



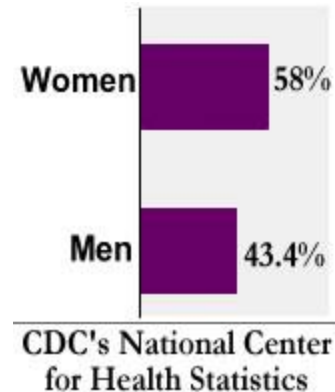
How Can Your Practice Use Social Media?





Why Social Media for Medical Practices?

- The way patients gather health information and research physicians/hospitals continues to change dramatically
- 80% of adult Internet users look for health information online (Pew Research)



- 29% of users have looked online for information about a particular doctor or hospital (Pew Research)

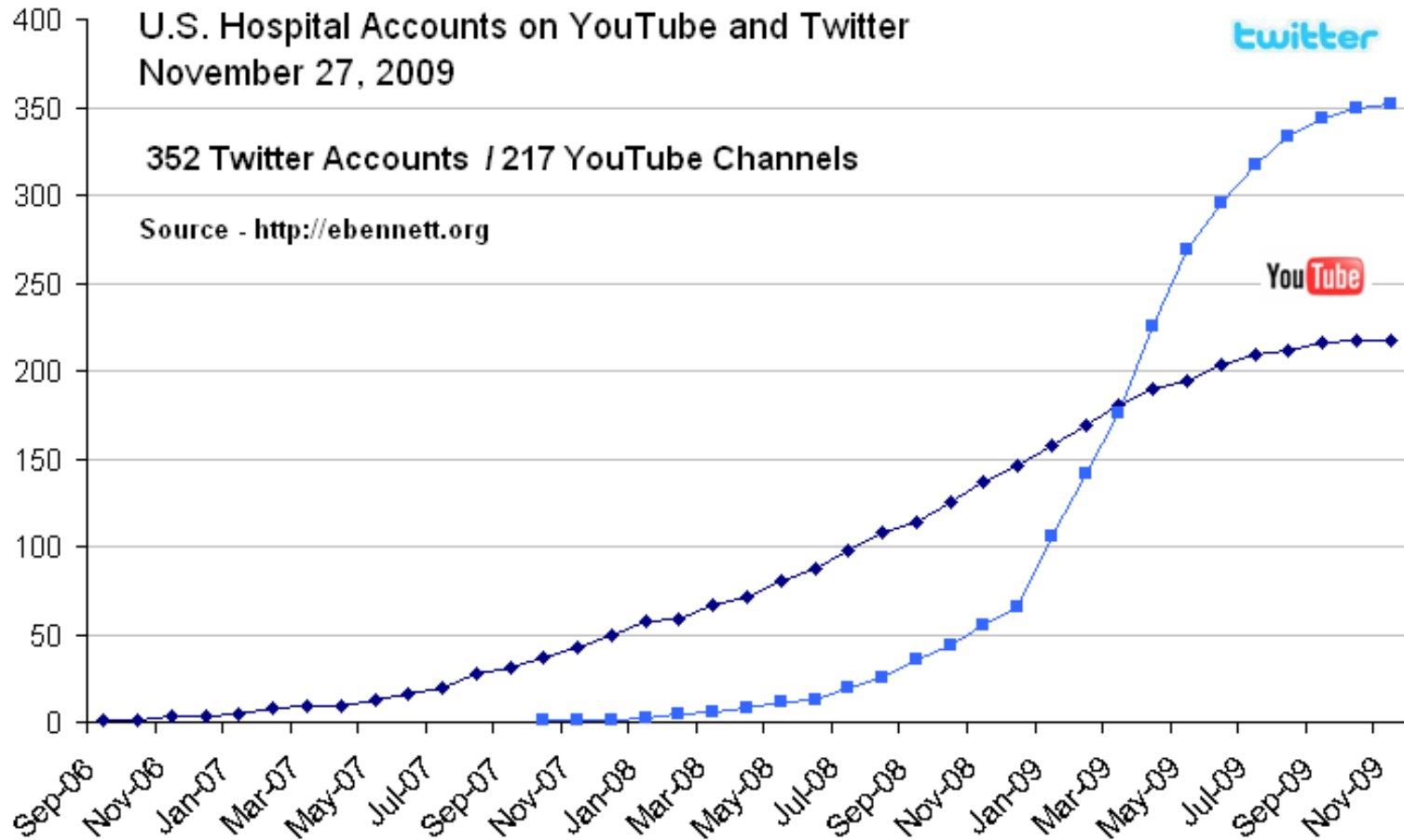


Why Social Media for Medical Practices?

- 24% of e-patients (those connected to the Internet) have consulted the rankings or reviews online of doctors or other providers – [The Social Life of Health Information](#)
- The median age of Twitter user is now 31 – [Twitter and Status Updating, Fall 2009](#)
- The median age of a Facebook user is now 33 – [Twitter and Status Updating, Fall 2009](#)
- The median age of a LinkedIn user is now 39 – [Twitter and Status Updating, Fall 2009](#)
- The 2 fastest growing Facebook age demographics are those 35-54 years old and 55+. – [iStrategyLabs](#)



Why Social Media for Medical Practices?



