

PUBLIC SPEAKING

# Social Media in Health Care

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# Social Media

Social media consists of various user-driven (inbound marketing) channels (e.g., Facebook, Twitter, blogs, YouTube). These channels represent a stark difference from the advertiser-driven (outbound marketing) push model. As the principal owner of the customer relationship in the firm, typically, the marketing department is responsible for managing these social media channels. Although some may argue that the customer relationship is “everyone’s” responsibility in the firm, the overarching responsibility rests with the marketing

department as the champion for the customer. Cheryl Burgess

Social media is today’s most transparent, engaging and interactive form of public relations. It combines the true grit of real time content

with the beauty of authentic peer-to-peer communication. Lisa Buyer

Social media is the tools, services, and communication facilitating connection

between peers with common interests. Chris Garrett

Social media are the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves. They are

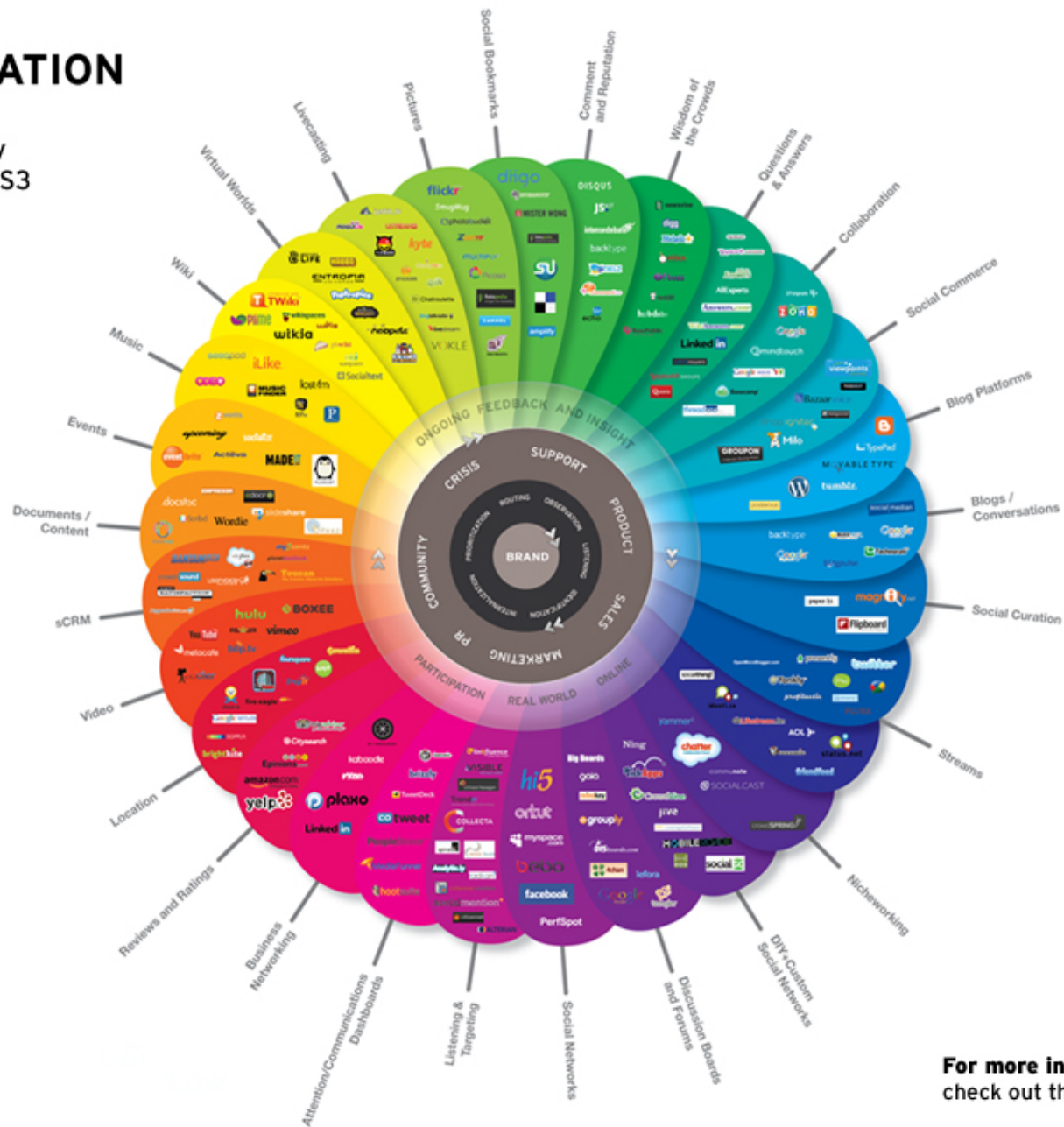
media for social interaction. You can tell social software because it is no fun to use by

