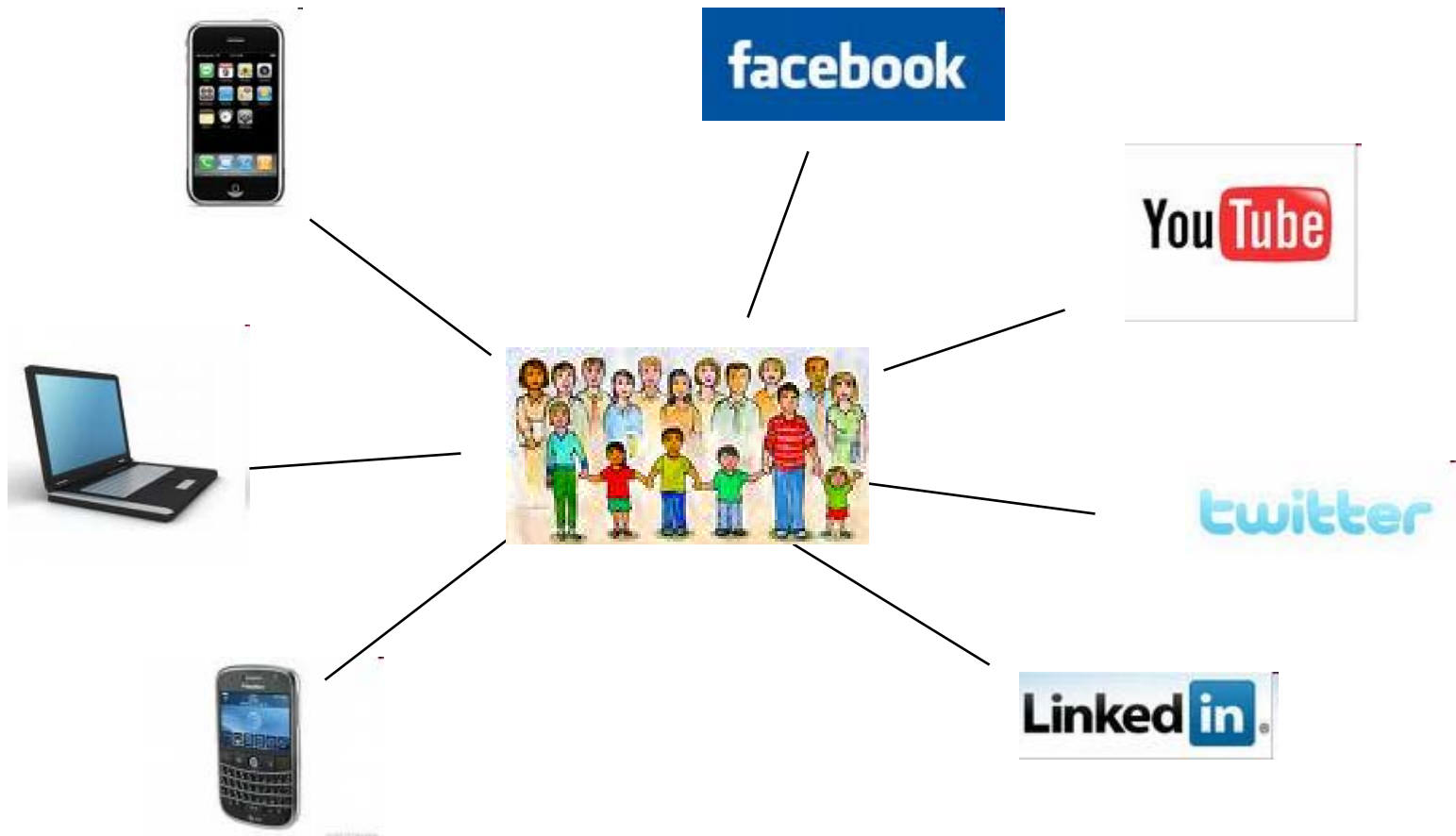


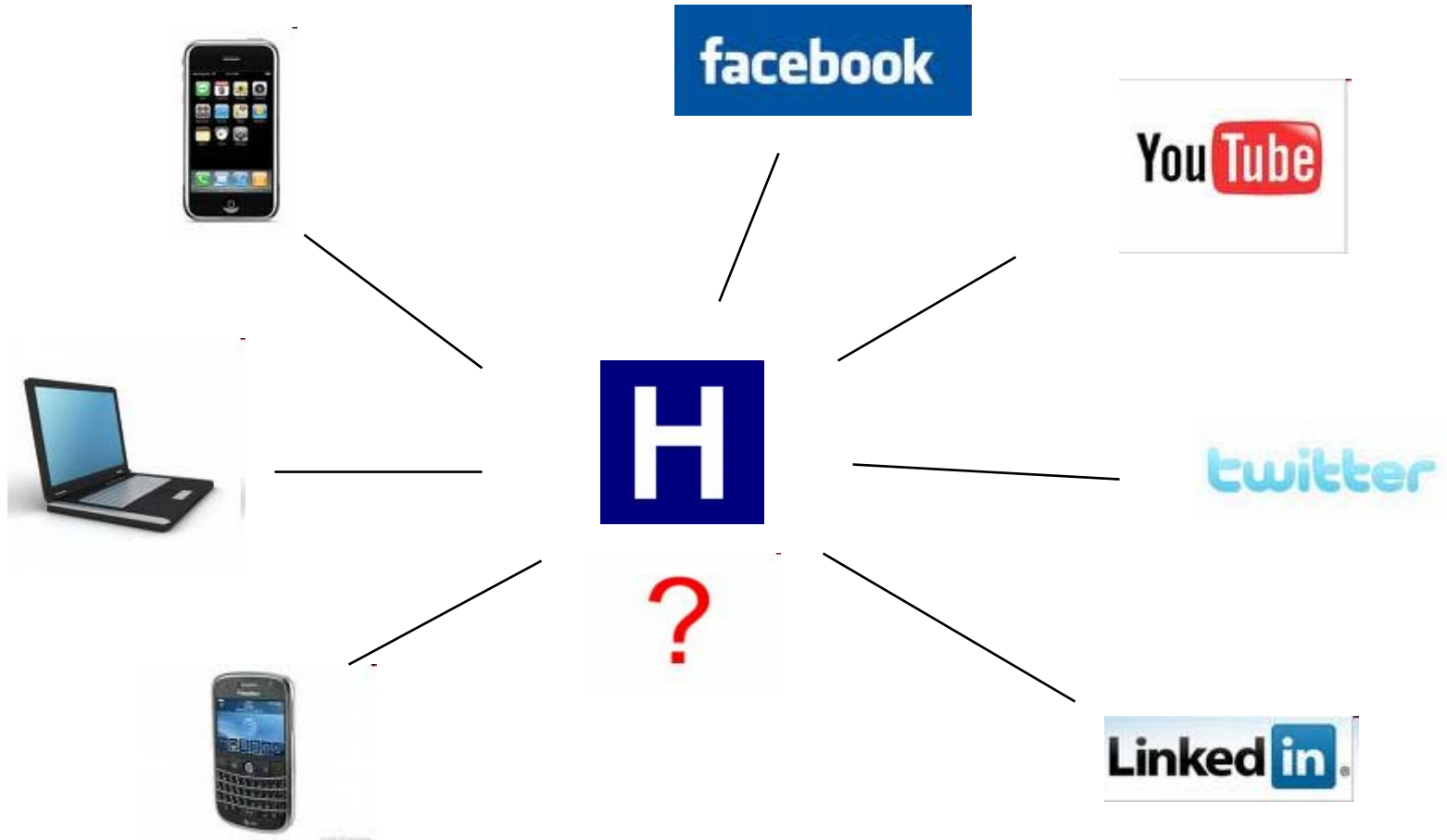
How does a hospital social community emerge as a virtual town square?

