

Social Media:

*how to use word of mouse to grow a
medical practice*



Vandna Jerath, MD, FACOG
April 27, 2011

Young Physicians | Clear Creek Valley Medical Society

www.optimawomenshealthcare.com

www.drjerath.com



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General Information



Vandna Jerath, MD, FACOG

- ❖ FACOG - Board-Certified
- ❖ Private practice - 12 years
- ❖ Previously in Westminster/Thornton
- ❖ Recently relocated to Parker Adventist Hospital
- ❖ Full-scope obstetrics & gynecology
- ❖ Enjoy education and community outreach
- ❖ Disclosure – no affiliations
- ❖ Not a social media expert – just decided to try it
 - ❖ Now active user and advocate
 - ❖ Now a local expert and resource
 - ❖ Presentation for DMS, PAH, SXSW
- ❖ www.drjerath.com



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Optima Women's Healthcare

- ❖ Services
 - ❖ Low and high risk obstetrics
 - ❖ Minimally invasive gynecologic surgery
 - ❖ Novasure and Thermachoice Endometrial ablation
 - ❖ Essure sterilization
 - ❖ Family planning and infertility
 - ❖ Menopause and hormone replacement therapy
 - ❖ Bladder retraining and incontinence surgery
- ❖ Women's health resource/expert
- ❖ Female empowerment
- ❖ Spa-like setting
- ❖ Individualized, personalized, and compassionate care
- ❖ www.optimawomenshealthcare.com



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Overview



What is Social Media?

- ❖ A cocktail party or networking event
 - ❖ Microblogging or “small talk”
- ❖ Collaborative online networking and communication
- ❖ Starting a conversation
- ❖ Developing a relationship
- ❖ 60-90% people use internet for health related information
- ❖ Usage
 - ❖ Personal vs professional
- ❖ Here to stay
- ❖ Strong growth and future
- ❖ Time to get on board



Inspiration

- ❖ “Profits are like oxygen. You need it to survive, but ultimately what matters is passion, growth, and a higher purpose.” @zappos – CEO
- ❖ <http://blogs.zappos.com/blogs/ceo-and-coo-blog/2009/01/25/how-twitter-can-make-you-a-better-and-happier-person>



Fast Growth

- ❖ To reach 50 million users
 - ❖ Radio - 38 years
 - ❖ TV - 13 years
 - ❖ Internet - 4 years
 - ❖ Facebook – less than 6 months



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Hospital Usage

- ❖ 906 Hospitals total
- ❖ 448 YouTube Channels
- ❖ 719 Facebook pages
- ❖ 674 Twitter Accounts
- ❖ 439 LinkedIn Accounts
- ❖ 693 Four Square
- ❖ 106 Blogs
- ❖ 3,087 Hospital Social Networking Sites

Read more: <http://ebennett.org/hsnl/#ixzz1E6x85pzo>



Types of Social Media

- ❖ Facebook
 - ❖ 500 million users
- ❖ Twitter
 - ❖ 200 million users
- ❖ Linked In
 - ❖ 70 million users
- ❖ YouTube
 - ❖ 50 million users
- ❖ Four Square
- ❖ My Space
- ❖ Flickr
- ❖ Yelp
- ❖ Yammer
- ❖ Blog
 - ❖ 150 million blogs
- ❖ Website
- ❖ Medical
 - ❖ Sermo
 - ❖ Medpedia
 - ❖ PPT



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Why Use Social Media?

My Top Ten Reasons

- ❖ Branding
- ❖ Marketing
- ❖ Patient and Self -Education
- ❖ Community Outreach
- ❖ Innovation
- ❖ Loyalty
- ❖ Growth
- ❖ Interest/Interaction/Engagement
- ❖ Networking/Messaging
- ❖ Direct Access



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My Experience



My Usage

- ❖ Facebook
 - ❖ Business (Fan or Like) Pages
 - ❖ Facebook.com/drjerath
 - ❖ Facebook.com/optimawhc
- ❖ Twitter
 - ❖ Twitter.com/drjerath
 - ❖ Twitter.com/optimawhc
- ❖ YouTube
 - ❖ Videos
 - ❖ Youtube.com/doctorjerath
- ❖ Linked In
 - ❖ Linkedin.com/in/drjerath
- ❖ Blog
 - ❖ Drjerath.com
- ❖ Website
 - ❖ Optimawomenshealthcare.com
- ❖ Other
 - ❖ Sermo, Medpedia, PPT



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My Content

- ❖ Women's health
- ❖ My ob/gyn practice
- ❖ Baby photos (with patient consent)
- ❖ Pregnancy tips
- ❖ Medical issue in the news
- ❖ General medicine
- ❖ Healthcare reform
- ❖ Trivia – OptimaWHC HealtHe-Challenge
- ❖ Sports
- ❖ Politics
- ❖ World news
- ❖ Fashion



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Facebook.com/drjerath

Vandna Jerath MD | Facebook - Windows Internet Explorer

http://www.facebook.com/drjerath?sk=wall

Google Search Share Sidewiki Bookmarks Check Translate AutoFill Sign In

AddThis Search Favorites Email Share

Favorites AOL.com - Welcome to A... Friends Stuff Get More Add-ons

Vandna Jerath MD | Facebook

Vandna Jerath MD Like

Local Business · Parker, CO

Wall Everyone · Vandna Jerath MD

Vandna Jerath MD

Are you a Mom? What was the best advice or tip you ever got regarding prenatal care, pregnancy, labor, delivery, postpartum period, breastfeeding, or becoming a new parent? We often provide patients with traditional medical advice, but would love to share some "real mom" experiences and tips - so please tell us your thoughts!

Monday at 10:24am · Like · Comment

Laura DeMoye Take your prenatal, do yoga, and don't get too attached to your birth plan. Having a doula was also a godsend for me.
Monday at 1:30pm

Tami DePalma Select an OB/Gyn who you trust, but also one who trusts you. Her (or his) science combined with your intuition creates the best birthing experience.
Monday at 3:54pm

Tami DePalma Horror stories are more fun to tell than pleasant experiences, as I learned while studying HypnoBirthing. When people begin to tell you how long their labor was or how awful their delivery was, breathe and tell yourself that your birthing experience can be very different.
Monday at 4:00pm

Vandna Jerath MD

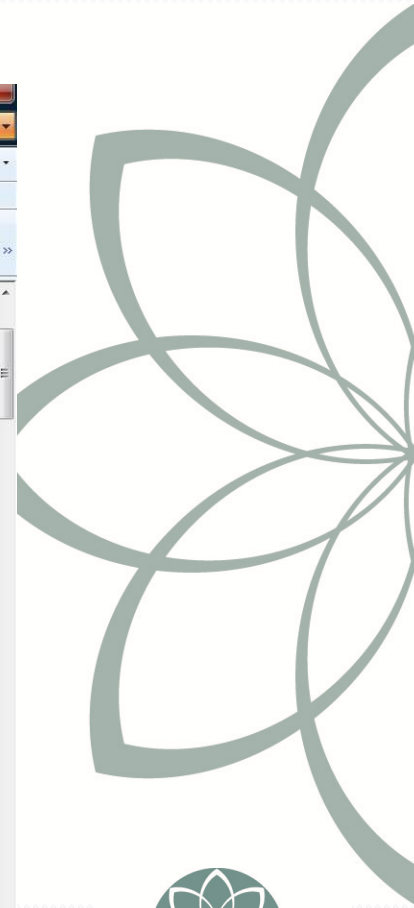
I just love this article! Over the years, I've gained much wisdom & insight from my elderly patients & definitely don't call them sweetie. <http://bit.ly/hStp16>