yourself – an account with no friends connected has no value. Howard Greenstein

# SOCIAL MEDIA REVOLUTION

# THE CONVERSATION PRISM

Brought to you by  
Brian Solis & JESS3



For more information  
check out [theconversationprism.com](http://theconversationprism.com)

# Social Media Landscape 2011





„Social media is about the  
**SOCIAL**, not the media.“





**LISTENING.**

**CONVERSATION.**

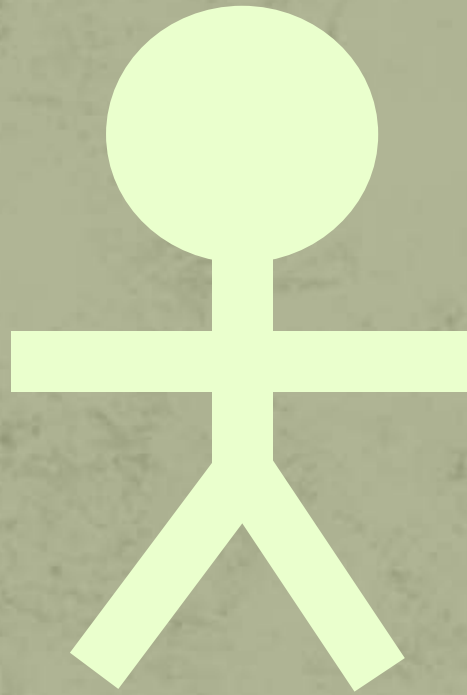
**SOLVING PROBLEMS.**



# Lifetime of information

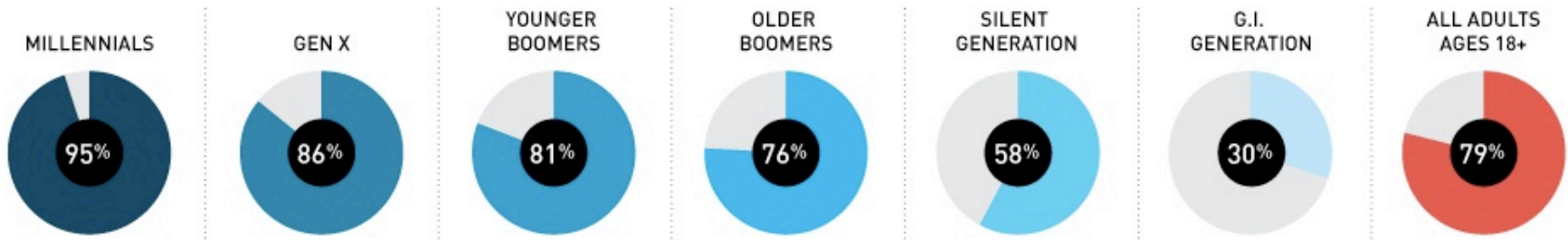
- Twitter  
Minutes – hours
- Facebook  
Hours – days
- Websites  
75 days (44–100 days)





