Health 2.0
A best practices guide to using social media in your health care organization

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But first, a short video...
Why Include Social Media?

• More patients are finding information online

• If consumers are online, then you should be

• Building a reputation online is just as important as building one in the real world
Health Care Providers

• Connect to Colleagues
  • Sermo, Ozmosis, SocialMD

• To find new information
  • Through colleagues
  • Portable devices (i.e. smart phones)
    – New Apps developed every day

• Enhance the patient & physician relationship
  • Build trust and reliability
  • Answer questions quicker

Twitter: #HCcommseries
Health Care Providers

• Clarify misinformation
  • Instructions given to the patient
  • Educating patients before appointments

• E-visits
  • More options for a simple and secure communication
  • Web-based video or phone
    – American Well, RelayHealth, MDLiveCare

Twitter: #HCcommseries
Why is this important?
Marketing Opportunities

• Strategic Listening
  • Option to listen in on conversations

• Educational Tools & Content Distribution
  • Partnering with sm websites to provide content

• Sales Team Training or Preparation
  • Can help prepare sales teams for detailing
Medical Device & Pharma

• Social media use by FDA-regulated companies has been slow.
  • 90 of 143 FDA-regulated companies who participated use social media for job-related activities
  • 14 of those 90 use social media to engage customers.
• Lack of clear guidelines
Medical Device & Pharma

- Case Studies
  - Medtronic
  - Pfizer
Medtronic

- Using the typical social media channels
  - Facebook, YouTube, Twitter
  - Company and world wide distribution

- Promoting both physician & patient audiences
  - Through conference promotion, search marketing and word of mouth.

- Evaluation and monitoring

Twitter: #HCommsseries
Pfizer

• Connect with your customers
• Build your brand
Pfizer

- Correct misconceptions and misinformation
- Respond to problems
Hospitals/Healthcare systems

• Case Studies
  – HealthPartners and Regions Hospital
  – Children’s Hospitals and Clinics of Minnesota
  – Mayo Clinic

Twitter: #HCcommseries
Hospitals/Healthcare systems

• Named “Best Hospital Facebook Page”
  • Regions Hospital
  • Children’s Hospitals and Clinics of Minnesota
  • Mayo Clinic

• Facebook successes
  • Interaction
  • Posting pictures, including fan pictures
  • Contests or trivia
  • Integrating YouTube videos
  • Customizing tabs
Mayo Clinic

• Extensive use of social media
  • Facebook, Twitter, YouTube, Podcasts, Blogs
• Employee guidelines
  • Sharing.mayoclinic.org
Non-Profits

• Case Studies
  – The American Academy of Neurology
  – Minnesota AIDS Project
The American Academy of Neurology (AAN)

- Two audiences:
  - Members and professionals
  - Caregivers and patients (public)

- Social Media Platforms
  - Facebook
  - Twitter
  - YouTube

Twitter: #HCcommseries
The American Academy of Neurology (AAN)

- Successes
  - Increased exposure
- Challenges
  - Will social media stick?
- Future
  - Fundraising
  - Patient communities
Minnesota AIDS Project (MAP)

- Social media efforts developed during the last two years
  - Primarily Facebook
    - Used to engage wide variety of supporters
  - Recently added Twitter
    - Decided to hold off on its implementation
Minnesota AIDS Project (MAP)

• Visible Benefits
  • Increased participation in public events
  • More streamlined engagement with audiences
  • Recruitment of new volunteers

• Challenges
  • Always providing quality content
  • Ensuring two-way stream of communication and value
Best Practices Overview

• Tailor
• Commitment
• Monitor
• Interact
• Action
• Code of Conduct
• Have a Social Media “Plan”
Any Questions?