Wall Info Photos Reviews Twitter YouTube

262 people like this

See All Facebook Pages AirStrip Technologies

Done Google 2 Microsoft Offi... 6 Internet Explorer PAH Presentations Microsoft PowerPo... Internet | Protected Mode: On 100% 1:41 AM



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Facebook.com/optimawhc

Optima Women's Healthcare, PLLC | Facebook - Windows Internet Explorer

http://www.facebook.com/optimawhc

Optima Women's Healthcare, PLLC Like

Health/Medical/Pharmacy · Parker, CO

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Welcome Dr. Vandna Jerath Our Babies News & Events Website Blog

Obstetrics | Gynecology | Infertility | Urogynecology | Wellness

Optima Women's Healthcare
Vandna Jerath, MD

a beautiful, spa-like, relaxing setting with personalized, compassionate healthcare located in Parker, Colorado

Powered by iwipa

Welcome to our Facebook Page - Be sure to click the "Like" button above
We look forward to providing valuable women's healthcare information & resources

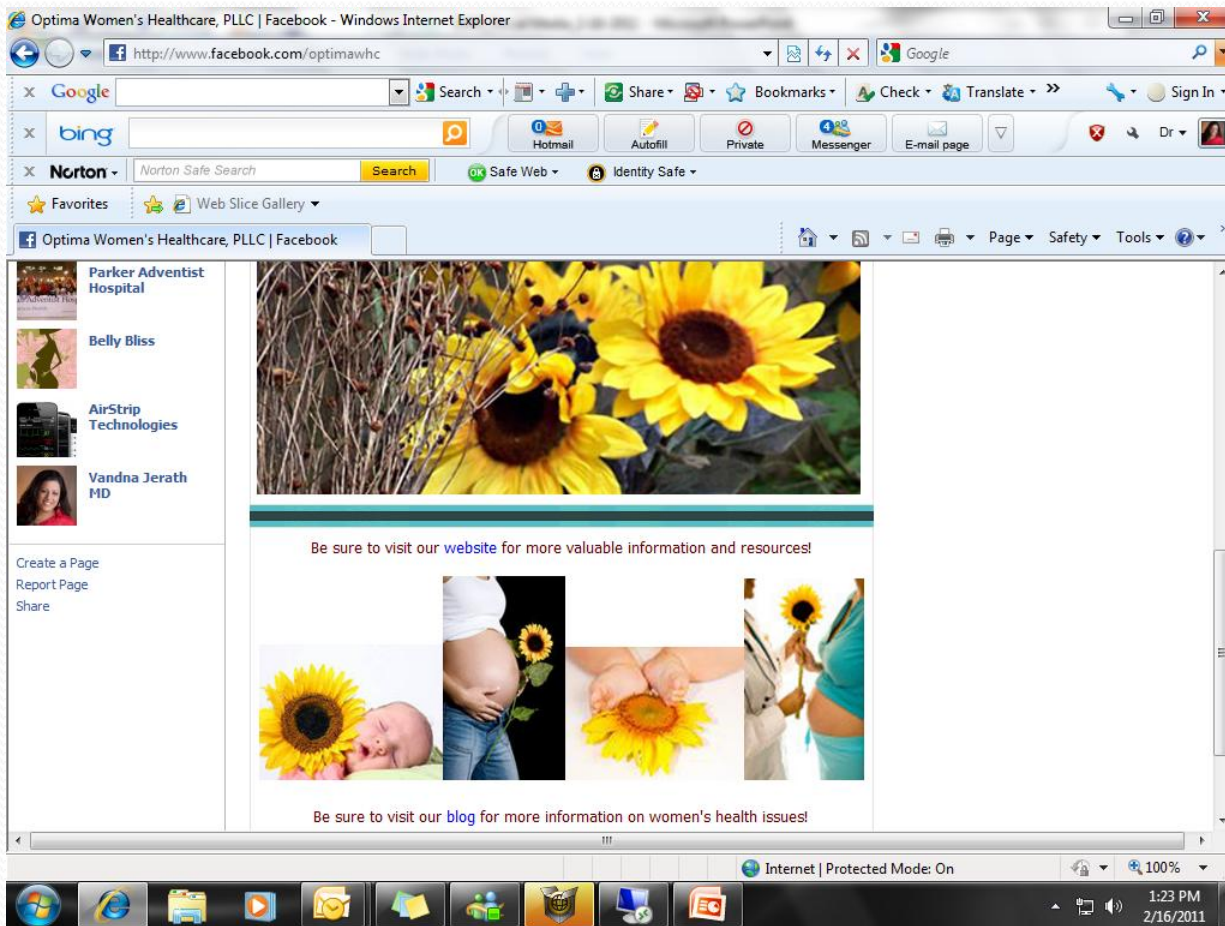
182 people like this

Wild Iris Salon
Parker Adventist Hospital

Internet | Protected Mode: On 1:22 PM 2/16/2011



Facebook.com/optimawhc



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Facebook.com/optimawhc

Optima Women's Healthcare, PLLC | Facebook - Windows Internet Explorer

http://www.facebook.com/optimawhc?sk=wall

Optima Women's Healthcare, PLLC | Facebook

Optima Women's Healthcare, PLLC Like

Health/Medical/Pharmacy · Parker, CO

Wall Everyone · Optima Women's Healthcare...

Optima Women's Healthcare, PLLC
Calling all Moms: What was the best advice or tip you ever got regarding prenatal care, pregnancy, labor, delivery, postpartum period, or breastfeeding? We want to hear about your pre and postnatal insights and experiences.
February 12 at 5:17pm · Like · Comment

Margaret Ashley Krob When I started interviewing pediatricians in my 3rd trimester, one great doctor gave me a list of resources for parenting. It was a great shift that I hadn't yet started, to change my focus from being pregnant to being a PARENT.
Sunday at 11:18am

Optima Women's Healthcare, PLLC @Margaret - Thanks, good advice. Trying to come up with some practical "real mom experience" tips for patients instead of the traditional medical advice.
Sunday at 1:56pm

Optima Women's Healthcare, PLLC
A new study shows that in 20% of breast cancer patients, lymph node dissection is not necessary and does not improve survival. If you have recently been diagnosed with breast cancer, it is important to talk to your surgeon so you can thoroughly discuss and understand your options. NY Times - <http://nyti.ms/dFTCFW>

Lymph Node Surgery for Breast Cancer Not Always Needed, Study Says
nyti.ms
For about 20 percent of breast cancer patients, removing