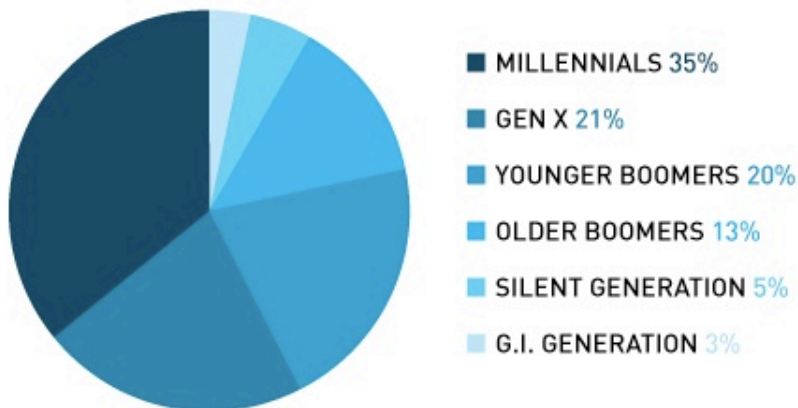
People

## THE PERCENT OF EACH GENERATION ONLINE

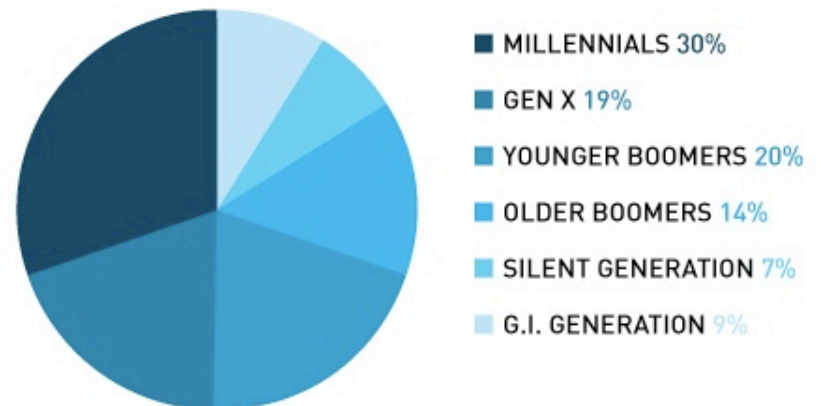


## COMPARING GENERATIONS: ONLINE VS. OVERALL POPULATION

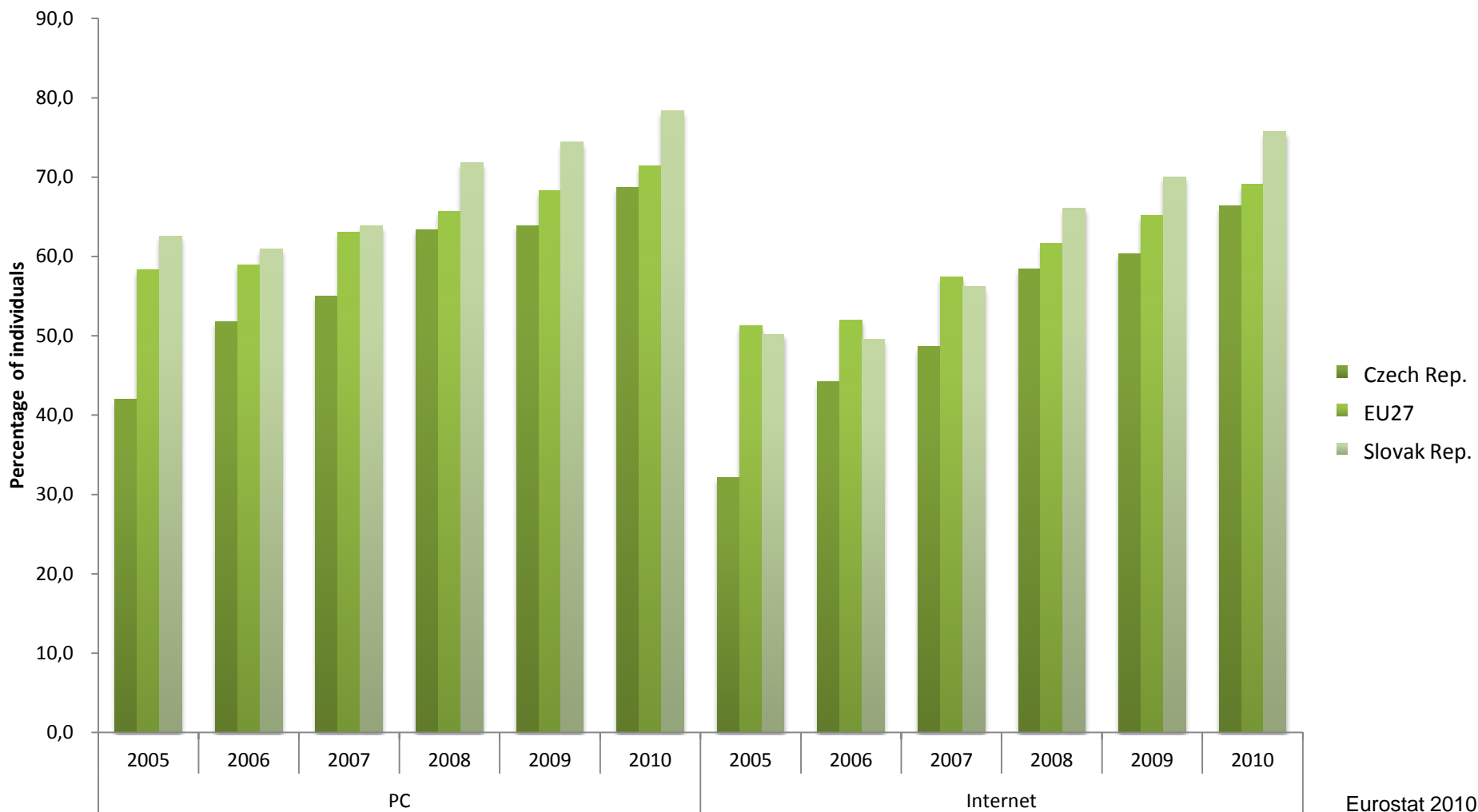
### ONLINE POPULATION



### GENERAL POPULATION



# Internet and PC use by individuals



# Users on Social Media

- Facebook CR 3,8 millions
- Facebook SR 2 millions
- LinkedIn CR 266332
- LinkedIn SR 89400
- Twitter CR+SR 164823

# Mobile technology



# MEDICINE

# Patient

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<b>Patient</b>	<b>e-Patient</b>
Passive	Active
Listening information	Searching information
Subordinate role	Collaboration
Paternalistic behavior	Participatory healthcare