- Birth and Death: 2 public events now play out in hospitals and with HIPAA have become even more private and isolating.
- Hospitals are places which community members enter and face often life-changing events alone.
- A virtual social community allows a patient to invite into their inner circle those community members for support, advice, and guidance

Harness the Power of Your Patients Communities







- Boston Public Health Commission (BPHC) created a rap video podcast “Talkin’ Bout the Flu”(produced in-house) to get a message out about controlling the spread of H1N1 to the particularly vulnerable youth population. (Kennedy, *iHealthBeat*, 12/23)
- Why use Music?~ what youth are TUNED INTO vs Monologue by Doctor

<http://www.youtube.com/user/BostonPublicHealth#p/a/u/0/NBE8kcfdoTE>

*iHealth by ADVISORY BOARD COMPANY for CALIFORNIA HEALTHCARE FOUNDATION 2009. ■

- California health officials are turning to mobile phones, Facebook, Twitter and other social media in an effort to educate young people about H1N1 influenza, also known as swine flu, the [Sacramento Bee](#) reports.
 - Californians interested in obtaining an H1N1 vaccination can text "No Flu" and their ZIP code to 30644. The public health department then returns a message with information about the closest H1N1 vaccination site.

“Free H1N1 vaccines at Codman Square Public Health Center”

Tweet out to tell friends REAL TIME info like



Tools to Track on how the news spreads:



You Tube tracks where and how user discovered video.

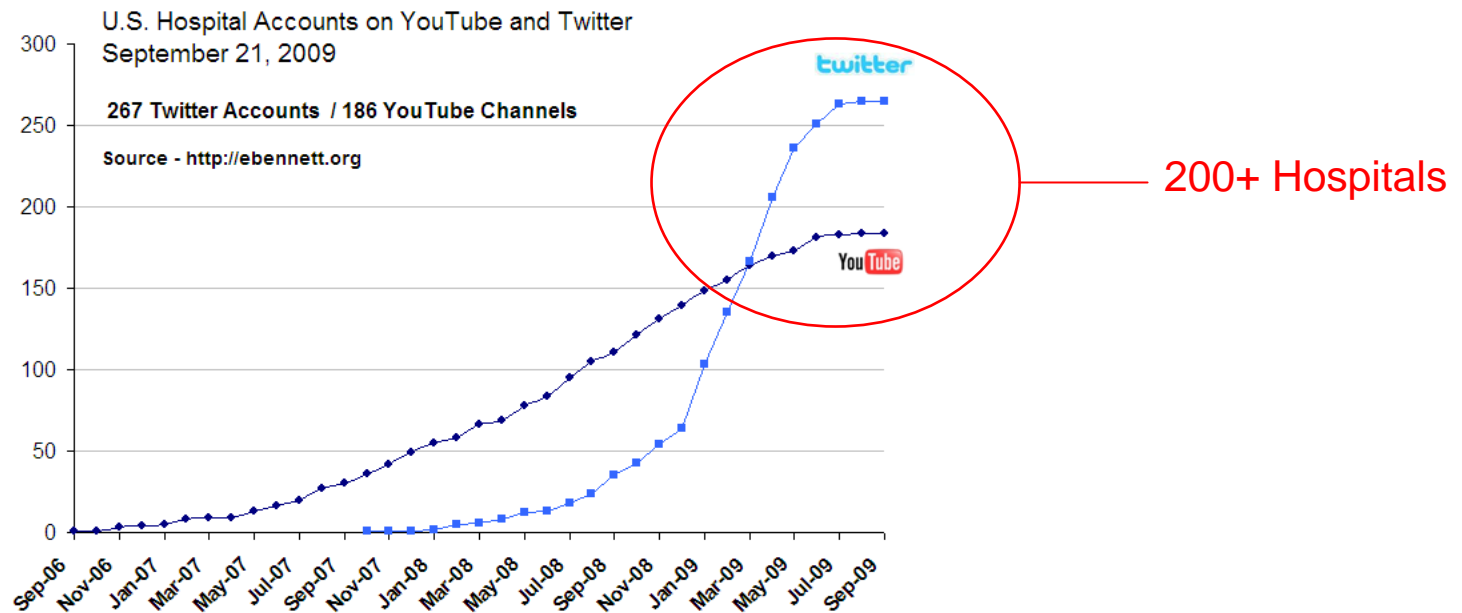


Twitter: See who is retweeting friends and how many times retweet.



