

# Social Media:

*my experience with word of mouse*



Vandna Jerath, MD, FACOG  
February 16, 2011

Physicians' Seminar | Denver Medical Society



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[www.optimawomenshealthcare.com](http://www.optimawomenshealthcare.com)

[www.drjerath.com](http://www.drjerath.com)

# General Information



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# 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
- ❖ [www.drjerath.com](http://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](http://www.optimawomenshealthcare.com)



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# Overview



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# 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





# 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



# 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



# My Experience



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# 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

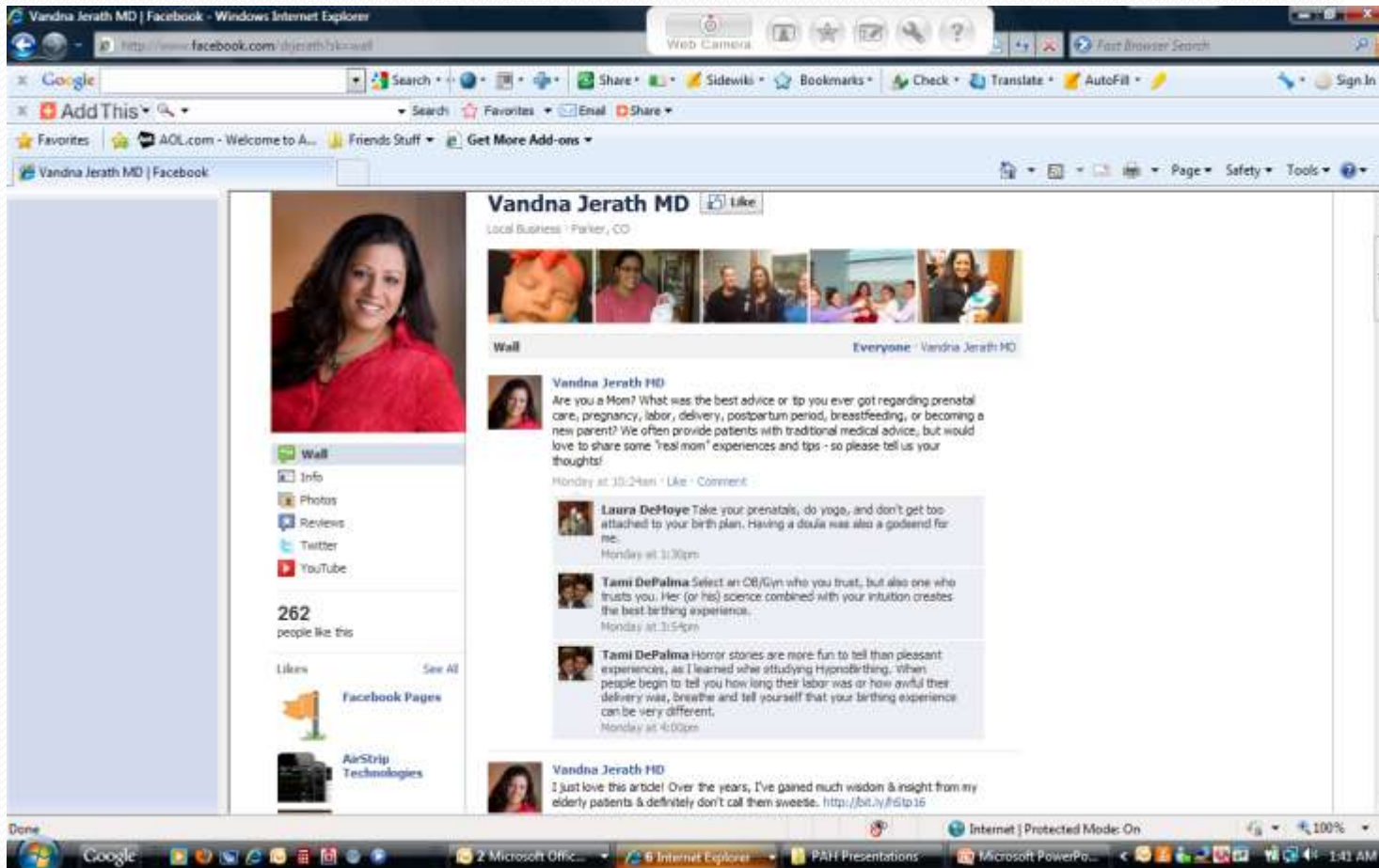
- ❖ Women's health
- ❖ My ob/gyn practice
- ❖ Baby photos (with patient consent)
- ❖ Pregnancy tips
- ❖ Medical issue in the news
- ❖ General medicine
- ❖ Healthcare reform
- ❖ Sports
- ❖ Politics
- ❖ World news
- ❖ Fashion