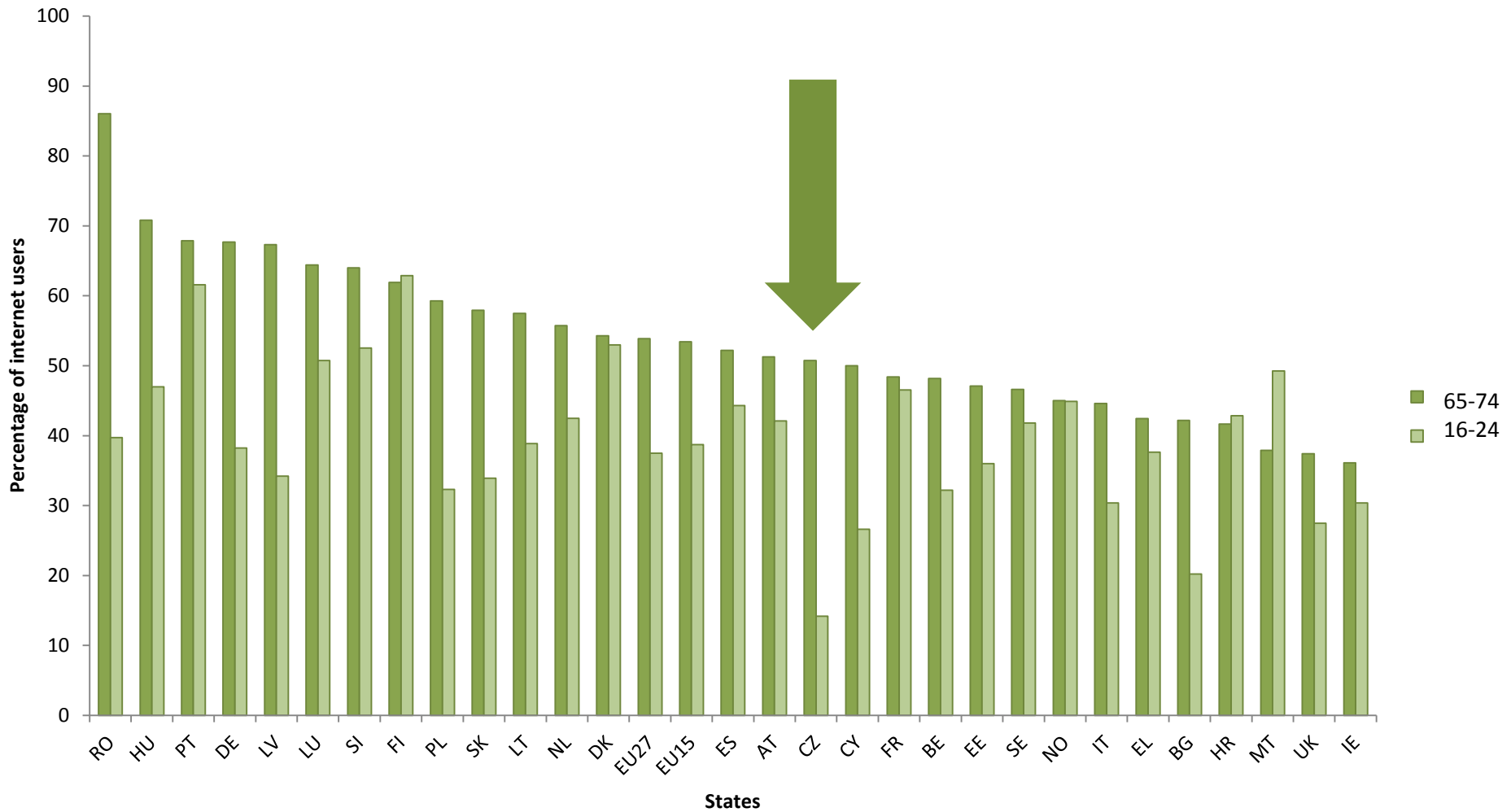
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- Dave deBronkart