Boston Public Health found after tweeting about free H1N1 clinic that some responded back “thanks I got my shot today.”

Social Media in Healthcare is Growing!



Social Media tools are rapidly growing in Healthcare

Are you prepared for the change?

- Latest Update to [Hospital Social Media List](#) and it's a big one.

+ 79 new Hospitals added in 6 weeks

Category	Current Number (Number on Nov. 27, 2009)
• Hospitals doing Social Media –	540 (473) + 79 new hospitals
• YouTube –	247 (218)
• Facebook –	316 (254)
• Twitter –	419 (356)
• Blog –	67 (57)
• Total # of Social Media Sites –	1,049 (885)

~<http://ebennett.org/>

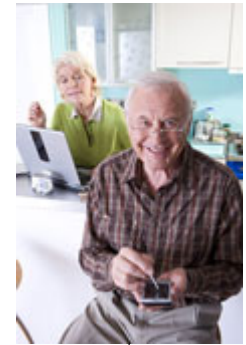


Your Patients are Online!

- Facebook - 175 Mill., YouTube – 1Bill. views per day!
- 66% of baby boomers look up health information online
- 37% use social networks at least 1x month – 2011 (50%)

- **Healthcare Examples:**
- U. Maryland – 160 videos, 28,000 YouTube views
- Mayo – e-newsletters, education blogs, test & procedure
- Blogs & podcasts – Public Health, John Hopkins, U. Wash

Are You Connected?



- ❑ How will you connect and stay connected with the next generation of patients?
- ❑ How will you market, gain patient feedback and keep patients over time?

The problem is...

- Lots of different tools – not centralized
- Not healthcare specific
- Not disease specific

- One-to-many communications
- Not branded to you
- Minimal control of users and content
- Can't actively participate & track your users

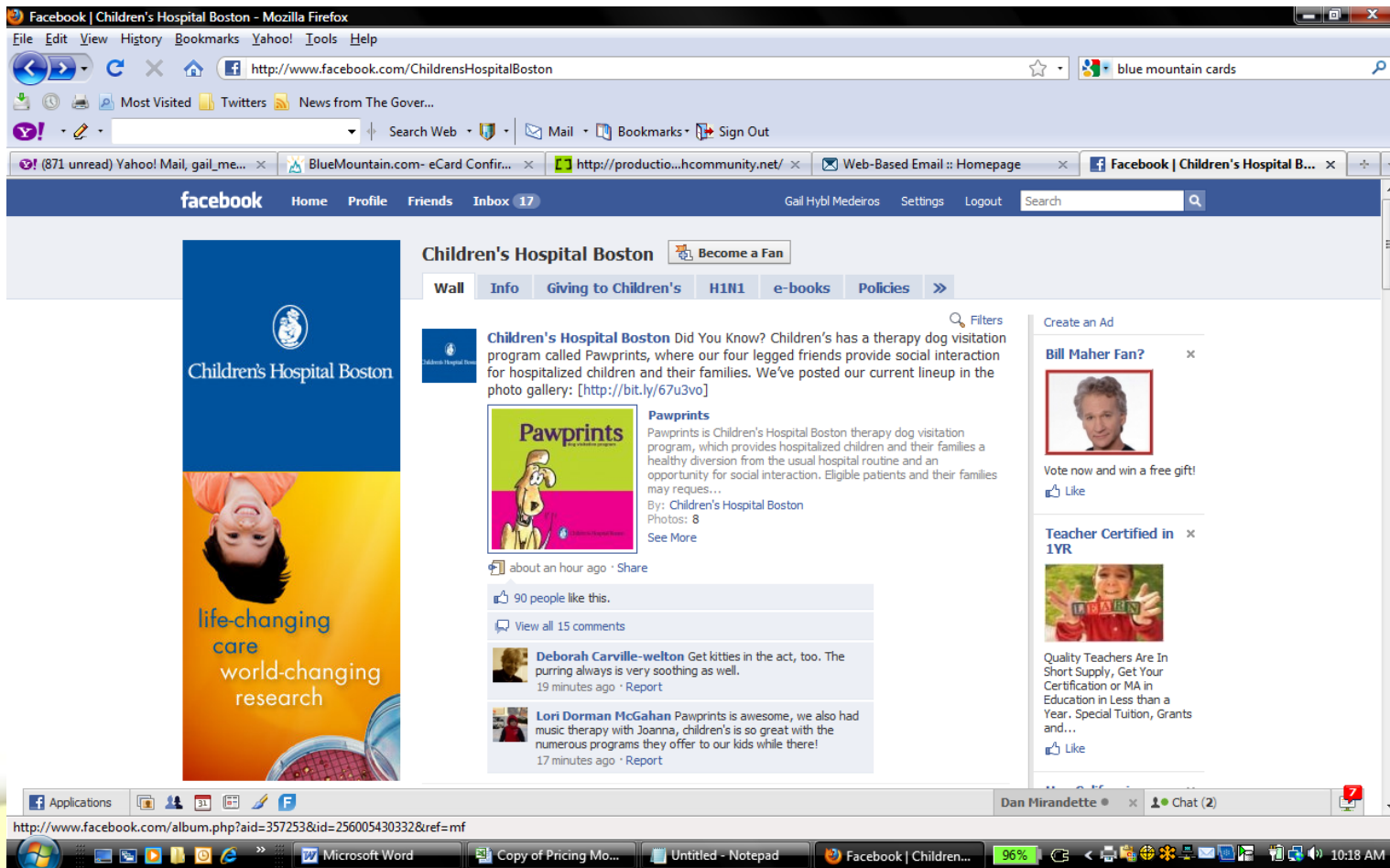
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connect. share...care.WebMD®
Better information. Better health.everyday
HEALTH
NETWORK