182 people like this

Likes See All

AirStrip Technologies

Parker Adventist Hospital

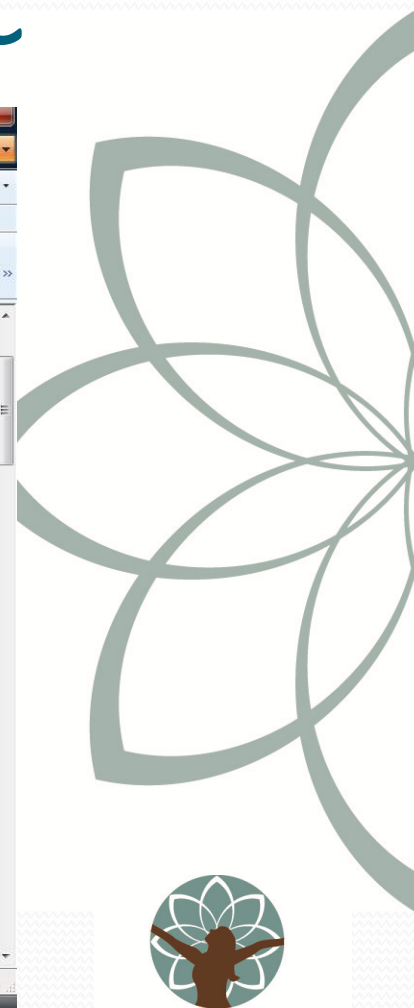
Vandna Jerath MD

Wild Tris Salon

(1 item remaining) Downloading picture http://external.ak.fbcdn.net/safe_image.php?d=79db01319e9284b32ed52173fcc67d31&w=90&h

Internet | Protected Mode: On

2 Microsoft Offi... 6 Internet Explorer PAH Presentations Microsoft PowerPo... 1:43 AM



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Twitter.com/drjerath

Vandna Jerath MD (DrJerath) on Twitter - Windows Internet Explorer

http://twitter.com/drjerath

Google Search


Share Sidewiki Bookmarks Check Translate AutoFill Sign In

AddThis Search Favorites Email Share

Favorites AOL.com - Welcome to A... Friends Stuff Get More Add-ons

Vandna Jerath MD (DrJerath) on Twitter

Page Safety Tools

 **DrJerath**

@hrana Yes - a bit contradictory. But, hopefully, will keep moving in the right direction.
about 4 hours ago via web in reply to hrana

RT **@GregoryBryant** Clinton: Balancing foreign policy and social media <http://bit.ly/eOqp4l>
about 6 hours ago via web

Funny! RT **@JoshGriffin** My 7yo just told this to me: "How do you wake Lady G. Ga up? Poke her face!" I chuckled.
about 6 hours ago via web

@nickdawson All great points and **#HCSM** has definitely been beneficial for me (and my patients). Plus, I just simply enjoy it!
about 6 hours ago via web in reply to nickdawson

@RYANdashPAUL Thanks, great FB page indeed.
about 6 hours ago via web in reply to RYANdashPAUL

@nickdawson Thanks! Doctors are often a skeptical crowd, but hope to get them to the ah-ha moment!
about 6 hours ago via web in reply to nickdawson

Name Vandna Jerath MD
Location Parker, CO
Web <https://www.optima...>
Bio Ob/Gyn physician in Parker, CO at Optima Women's Healthcare - obstetrics, gynecology, infertility, urogynecology, & wellness. Tweets are not medical advice.

2,051 following 1,931 followers 156 listed

Tweets 1,502

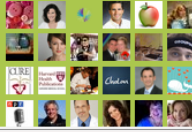
Favorites

Lists

- [@DrJerath/parker](#)
- [@DrJerath/goodstuff](#)
- [@DrJerath/healthcare](#)
- [@DrJerath/obgyn](#)

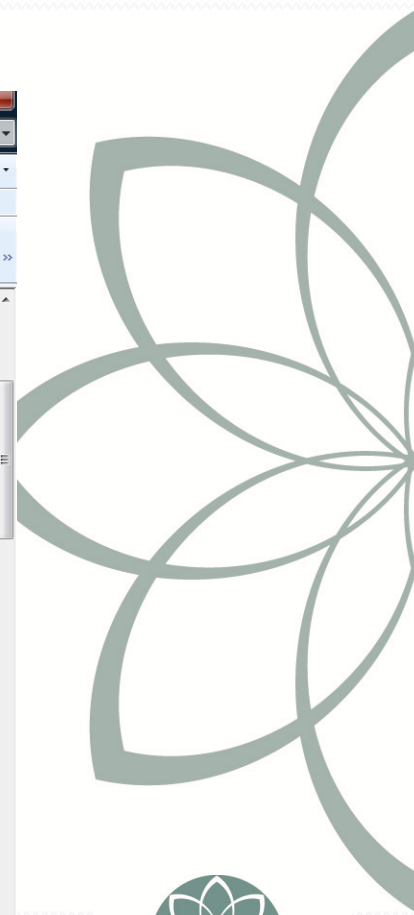
View all

Following



Twitter.com/optimawhc

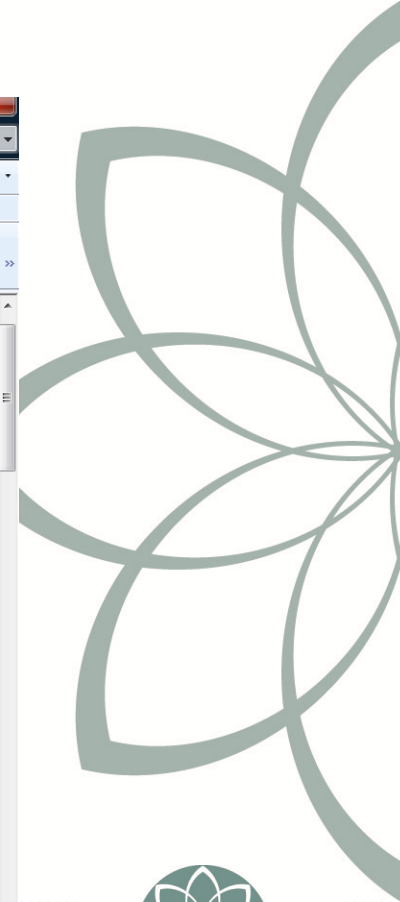
The screenshot shows the Twitter profile for 'optimawhc' in a Windows Internet Explorer browser window. The browser's address bar shows 'http://twitter.com/optimawhc'. The profile header includes the name 'optimawhc', a profile picture of three women, and a bio: 'Name Optima Womens Health, Location Parker, Colorado, Web http://www.optima..., Bio Ob/Gyn Practice of Dr. Vandna Jerath in Parker, CO specializing in obstetrics, gynecology, infertility, urogynecology, and wellness.' The profile statistics show 1,965 following, 1,613 followers, and 57 listed. The main content area features a tweet from 6:21 PM on Feb 12th asking for pregnancy tips. Below it are two tweets from 10:42 PM and 10:40 PM, both thanking users for support and mentions. The bottom of the browser window shows the Windows taskbar with various application icons and the system clock at 1:45 AM.