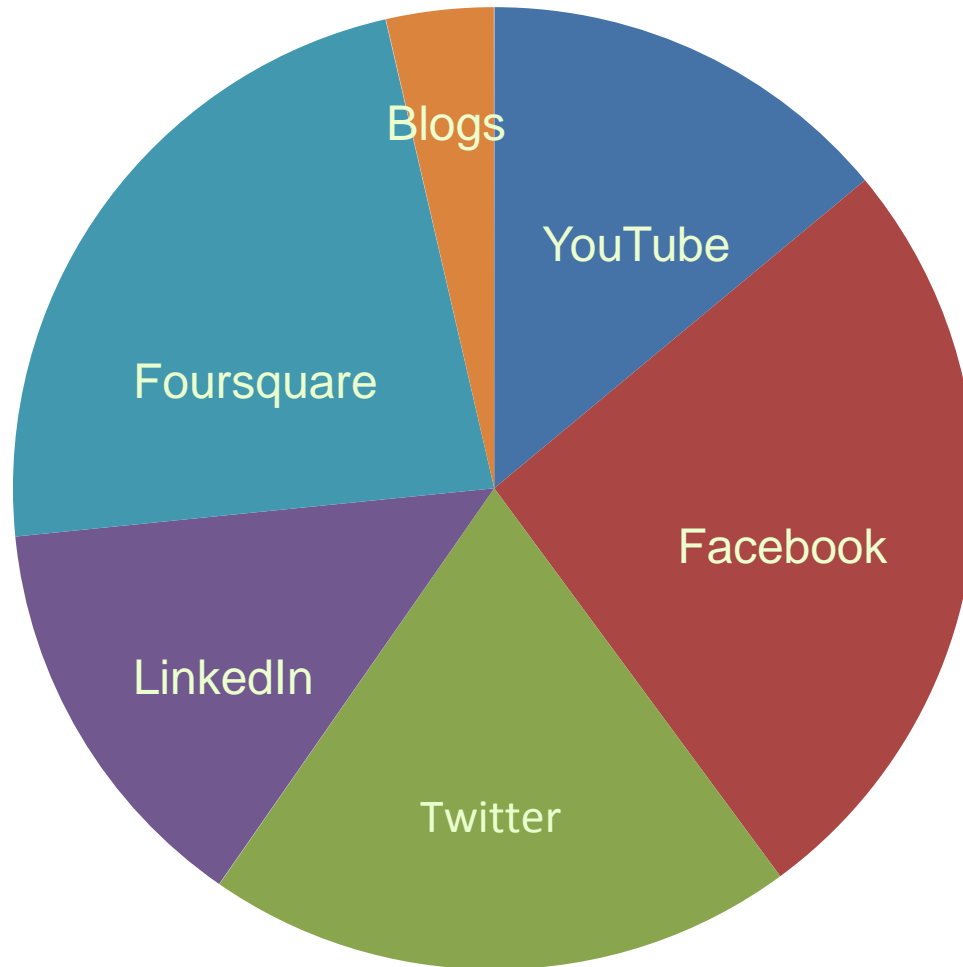


- „Over a third of cancers could be prevented by eliminating shared risk factors, mainly tobacco use, unhealthy diet, physical inactivity and the harmful use of alcohol.“ (WHO)
- „Patient education is critical to what we do.“ (Bartleson, MD, Mayo Clinic)

# Looking for health-related information



# Hospitals in USA



1501 hospitals  
6379 sites

2013  
Mayo Clinic

# Czech Healthcare on Social Media

- Hospitals in CR
  - 5,3 % Facebook
  - 1,0 % Twitter
- Pharmacies
  - 0,6 % Facebook
  - 0,0 % Twiter
- 2010: 99,4 % of hospitals have websites
- LinkedIn
  - 6600 profiles in healthcare
  - 25 hospitals and healthcare establishments

# Forums in the Czech Republic

- Old platform
- No metrics
- No experts
- Patients with a specific disease

# Good Practice



O nemocnici

Kontakty

Poradny

Kliniky a oddělení

Pro pacienty

Vzdělávání

Kariéra



"Hledej..." 

Vítejte na stránkách Nemocnice Na Bulovce

Najdete nás:



# Social Media in Medicine?

- New contacts
- Conferences (liveblogging)
- New topics
  - Toxicology & twitter: real-time epidemiology
- Spread of information
  - H1N1 – 420000 followers
- Accessibility of information
  
- WHO, 2011

# Internet and Mobile Tools

- Support in changing behavior
- Information about diseases
- Examples of examination methods
- Applications for Education