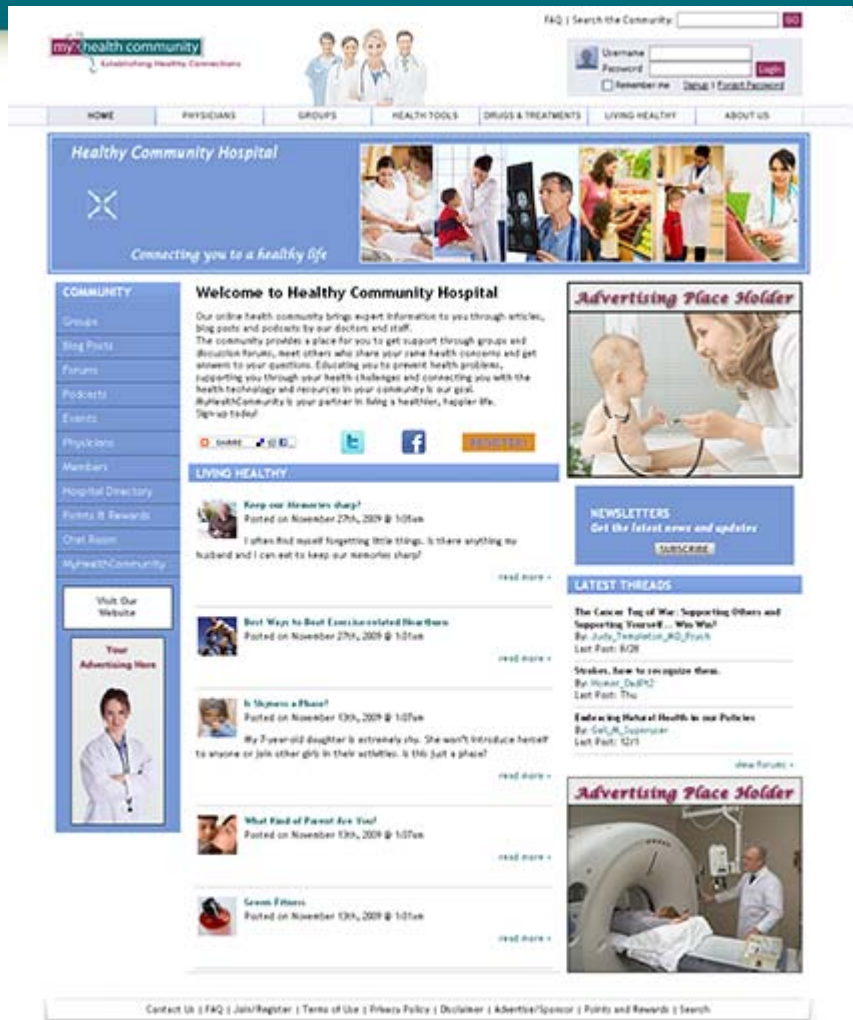
“...our VP of Fund-raising stood up at our first “pitch” meeting and basically said, *‘I think we would be stupid if we didn’t do this.’*”

I think we owe a lot to that one comment.”