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LinkedIn.com/in/drjerath

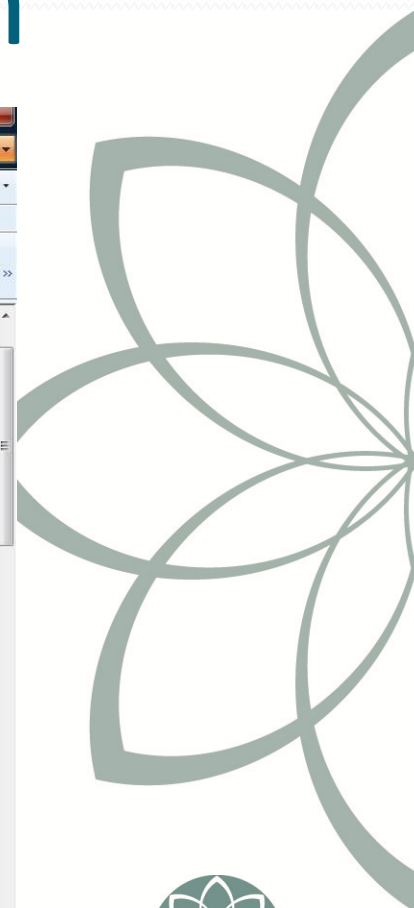
The screenshot shows a Windows Internet Explorer browser window displaying the LinkedIn profile of Vandna Jerath MD. The browser's address bar shows the URL <http://www.linkedin.com/in/drjerath>. The profile page includes a header with the name "Vandna Jerath MD", a profile picture, and a bio: "Ob/Gyn Physician and Owner at Optima Women's Healthcare, PLLC, Greater Denver Area". Below the header, there are sections for "Current" (listing roles at Optima Women's Healthcare and Colorado Ob/Gyn Associates), "Education" (listing the University of Colorado Health Sciences Center and the University of Denver), "Connections" (129 connections), "Industry" (Medical Practice), and "Websites" (Personal Website and Blog). A "Summary" section describes her as an Ob/Gyn physician with 11 years of private practice experience and lists her specialties: Obstetrics, Gynecology, Infertility, Urogynecology, and Preventative Medicine/Wellness. On the right side of the profile, there are buttons for "Contact Vandna Jerath MD" and "Add Vandna Jerath MD to your network". Below these are sections for "Public profile powered by: LinkedIn" (with a link to create a public profile), "View Vandna Jerath MD's full profile" (with a list of reasons to view the full profile and a "View Full Profile" button), and a "Name Search" box with input fields for "First Name" and "Last Name" and a "Search" button. The browser's taskbar at the bottom shows several open applications, including Microsoft Office Word, Internet Explorer, PAH Presentations, and Microsoft PowerPoint. The system tray shows the time as 1:46 AM.



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Youtube.com/doctorjerath

The screenshot shows a Windows Internet Explorer browser window with the address bar displaying 'http://www.youtube.com/doctorjerath'. The page content includes a channel header for 'Dr. Vandna Jerath' with a 'Subscribe' button and navigation tabs for 'All', 'Uploads', and 'Favorites'. A video player is embedded, showing a woman (Dr. Vandna Jerath) with a play button overlay. Below the video player, the title 'Dr. Vandna Jerath Denver 7NEWS Interview on the Flu and Flu shot in Pregnancy' is visible, along with 'Like' and 'Comment' icons. To the right, there are sections for 'Uploads (2)' and 'Favorites (2)', each listing two video thumbnails with titles like 'Dr. Vandna Jerath Denver 7NEWS' and view counts. The Windows taskbar at the bottom shows several open applications including Microsoft Office, Internet Explorer, and Microsoft PowerPoint.



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Drjerath.com

Women & Wellness - Insights by Dr. Vandna Jerath - Windows Internet Explorer

http://drjerath.com/

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Women & Wellness
Insights by Dr. Vandna Jerath

Do's and Don'ts During Pregnancy
By Vandna Jerath, MD

THINGS TO DO:

- **Be excited:** Relax and enjoy the pregnancy. Share your experience with your friends and family.
- **Make an appointment with an Ob/Gyn:** An appointment between 6-10 weeks from your last menstrual period is ideal.
- **Take prenatal vitamins:** These should include at least 400 mcg of folic acid to help prevent fetal brain and spine abnormalities.
- **Consider DHA or Omega-3 fatty acids:** These can be good for fetal brain development.

[Back to Main Page](#)

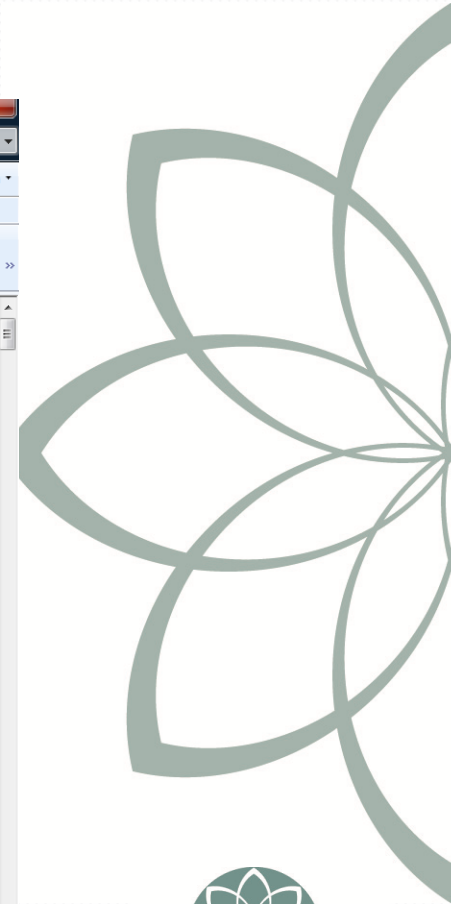
Quick Search
Search only in titles:

Search
[Advanced Search](#)

Done

Internet | Protected Mode: On

2 Microsoft Offi... | 5 Internet Explorer | PAH Presentations | Microsoft PowerPo... | 1:51 AM



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Drjerath.com

Women & Wellness - Insights by Dr. Vandna Jerath - Windows Internet Explorer

http://www.drjerath.com/

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Domain names from \$1.99
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RECENT POSTS

- [Do's and Don'ts During Pregnancy](#)
Tuesday, December 14, 2010
- [Dr. Vandna Jerath Denver 7NEWS Interview on cervical cancer screening, HPV, and pap smears](#)
Sunday, December 12, 2010
- [Dr. Vandna Jerath Denver 7NEWS Live Interview on the Flu and Flu shot in Pregnancy](#)
Wednesday, November 17, 2010
- [Prevention of the Flu in Pregnancy](#)
Wednesday, November 17, 2010
- [Anthropology of the Due Date](#)
Friday, August 13, 2010
- [Herbs During Pregnancy](#)
Thursday, April 01, 2010
- [To Pap or Not To Pap?](#)
Monday, February 15, 2010
- [What Does the Patient Mean to the Doctor?](#)
Wednesday, September 23, 2009

Posted by Optima Womens Healthcare Blog at [12/12/2010 1:00 AM](#) | [Add Comment](#)