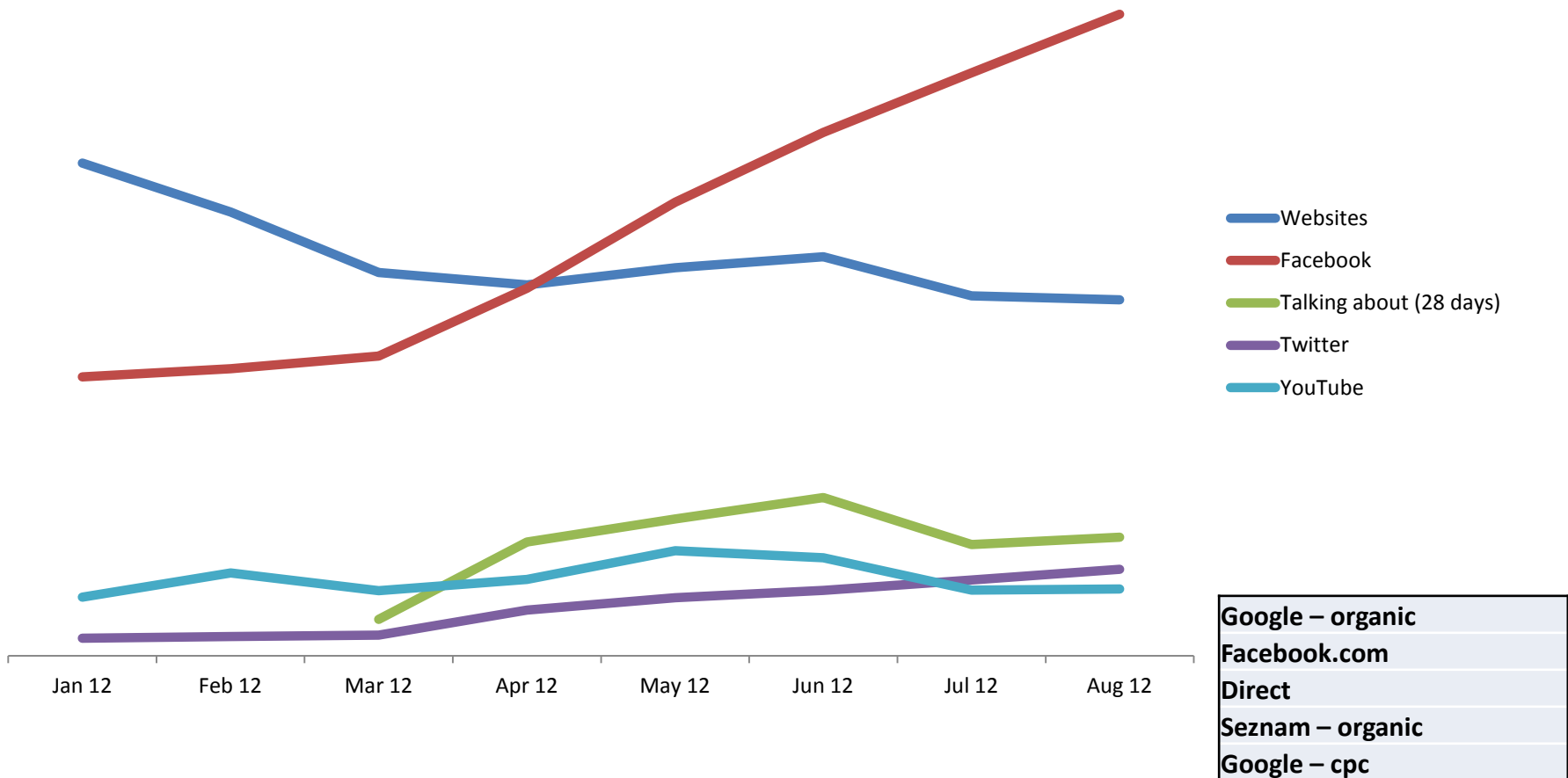


# STORIES

# Case study 1

	<b>Average Overall Reach</b>	<b>Maximum Overall Reach</b>	<b>Average Talking about</b>	<b>Maximum Talking about</b>
Text status	286	405	4	16
Photo	289	1758	5	60
Video	264	285	3	5
Link	282	496	3	12
Question	289	1040	5	26
Share	275	386	2	8