~[Deborah Braidic](#), manages social media at Children’s Hospital Los Angeles interviewed by Ed Bennett

- Example from Children's Hospital Facebook: Highlights what makes Children's Treatment Unique

A screenshot of a Mozilla Firefox browser window displaying the Facebook page for Children's Hospital Boston. The browser's address bar shows the URL 'http://www.facebook.com/ChildrensHospitalBoston'. The Facebook interface includes a navigation bar with 'Home', 'Profile', 'Friends', and 'Inbox 17'. The main content area features a post from 'Children's Hospital Boston' with the text: 'Did You Know? Children's has a therapy dog visitation program called Pawprints, where our four legged friends provide social interaction for hospitalized children and their families. We've posted our current lineup in the photo gallery: [http://bit.ly/67u3vo]'. Below the text is a photo of a dog and a child. The post has 90 likes and 15 comments. On the right side, there are advertisements for 'Bill Maher Fan?' and 'Teacher Certified in 1YR'. The Windows taskbar at the bottom shows several open applications including Microsoft Word, Notepad, and the Facebook browser window.



Create Your Hospital Social Community to Reflect Your Brand,

Your Image.. Who You Are.

- ❑ Builds loyalty and long term relationships
- ❑ Better prepare patients (reduced wait times, improved scheduling)
- ❑ Reduces staffing costs for education