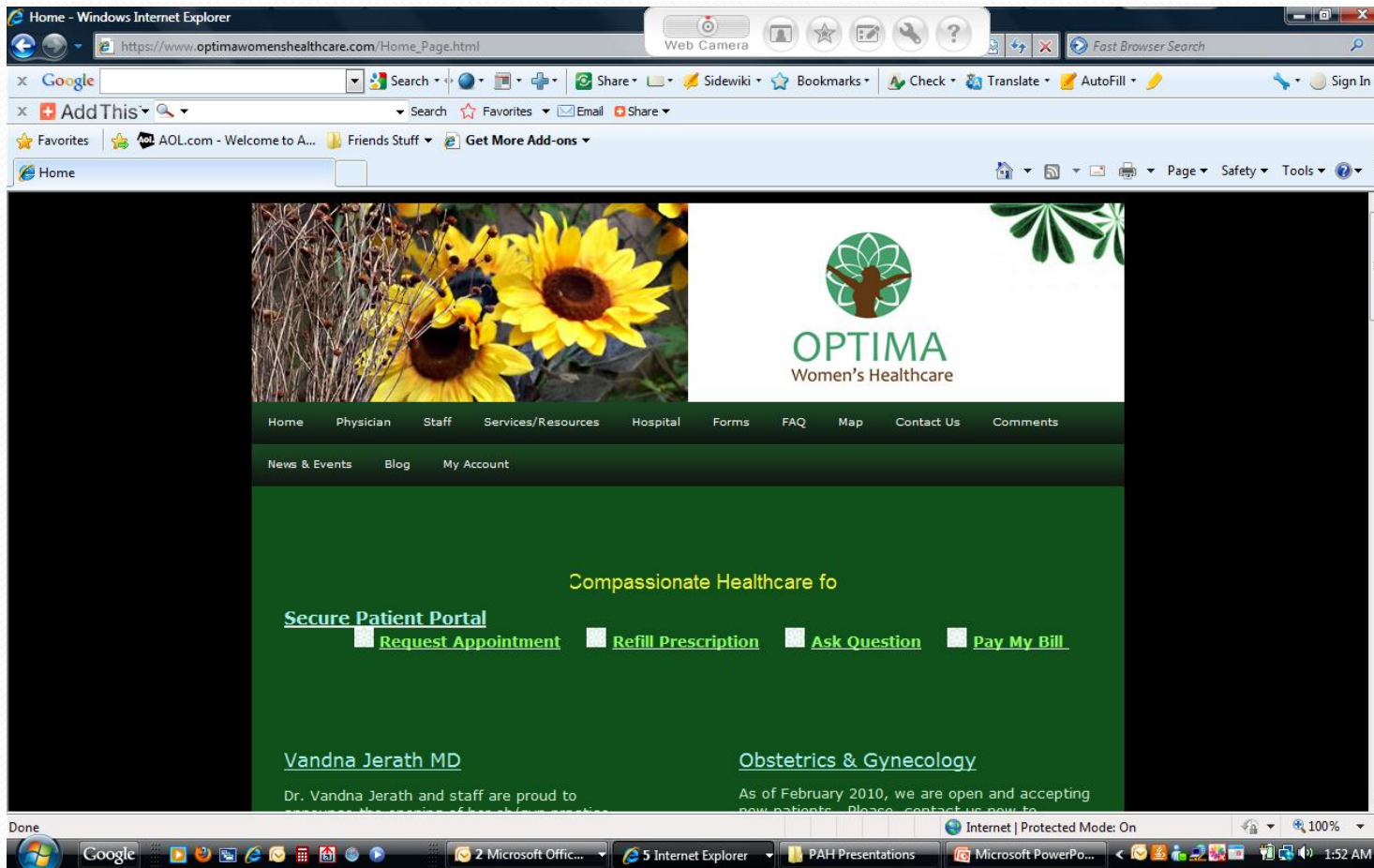
Dr. Vandna Jerath Denver 7NEWS Live Interview on the Flu and Flu shot in Pregnancy

Internet | Protected Mode: On 100% 1:31 PM 2/16/2011




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Optimawomenshealthcare.com



Optimawomenshealthcare.com



The screenshot shows a Windows Internet Explorer browser window displaying the homepage of Optimawomenshealthcare.com. The address bar shows the URL https://www.optimawomenshealthcare.com/Home_Page.html. The page content is on a green background and features a profile for Dr. Vandna Jerath MD, a 'What's New' section with several dated entries, and a 'Visit our blog' link. A photograph of three women is also visible.

Vandna Jerath MD

Dr. Vandna Jerath and staff are proud to announce the opening of her ob/gyn practice - Optima Women's Healthcare - at Parker Adventist Hospital in Parker, CO. This is a private practice specializing in obstetrics, gynecology, infertility, urogynecology, and wellness. Dr. Jerath and the staff are a team dedicated to providing high-quality comprehensive healthcare to women of all ages. Dr. Jerath takes pride in understanding each patient's needs and personalizes her care to meet your needs. She provides each patient with an exceptional level of compassionate care and attention and strives for individualized and personalized care for every woman!



[Visit our blog](#)

Obstetrics & Gynecology

As of February 2010, we are open and accepting new patients. Please contact us now to schedule your appointment.

What's New

January 1, 2011 - See Dr. Jerath's article on [The Flu and Pregnancy in Search Parker Magazine](#).

October 5, 2010 - Watch [Dr. Jerath's Denver 7News live interview](#) regarding prevention of the flu in pregnancy and the flu shot on ABC Denver Channel 7NEWS with Mitch Jelniker and Christine Chang.

September 21, 2010 - Join Dr. Jerath for a encore free community health seminar for women: [Urinary Incontinence: Feeling wet - don't fret](#), 12:00-1:30 pm in the Sierra Building at Parker Adventist Hospital.

August 15, 2010 - [Women's Health: HPV, pap smears, and cervical cancer screening](#) -Dr. Jerath's article in Douglas County's [Healthy Living Magazine](#)

June 12, 2010 - Join us for the [Parker Days](#) parade at 10:00 am - we will be walking with the [Parker Chamber of Commerce Women's Forum](#). Rain or shine.

June 10, 2010 - Dr. Jerath discusses [Diabetes: A](#)



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Optimawomenshealthcare.com

Home - Windows Internet Explorer
https://www.optimawomenshealthcare.com/Home_Page.html

Optima Women's Healthcare, PLLC on Facebook
Like 182

Optima Women's Healthcare, PLLC Calling all Moms: What was the best advice or tip you ever got regarding prenatal care, pregnancy, labor, delivery, postpartum period, or breastfeeding? We want to hear about your pre and postnatal insights and experiences.
February 12 at 5:17pm

Optima Women's Healthcare, PLLC A new study shows that in 20% of breast cancer patients, lymph node dissection is not necessary and does not improve survival. If you have recently been diagnosed with breast cancer, it is important to talk to your surgeon so you can thoroughly discuss and understand your options. NY Times - <http://nyti.ms/dFTCFW>

Lymph Node Surgery for Breast Cancer Not Always Needed, Study Says
nyti.ms
For about 20 percent of breast cancer patients, removing

[Vandna Jerath, MD on Facebook](#)

Vandna Jerath MD on Facebook

more about us.

April 16, 2010 - Join Dr. Jerath for a free community health seminar for women: [Urinary Incontinence: Feeling wet - don't fret](#), 12:00-1:30 pm at Parker Adventist Hospital.