# Case study 2



# Case study 3

- Natasha Burget, MD
- One year of effort on Social Media
- Increasing new patient traffic
- $52 \times \$2700 = \$140000$  (income over 2 years)
- Benefits:
  - „I can actively communicate.“
  - „I can act as a filter to promote the good and refute the bad.“
  - „I can be a source of reliable, real information.“

# Study

- Internet use leads cancer patients to be active health care consumers
- „Higher levels of Internet use among cancer patients may lead patients to want to be more actively involved in the medical decision making process.“
- Chul-joo Lee, Stacy Wang Gray, Nehama Lewis, Internet use leads cancer patients to be active health care consumers, Patient Education and Counseling, Volume 81, Supplement 1, December 2010, Pages S63-S69, ISSN 0738-3991, 10.1016/j.pec.2010.09.004.

# CONCLUSION

# Identified problems

- Engaging the audience / finding it
- Support within the organization
- Lack of resources / lack of education
- ALL of the above problems take place in social media in **general** = not only in the health / medicine field

# Possible solutions

- Let the digital natives (students) in!
- Create guidelines / best practice using the experience from other fields (commercial sector, academic sphere)
- Learn from foreign countries
- Endure – do not give up after a short time failure – and work on in constantly



# INSPIRATION



World Health Organization

WHO

@WHOnews Geneva, Switzerland

Official Twitter channel of the United Nations' agency for health.

<http://www.who.int>

+ Follow



Tweet to @WHOnews



About @WHOnews

1,618

Tweets

616

Following

286,743

Followers

7,668

Listed

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USDA Food Safety

@USDAFoodSafety Washington, DC

Food Safety and Inspection Service educates consumers about the importance of safe food handling and reducing the risk of foodborne illness

<http://www.fsis.usda.gov>

+ Follow



Tweet to @USDAFoodSafety



About @USDAFoodSafety

1,784

Tweets

152

Following

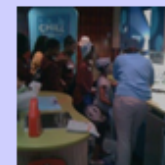
220,541

Followers

3,838

Listed

Recent images





**USDA Food Safety** USDA Food Safety

Happy [#Thanksgiving!](#) Don't leave food at room temp longer than 2 hours [go.usa.gov/liU](https://go.usa.gov/liU) [#turkeytweet](#)

24 Nov



**WHOnews** WHO

Healthy diet, regular physical activity, normal body weight, avoiding tobacco use can prevent onset of type 2 [#diabetes](#) [bit.ly/rrtbMM](https://bit.ly/rrtbMM)

14 Nov



**WHOnews** WHO

Thanks, [@aniljina!](#) What and how was your experience?

20 hours ago





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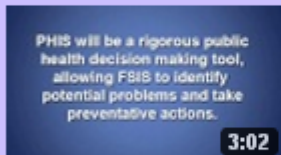
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### Public Health Information System

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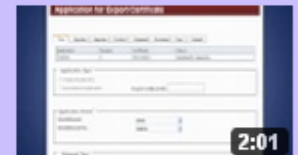
### Hablemos Acerca del Manejo y la

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### Cómo Manejar y Preparar Huevos

388 views  
7 months ago



### PHIS: Import/Export

661 views  
8 months ago

- Subtitles
- Information in Sign Language



# EFSA

## EFSA's Communications Strategy: 2010 – 2013 perspective

- EFSA will therefore develop social media guidelines for use by EFSA staff and a social media strategy

*Not everyone is successful...*

# WHO

Twitter and other social media tools might not bring health to all, but they can help to bring accurate health information to many more people than ever before.

After all, one fact sheet or an emergency message about an outbreak can be spread through Twitter faster than any influenza virus. It's an opportunity for health professionals to explore, listen and engage.

Thank you for your attention.



Any Questions?



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