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# Facebook.com/drjerath



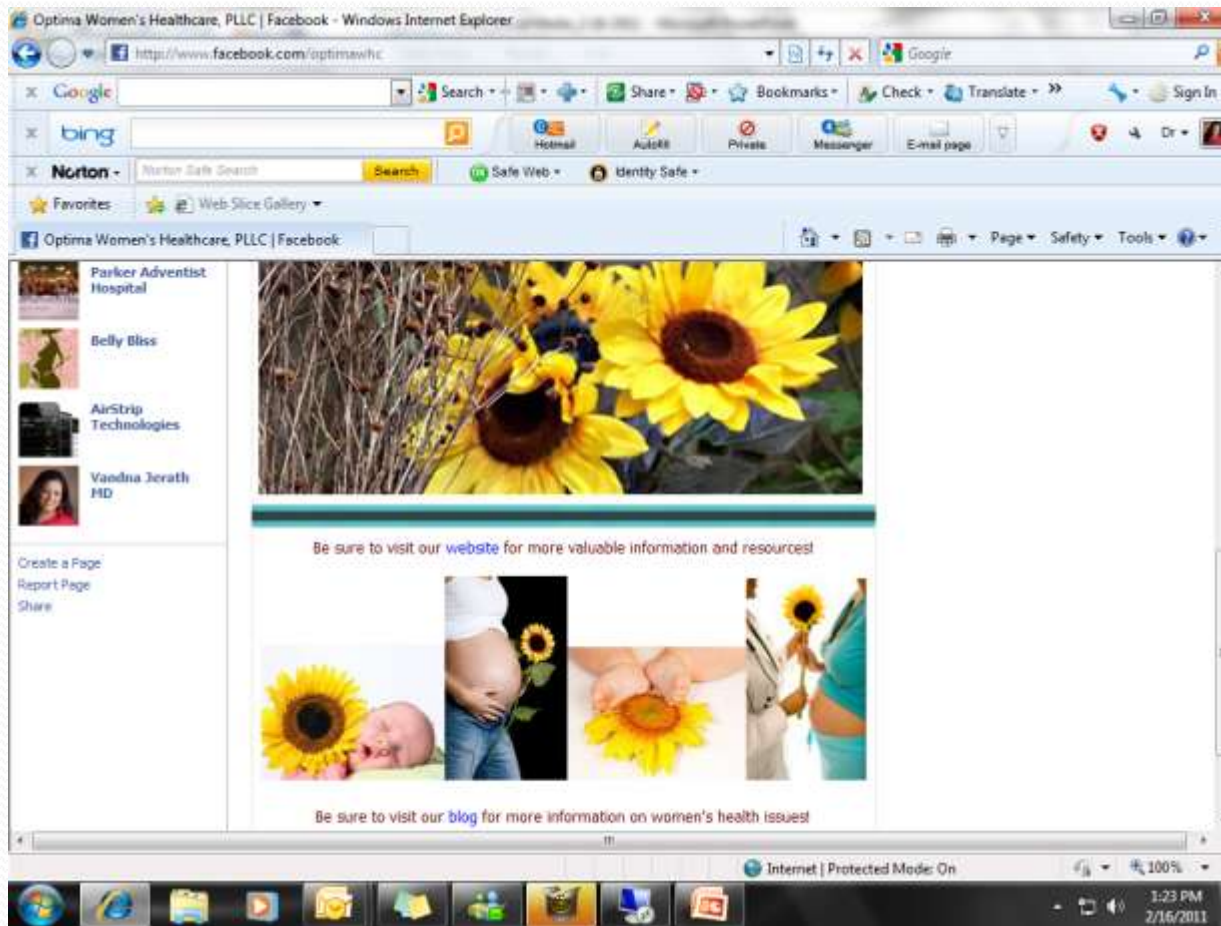