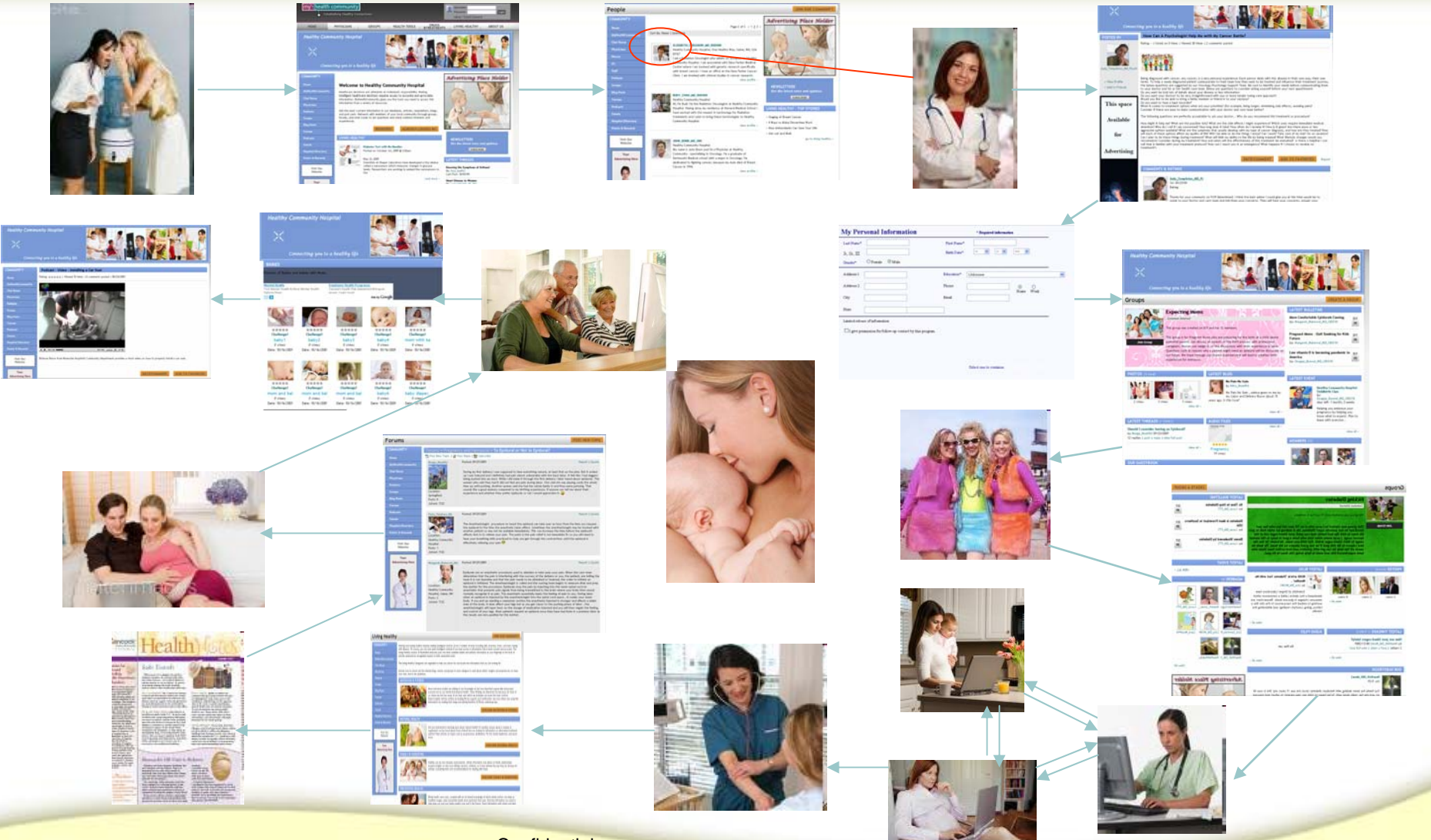


- ❑ Extends your market reach
- ❑ Improves strategic planning
- ❑ Showcases physician expertise/research
- ❑ Highlight service areas



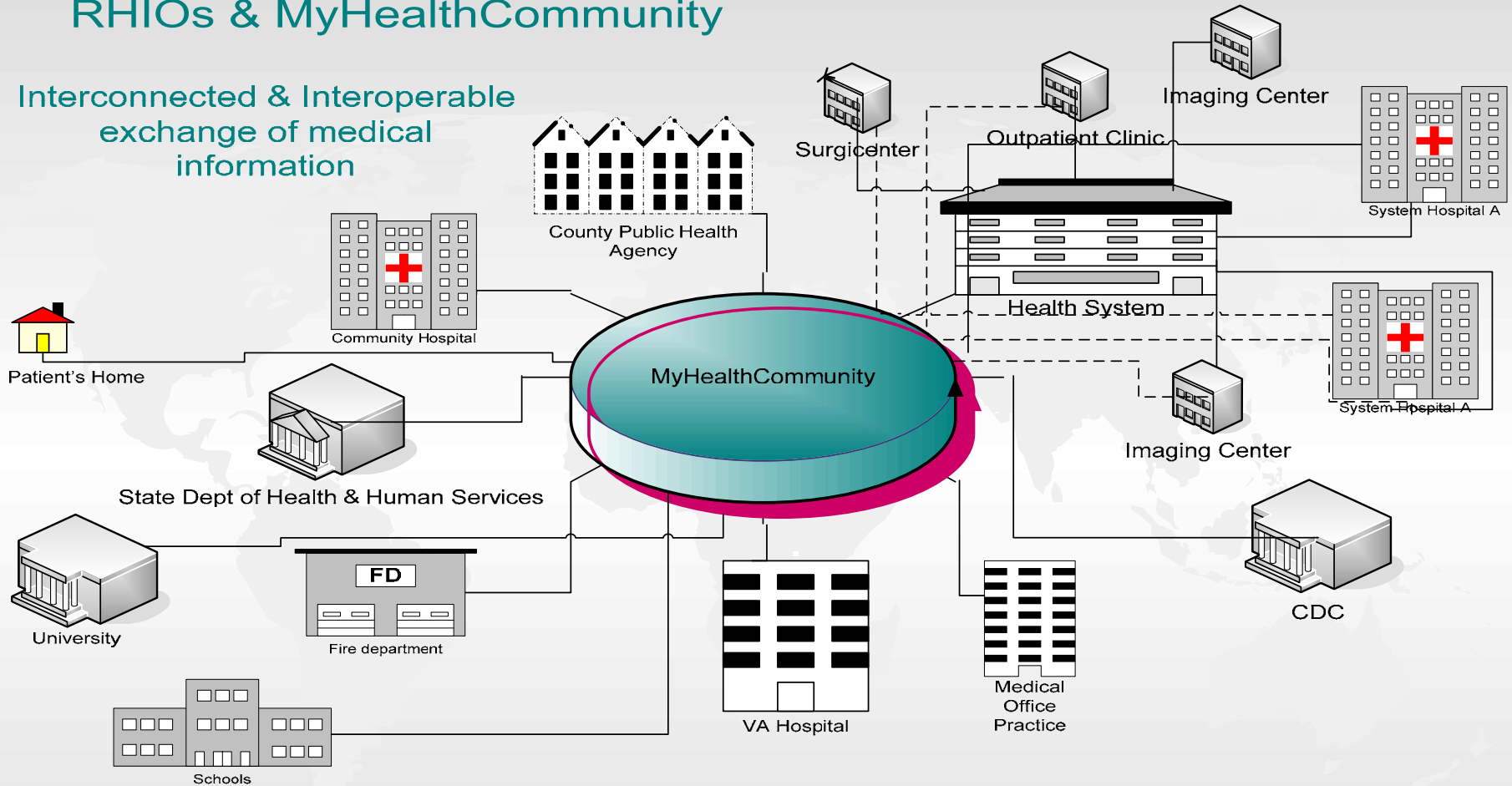
- ❑ Empowers patient to participate in care
- ❑ Network and support each other (people, providers, community)
- ❑ Trusted source of information
- ❑ Convenient access
- ❑ Interactive education on demand