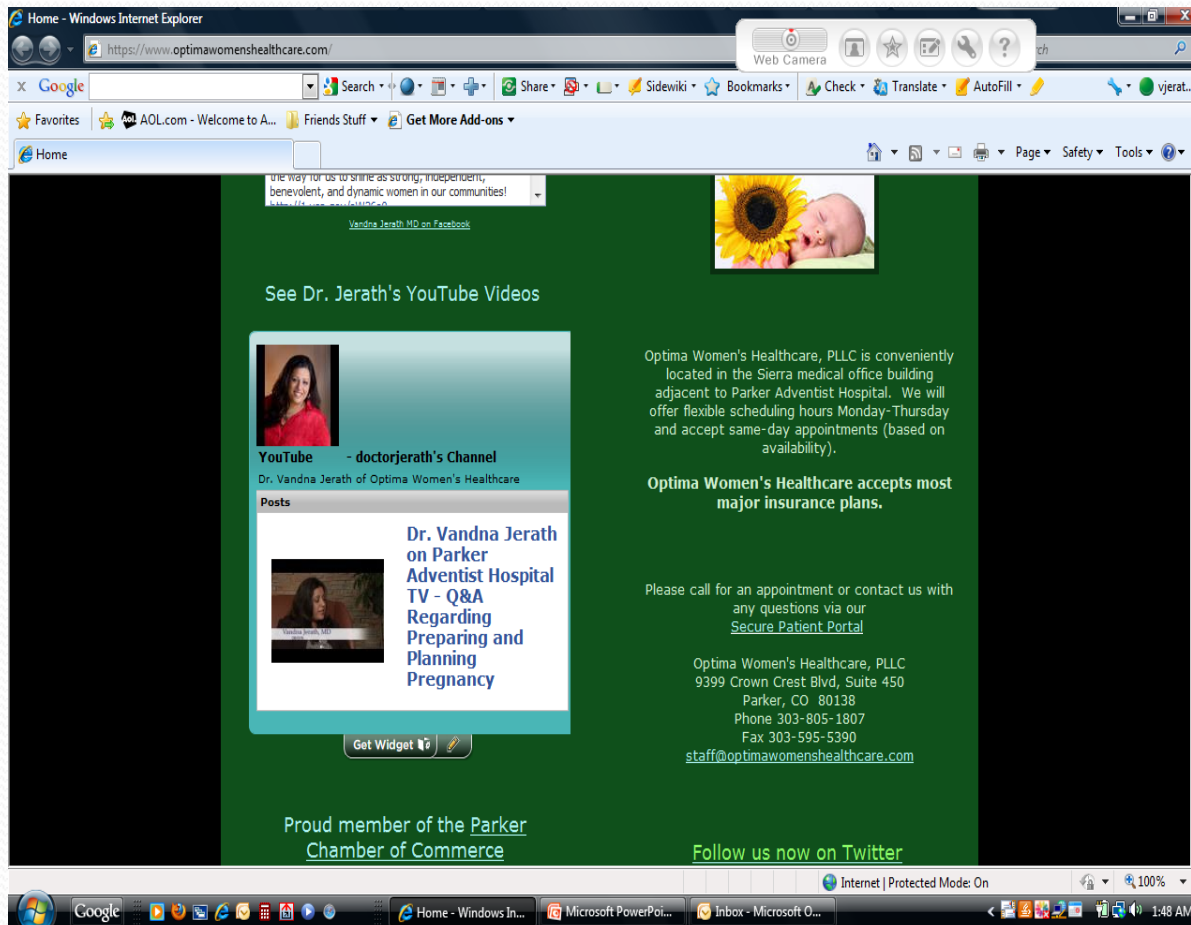
April 1, 2010 - [Herbs During Pregnancy](#) - see Dr. Jerath's interview in *Grow Magazine*, a health publication by Parker Adventist Hospital or see the article on her [blog](#).

February 16, 2010 - Watch [Dr. Jerath's Denver 7News live interview](#) regarding cervical cancer screening, pap smears, and HPV on ABC Denver Channel 7 with Mitch Jelniker and Christine Chang.



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Optimawomenshealthcare.com




The screenshot shows a Windows Internet Explorer browser window displaying the website <https://www.optimawomenshealthcare.com/>. The browser's address bar shows the URL, and the page content is displayed on a green background. At the top, there is a navigation bar with a search box and a "Home" button. Below this, a banner features a quote: "the way for us to shine as strong, independent, benevolent, and dynamic women in our communities!" and a photo of a baby with a sunflower. The main content area is divided into two columns. The left column features a YouTube channel section for "doctorjerath's Channel" by Dr. Vandna Jerath of Optima Women's Healthcare. It includes a video thumbnail titled "Dr. Vandna Jerath on Parker Adventist Hospital TV - Q&A Regarding Preparing and Planning Pregnancy" and a "Get Widget" button. The right column contains text about the clinic's location and services, followed by contact information. At the bottom of the page, it states "Proud member of the Parker Chamber of Commerce" and "Follow us now on Twitter". The browser's taskbar at the bottom shows various icons and the system clock at 1:48 AM.


Home - Windows Internet Explorer
https://www.optimawomenshealthcare.com/
Web Camera
Google Search
Share
Sidewiki
Bookmarks
Check
Translate
AutoFill
Favorites
AOL.com - Welcome to A...
Friends Stuff
Get More Add-ons
Home

the way for us to shine as strong, independent, benevolent, and dynamic women in our communities!
Vandna Jerath MD on Facebook

See Dr. Jerath's YouTube Videos


YouTube - doctorjerath's Channel
Dr. Vandna Jerath of Optima Women's Healthcare

Posts


Dr. Vandna Jerath on Parker Adventist Hospital TV - Q&A Regarding Preparing and Planning Pregnancy

Get Widget

Optima Women's Healthcare, PLLC is conveniently located in the Sierra medical office building adjacent to Parker Adventist Hospital. We will offer flexible scheduling hours Monday-Thursday and accept same-day appointments (based on availability).

Optima Women's Healthcare accepts most major insurance plans.

Please call for an appointment or contact us with any questions via our [Secure Patient Portal](#)

Optima Women's Healthcare, PLLC
9399 Crown Crest Blvd, Suite 450
Parker, CO 80138
Phone 303-805-1807
Fax 303-595-5390
staff@optimawomenshealthcare.com

Proud member of the [Parker Chamber of Commerce](#)