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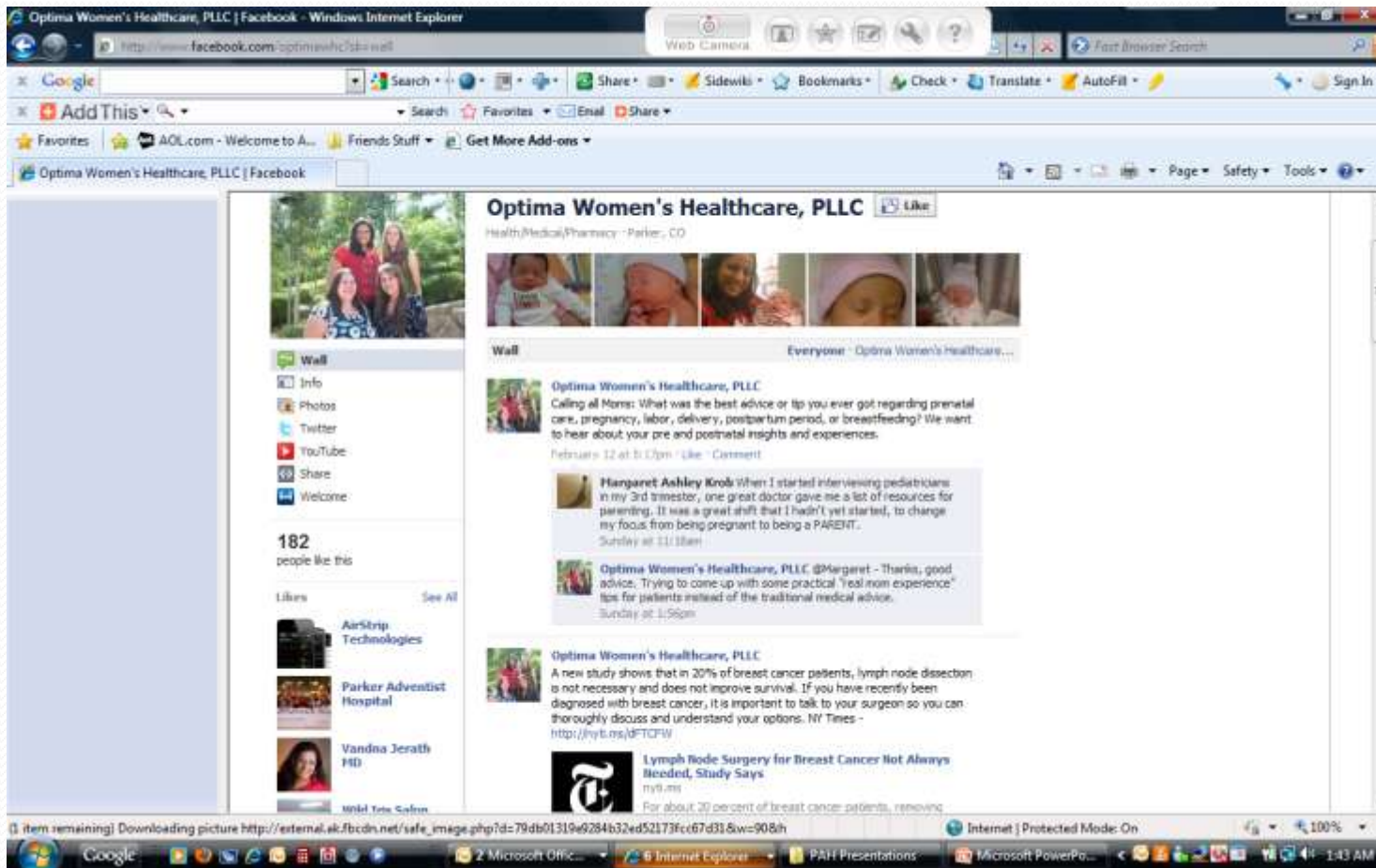
# Facebook.com/optimawhc



