Social Media in Healthcare Overview and Current Realities

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My Background

Pre-1980
Juggler & Street Performer

1980 - 1994
Microfilm Technician, Software Trainer

1994 - 1999
Web Entrepreneur

Currently
Director, Web Strategy
University of Maryland Medical System

Core Web Management Skills
What is Social Media?

- Conversation, not a lecture
- Extension of everyday interaction
- Group driven, not top-down
- Messy, disorganized, hard to control
- Tool, not a strategy or end-point
- Where patients and employees spend time
What is Social Media?

People doing what people do:

- Talking
- Arguing
- Sharing
- Connecting
- Creating

with

- Family
- Friends
- Work Colleagues
- Neighbors
- Community Members
Why It Matters

Facebook is #1
Google drops to #2
Why It Matters

This is like *Johns Hopkins* dropping to #2
Age distribution of social networking site users in 2008 and 2010

% of social networking site users in each age group. For instance, in 2008, 28% of social networking sites users were 18-22, but in 2010 that age group made up 16% of social networking site users.

Source: Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.
Pew Internet Research Findings

- 79% of American adults use the Internet
- 47% of all adults use Social Media (59% of Internet users)
- Social Media use has doubled since 2008
- More than half of Social Media users are over 30 years old
- 56% percent are female

1 in 4 internet users have:

- Watched an online video about health.
- Tracked weight, diet, exercise routine or other health indicator online.
- Consulted online reviews of drugs/medical treatments (but very few post such reviews).

What is Social Media?

Plus SMS (Texting) and other low-barrier tools.
Fundamental Changes

Healthcare Social Media is:

- Communities of Interests (COI)
- Discoverable / Searchable
- Asynchronous
- Location free
- Self-regulating
Fundamental Changes

Healthcare Social Media allows for:

- Low/no cost entry for participation
- Exploration and discovery at users’ pace
- Near real-time interactions
- Redefining work and friendship networks
- Rapid development and change (3:1)
My social network helped diagnose a rare disease that our doctors initially missed.

*By Deborah Copaken Kogan*

Updated Wednesday, July 13, 2011, at 10:19 AM ET

Mother’s Day morning, my 4-year-old woke up with a rash. It was my 16th Mother’s Day. I was inclined to ignore rashes. But a note had just come home from day care reporting a case of strep in Leo’s classroom, so I dutifully felt his forehead, noted it was hot, and made an appointment at a medical office with Sunday hours. While waiting for the results of the strep test, feeling bored and somewhat sorry for myself, I snapped a photo of my son on the exam table playfully covering his face with his blankie, which I then posted to Facebook with the following caption: "Nothing says Happy Mother’s Day quite like a Sunday morning at the pediatrician’s."

*Self-portrait of the author and her son, Leo, on a stretcher in triage*
## Social Media is “Disruptive”

<table>
<thead>
<tr>
<th>Health Values</th>
<th>Social Media Values</th>
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<tbody>
<tr>
<td>Risk averse</td>
<td>Risk taking</td>
</tr>
<tr>
<td>Information from authoritative sources</td>
<td>Network Reputation</td>
</tr>
<tr>
<td>Privacy and security regulated</td>
<td>Anyone can publish anything</td>
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<tr>
<td>Data tightly controlled</td>
<td>Information freely distributed</td>
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<tr>
<td>Tight intellectual property</td>
<td>Use licenses with few restrictions</td>
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Special Issues for Healthcare Professionals

- HIPAA / PHI
- Professional vs. Private presence
- Appropriate use
- Social Media access on hospital networks
- Professional Guidelines / HR policies
- Finding answers in the “grey zone”

“The Placenta Incident”
Hospital Social Media Types

June, 2011

Hospital Social Media Accounts

1,188 Hospitals:

548 YouTube
1,018 Facebook
788 Twitter
548 LinkedIn
913 Foursquare
137 Blogs

3,952 Social Media Sites

Source:
ebennett.org/hsnl
Rapid Growth: YouTube and Twitter

U.S. Hospitals on YouTube and Twitter
June, 2011

786 Twitter Accounts / 551 YouTube Channels

Source - http://ebennett.org
How Hospitals Use Social Media

- Customer Service
- Community Outreach
- Education
- Public Relations
- Crisis Communications
- Recruitment
- Brand Monitoring
@emoryhealthcare NEED HELP NOW!! Grandma w/ RUPTURED AORTA needs Card Surgeon/OR ASAP, STAT! can you accept LifeFlight NOW!!?

Matthew Browning
Matthew Browning

@MatthewBrowning Matthew, please either call 911 or have your grandma's doctor call our transfer service to get immediate help: 404-686-8334
@emoryhealthcare We are doing that! She is in small South Georgia hosp right now- but needs MAJOR help- We are calling, thanks!
25 Apr

@MatthewBrowning keep us posted & please let us know if there is anything else we can do to help. We're keeping you both in our thoughts.
25 Apr

@emoryhealthcare Look for a STAT Transfer from South Georgia, accept her if able and we'll see you soon Thanks!
25 Apr via TweetDeck ⭐ Favorite ✭ Retweet ✩ Reply
Education: Inova Health: Fit For 50

Fitfor50.org

- Blog, Facebook and Twitter
- 6,380 participants on www.FitFor50.org
- 6,300 new emails entered into CRM database
- 300 participants from Fitfor50 participated in 8k fundraising event
“When our nurses are stressed or discouraged they go to our Facebook page and read the 100’s of positive comments from former patients.”

- Matt Cyr, Dir. of Patient and Family Communications
Fundraising: UMMC
Fundraising: Dozer the Dog

Dog-Gone Good: Goldendoodle Runs Half Marathon for Cancer Research

Dozer the dog now has a medal to show that he ran nearly all of the Maryland Half Marathon,

Support Dozer! - www.umm.edu/dozer

173,904
Quick Response: Dozer the Dog

UMMS Social Media Efforts

- Two videos
- Three blog posts
- Multiple Twitter updates
- Dozer Fundraising page
- Dozer Facebook page

Results:

- Dozens of blog / web posts
- Over 400,000 YouTube views
- Over $17,000 raised from 400 donors
How Hospitals Will Use Social Media

- Closed Facebook group for post-transplant patients
- Created April 2011, now has 25+ active members
- Admin: Post-Transplant Hepatology N.P.
- Outgrowth of traditional support groups
- Requested by patients
How Hospitals Will Use Social Media

- Mayo Clinic Community
- First Hospital with public, branded Social Media service.
- Open to anyone
- Discussion forums, videos, news, reference materials

connect.mayoclinic.org
Getting Started – Weekly Twitter Chats

- #Rnchat: Nurses - Tuesday 9pm
- #HCSM: General healthcare social media chat - Sunday 9pm
- #HITsm: Health IT and Social media - Monday 9pm
Social Media has already become, or must become, integrated into how we do business.

Discuss.
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Presentation and resource links:

http://ebennett.org/SINI