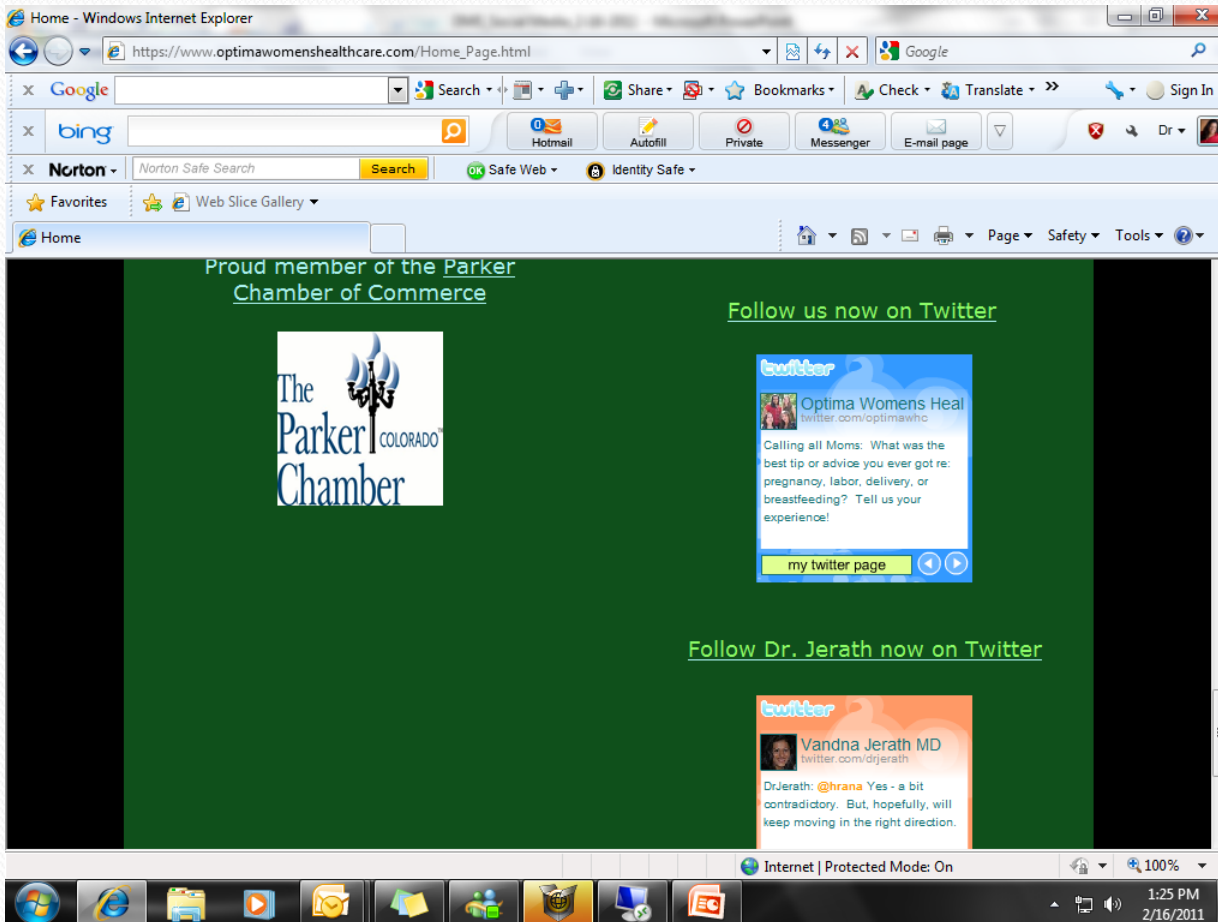
[Follow us now on Twitter](#)

Internet | Protected Mode: On
100%
1:48 AM



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My Success

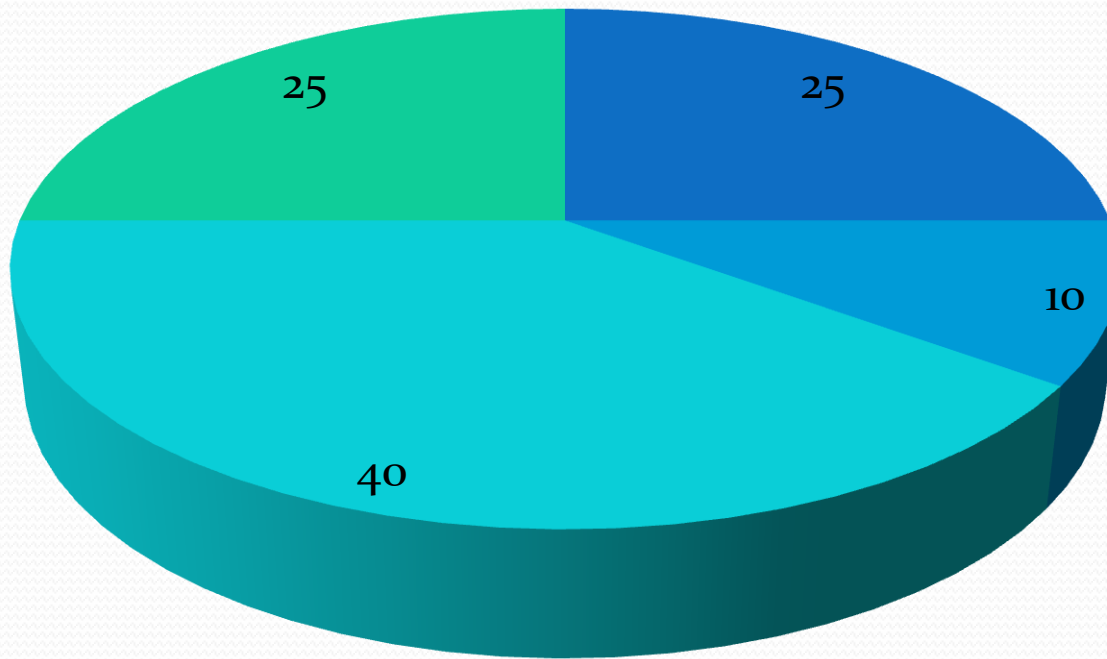
- ❖ One of the first physicians locally with extensive social media involvement
- ❖ New physician in new market/community
 - ❖ Marketing and growth opportunity
 - ❖ New patients
- ❖ Creating a brand and credibility
 - ❖ Develop and maintain loyalty
- ❖ Patient and community outreach and education
 - ❖ Ability to be a resource
- ❖ Patient interaction and word of mouse
 - ❖ Direct physician access
 - ❖ Positive image
- ❖ Increased online visibility
 - ❖ Higher SEO
- ❖ Network with other colleagues
- ❖ New opportunities
 - ❖ Considered a local “expert”
 - ❖ Writing articles, interviews, blogs, presentations
- ❖ Staff involvement
- ❖ FUN



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Statistics

Patient Referral Sources



- COG Patients
- Print Media
- Referrals
- Social Media



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Your Concerns

- ❖ HIPAA compliance
- ❖ Patient interaction
- ❖ Patient consent
- ❖ Boundaries
- ❖ Medical Advice
- ❖ Ethical Standards
- ❖ Time consumption
- ❖ Management of social media
- ❖ Getting started



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Getting Started



Getting Started

- ❖ Getting started
 - ❖ Challenging
 - ❖ Overwhelming
 - ❖ Can be done on your own
 - ❖ Inexpensive
 - ❖ Investment of time
- ❖ Use local resources
- ❖ DMS Social Media 101 workshop
- ❖ Professional internet, SEO, marketing companies
- ❖ Read blogs and advice on the internet
- ❖ Try it, experiment and learn
- ❖ Keep learning
- ❖ Work in progress
- ❖ Have fun – it is NOT a chore