# Facebook.com/optimawhc



# Facebook.com/optimawhc



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# Twitter.com/drjerath

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



http://twitter.com/drjerath

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Add This Search Favorites Email Share

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

Vandna Jerath MD [DrJerath] on Twitter

  **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/eQqp4l>  
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 <http://www.optima-women.com>  
Bio-Ob/Gyn physician in Parker, CO at Optima Women's Healthcare - obstetrics, gynecology, infertility, urogynecology, & wellness. Tweets are not medical advice.  
2,051 1,931 156  
Tweets 1,502

Lists

- @DrHaltiwanger**
- @DrJerathgobstaf**
- @DrJerathHealthcare**
- @DrJerathobgyn**

Following

- 



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# Twitter.com/optimawhc

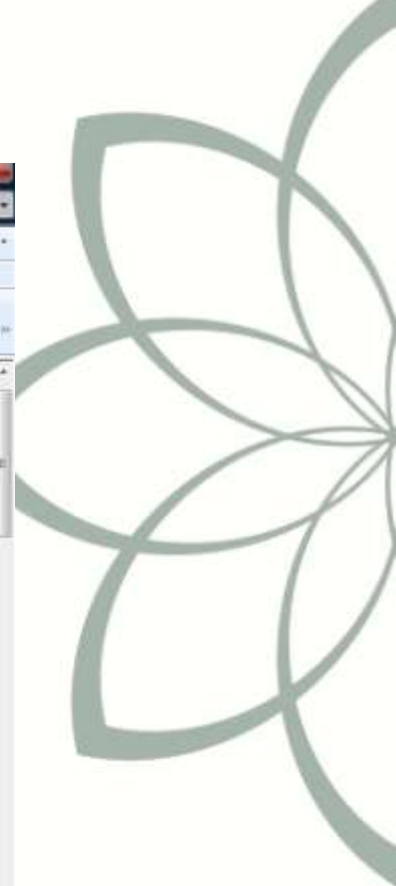
The screenshot shows the Twitter profile for 'optimawhc' in a Windows Internet Explorer browser window. The browser's address bar shows 'http://twitter.com/optimawhc'. The profile page includes a profile picture of a woman, a bio stating 'Name: Optima Womens Health, Location: Parker, Colorado, Web: http://www.optima...', and statistics showing 1,965 followers, 1,613 tweets, and 57 retweets. The main content area features a tweet asking for pregnancy tips, followed by several replies and mentions. The browser's taskbar at the bottom shows various open applications like Microsoft Office and Internet Explorer.



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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 her roles at Optima Women's Healthcare and Colorado Ob/Gyn Associates), "Education" (listing the University of Colorado Health Sciences Center, The George Washington University School of Medicine and Health Sciences, and the University of Denver), "Connections" (129 connections), "Industry" (Medical Practice), and "Websites" (Personal Website, Blog). A "Public profile powered by LinkedIn" section offers to create a public profile. A "View Vandna Jerath MD's full profile" section lists reasons to view the profile, such as seeing common connections and getting introduced. A "Name Search" section allows searching for other professionals. The browser's taskbar at the bottom shows several open applications, including Microsoft Office, Internet Explorer, PAH Presentations, and Microsoft PowerPoint.



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# Youtube.com/doctorjerath



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# Drjerath.com

Women & Wellness - Insights by Dr. Vandna Jerath

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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**