RHIOs & MyHealthCommunity

Interconnected & Interoperable
exchange of medical
information



Groups - Highlight Centers of Excellence

- capture and keep attention of patient before, during and post treatment
- lowers cost of case management
 - Cements relationship with caregivers and pat
 - Well known that medical decisions are made by women, so think of attracting preg. Moms.

Blogs –

Platform to showcase Physician expertise,
highlight new technologies Easy for physicians
to post articles

- CEO, other exec's can state goals, mission
- Get real-time feedback to comments made
- Give you strategic planning info about patients

Podcasts – reduces face-to-face time and cost to educate patients

- Saves staff time – so you can deploy to other areas
- Disease prevention – encourage patient to seek medical consultation early in disease process (diabetes)
- reduces costs – less days in ICU and ER visits
 - Shortens length of stay
- Physicians and staff get perceived expertise

Forums – Save Marketing \$ - satisfied patients can share testimonials

- cements relationships with patients, docs/staff builds trust, offer support – more penetrating connection
- Quality improvement (medication error reduction, clinical instruction clarification, less post discharge complications)
- Lower risk to reimbursement reduction by Medicare
 - Educate thru podcast smoking cessation – saves ER staff/doc times to meet Medicare requirements to educate tobacco risks

Events – platform for Public Health announcements

- Flu Shot clinics, Tobacco Cessation
- promote Fundraising
- provides broader reach – at lower cost per contact
- can re-run events that occur over and over
 - Childbirth, Baby care – post delivery
- Increases Marketing effectiveness – Patients can invite friends to attend

Living Healthy Topics–

- Patients can take control of their health and improve the way they approach life
- Hospital can contribute to the health of the community in a more Pro-active and educational way
- Can address disease states earlier

Return on Investment

- Increases your marketing reach and branding
- Increasing gift giving, donors and event fundraising
- Advertising and sponsorship
- Grant opportunities
- Lowering education costs
- Broadening your impact on health of the community
- Building and solidifying your community
- Recruiting of staff, physicians and volunteers
- Gain a deeper knowledge/understanding of consumers (preferences, interests)

THANK YOU

Questions?

Discussion & Next Steps

www.myhealthcommunity.net