[Ed Bennett's blog](#)

<http://hospitalonlinemarketingeducation.ning.com/profiles/blogs/top-five-2010-trends-in>





Why Social Media for Medical Practices?

Socialnomics

Erik Qualman

- *The ability of social media to generate **exponential** returns for individuals and businesses.*
- A subset of this is that in the future we will no longer search for products and services, rather they will find us via social media.
- Those returns could vary for business from leads, sales, brand awareness, customer service, patients, employees....



Why Social Media for Medical Practices?

Health 2.0

Using technology to make it easier for patients (employees) and providers to collaborate on improving health

“Health 2.0” isn’t just a buzz phrase; it’s fast becoming the essence of our medical systems, whether we want to admit it or not.

Gwenn Schurgin O’Keeffe, MD, FAAP



Why Social Media for Medical Practices?

- **Marketing**
- **Reputation Monitoring**
- **Opportunity to communicate good medical information**
- **Connecting with your advocates**
- **Public relations**
- **Positioning as authority**
- **Recruiting**

It is important to note that patient privacy should be a primary component to any social media activity



Why Social Media for Medical Practices?

- The new Marketing/Ad/PR

David Meerman Scott on “The New Rules of Marketing and PR”

- Reaches target market (and vice versa)
- Establishes credibility
- Develops relationships (in quantity)
- Maximizes communication
- Provides tool to monitor reputation
- Increases Search Engine Optimization



Why Social Media for Medical Practices?

Online Reputation Monitoring

The act of monitoring, addressing or mitigating undesirable search engine results or mentions in online media for a practice, specialty, hospital or physicians.



Why Social Media for Medical Practices?

Reputation Monitoring

- Mass communication
- Twitter will show up in Google search
- Tweets mentioning your name or practice can (and likely will) show up in Google real-time search.
- Others likely to follow



Why Social Media for Medical Practices?

Reputation Monitoring

- Combined with fact that there are over 2 dozen sites that exist solely to rate doctors and you have a tremendous platform on the Internet for patients to relate negative experiences.
- That means a patient or potential patient searching for a doctor through a major search engine could come across this type of damaging search result:



Why Social Media for Medical Practices?

Reputation Monitoring

Then after an hour they call my cell to tell me they couldn't see her. What about the Hippocratic oath! Dr. Mosely sucks!

2:43 AM Oct 21st from web



[manteghig](#)
George Manteghi

Have to go back to the dentist today as the work he did last week is hurting bad!! Stay away from Polo Park Dental, esp. Dr Chu he is rude!!

10:36 AM Oct 19th from web



[PrimoTattoo](#)
Jay Primeau

I need a new doctor and i am not getting one through the mankato clinic

4:17 PM Oct 16th from txt



[QueenClumpy](#)
Sarah S



Why Not?

Main Reasons Practices Don't Use Social Media

- Aren't convinced of the value
 - Consider it a “phase”
 - Effort
- Don't know where to start
- Don't have time
- Concerned about liability
- Loss of control
- Loss of connection with patient
- No financial incentive





Social Media

Where Do We Start?

- **Develop a plan**
 - Research & enjoy
 - Goals
 - Hospital efforts, support, links
 - Target market
 - Which media
 - Content provider/media manager
 - How often
 - Time line for implementation
 - Reputation monitoring strategy



Social Media

Where Do We Start?

- Develop a policy
- Liability
- Review ethics and professional policies
- HIPAA



Social Media

Where Do We Start

- Determine your target audience
 - Demographics
 - Geography
 - Groups
- Set up accounts
- Develop initial content, programs, affiliations



Social Media

Where Do We Start?

- Find target on Twitter
 - Follow them
 - Follow their followers that meet your profile
- Find groups you are interested in on LinkedIn & join
- Select at least two blogs and register for RSS feed or email updates



Social Media

Where Do We Start

- Determine your target audience
 - Demographics
 - Geography
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- Set up accounts
- Develop initial content, programs, affiliations



Social Media

Where Do We Start

- Launch
 - Add to website
 - RSS feed
 - Add to marketing material
- Develop initial content, programs, affiliations
- Consistency



Social Media

How Would You Use It?



- Service to existing patients
- Attracting new patients
 - Connect to patients' contacts
- Develop community relationships
- Reputation monitoring
- SEO





Social Media

How Would You Use It?



- Personalize healthcare
- Collaborate
- Promote health education
- Maximize effectiveness
- Inexpensive





How Would You Use It?

Your practice should use Social Media to advance your objectives and accomplish your goals.



Social Media

- Health 2.0 – using technology
- Medical Practices – incredible amount of technology
- IT Services Integral – up to date, maintained and informed