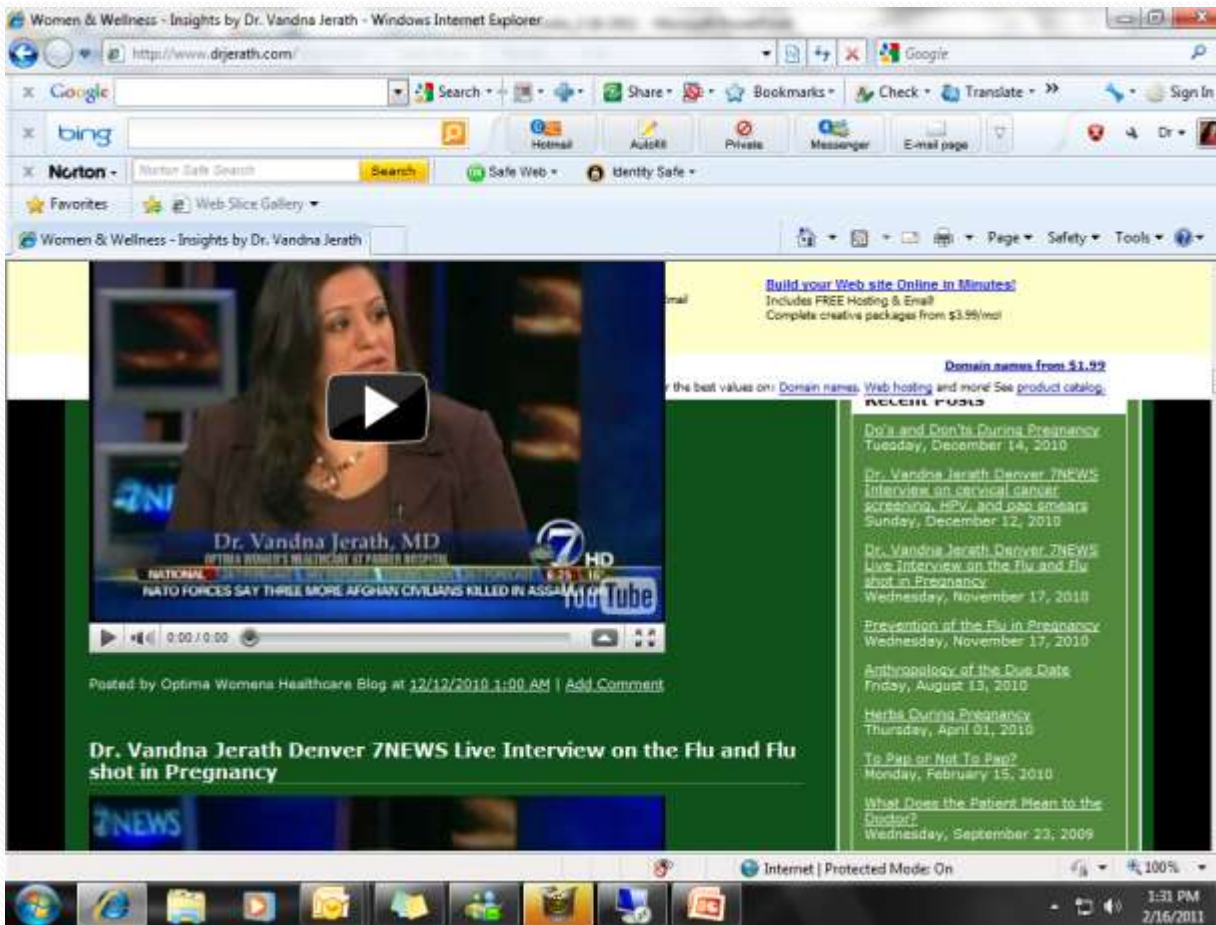
Search only in titles:

**Search**

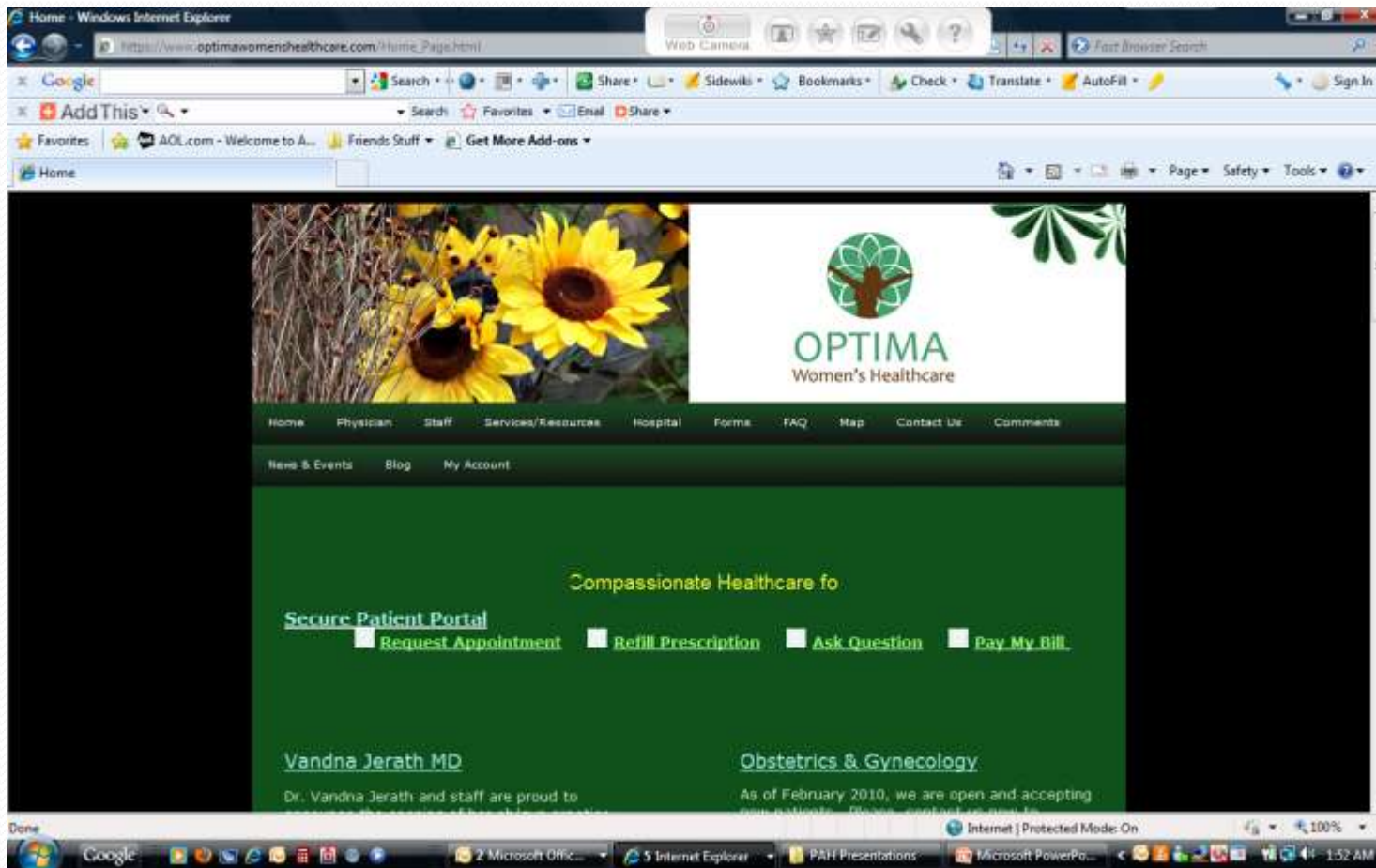
[Advanced Search](#)



# Drjerath.com



# Optimawomenshealthcare.com





# Optimawomenshealthcare.com

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

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Home Page Safety Tools

## 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 an 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](#)

Internet | Protected Mode: On 100%

Google 2 Microsoft Office... 5 Internet Explorer PAH Presentations Microsoft PowerPo... 1:53 AM