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Simple Steps

- ❖ Set-up Google alert
- ❖ Set-up Google analytics
- ❖ Set-up website
- ❖ Identify who can manage your social media
- ❖ Encourage the physicians to participate
- ❖ Start with a facebook practice page and tell your patients
- ❖ Expand from there
- ❖ Rotate content on your sites
- ❖ Engage your audience
- ❖ http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf
- ❖ <http://www.ama-assn.org/ama/pub/meeting/professionalism-social-media.shtml>

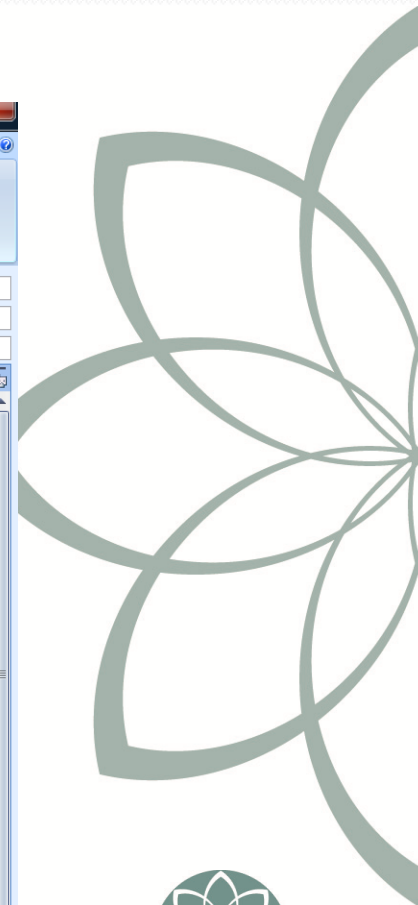
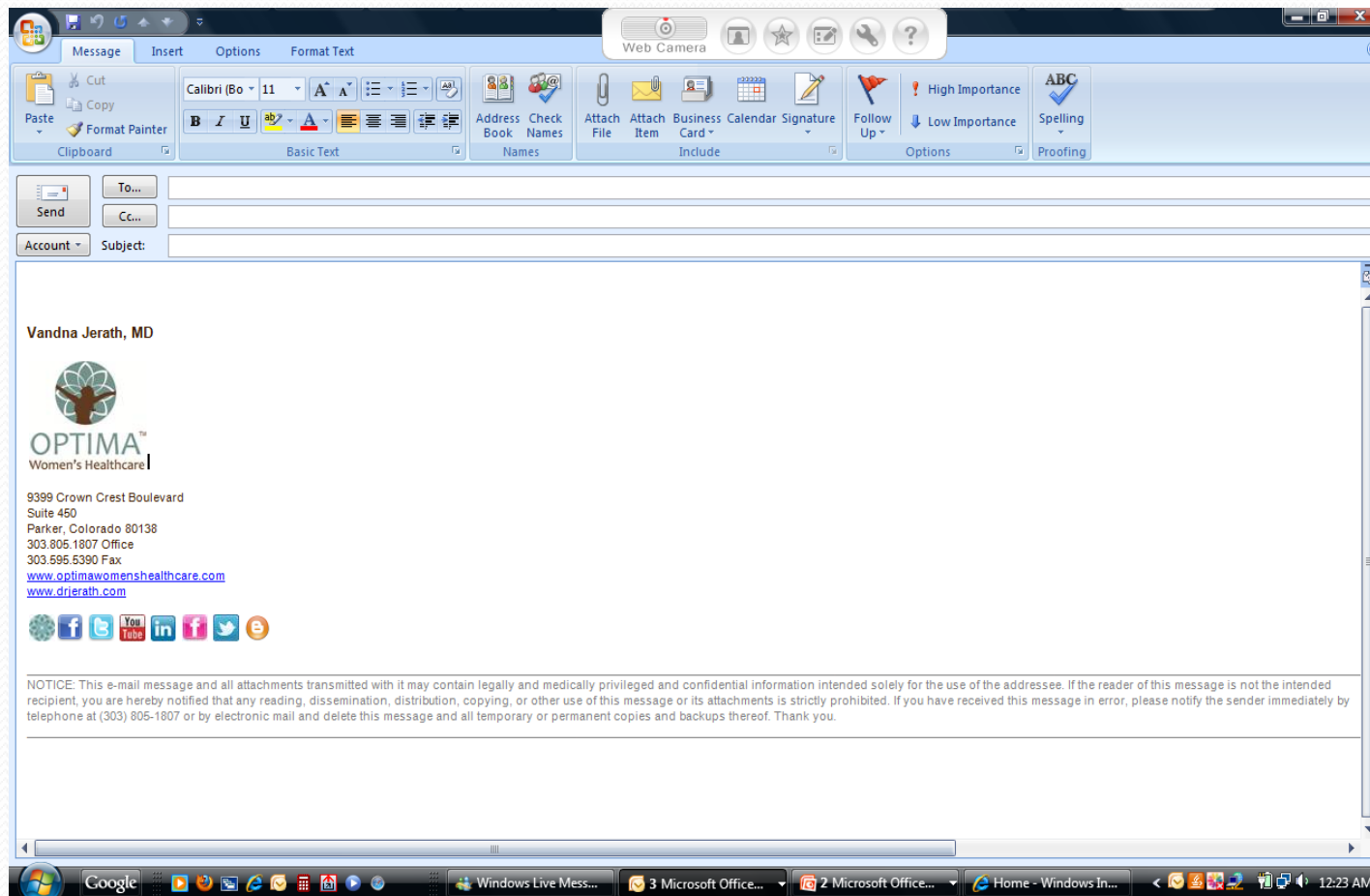
Advertise your Social Media

- ❖ Marketing
- ❖ Tell patients
- ❖ Newsletters
- ❖ Emails
- ❖ Postcards
- ❖ Brochures
- ❖ Patient Portal
- ❖ Flyers
- ❖ Encourage participation



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Email Signature



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Future



What will we see in the future with social media?

- ❖ More physician involvement
- ❖ More hospital involvement
- ❖ More patient interaction and communication
- ❖ More collaborative networking
- ❖ Telemedicine
- ❖ Medical and Healthcare Apps
- ❖ Direct healthcare and medical advice
- ❖ Medical news
- ❖ Medical surveys
- ❖ Medical marketing
- ❖ Referrals
- ❖ Emergency and Disaster Information
- ❖ <http://philbaumann.com/2009/01/16/140-health-care-uses-for-twitter/>



Resources



My Top Ten Tips

- ❖ Be yourself and be personable
- ❖ Share, share, and share
- ❖ Keep professional and ethical boundaries
- ❖ Know why you are doing this and what your goals are
- ❖ Know your audience
- ❖ Engage your fans, patients, followers, supporters, & friends
- ❖ Be a resource, leader, and expert
- ❖ Listen, ask, acknowledge, and respond (don't be self-absorbed) – keep learning
- ❖ Keep branding and marketing
- ❖ ALWAYS stay positive



My Favorites

- ❖ Smedio.com
- ❖ Socialmediaexaminer.com
- ❖ Healthissocial.com
- ❖ Business.twitter.com
- ❖ Chrisbrogan.com
- ❖ Probblogger.com
- ❖ Copybblogger.com
- ❖ Ebennett.org
- ❖ Mashable.com
- ❖ Kevinmd.com



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