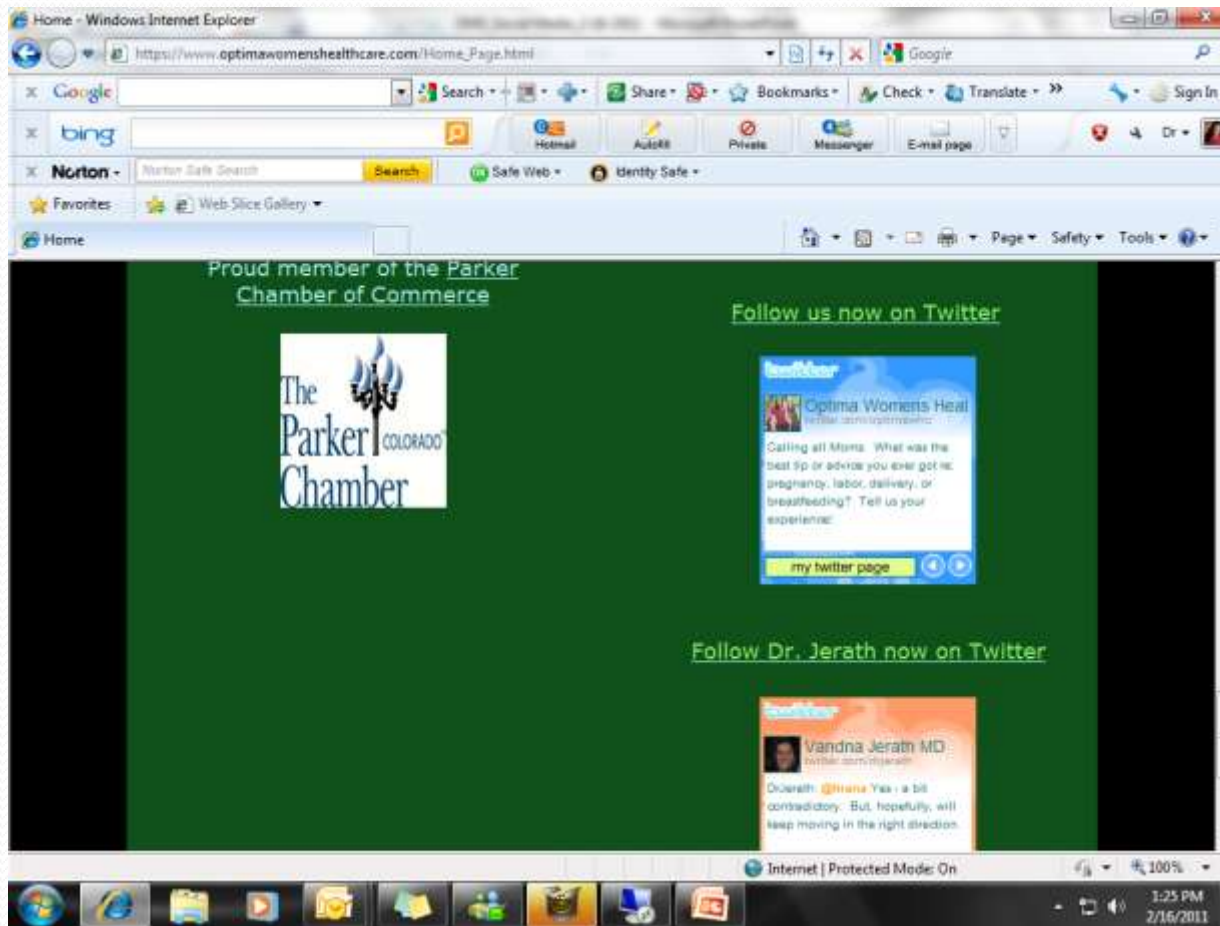


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# My Success

- ❖ 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 an “expert”
  - ❖ Writing articles, interviews, blogs, presentations
- ❖ Staff involvement
- ❖ FUN



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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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# Future



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# 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
- ❖ Direct healthcare and medical advice
- ❖ Medical news
- ❖ Medical surveys
- ❖ Medical marketing
- ❖ Referrals
- ❖ <http://philbaumann.com/2009/01/16/140-health-care-uses-for-twitter/>



# Resources



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# Resources

- ❖ Getting started
  - ❖ Challenging
  - ❖ Can be done on your own
  - ❖ Inexpensive
  - ❖ Investment of time
- ❖ Social Media 101 workshop
- ❖ Professional companies
- ❖ Keep learning
- ❖ Work in progress



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# 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](http://Smedio.com)
- ❖ [Socialmediaexaminer.com](http://Socialmediaexaminer.com)
- ❖ [Healthissocial.com](http://Healthissocial.com)
- ❖ [Business.twitter.com](http://Business.twitter.com)
- ❖ [Chrisbrogan.com](http://Chrisbrogan.com)
- ❖ [Probblogger.com](http://Probblogger.com)
- ❖ [Copyblogger.com](http://Copyblogger.com)
- ❖ [Ebennett.org](http://Ebennett.org)
- ❖ [Kevinmd.com](http://Kevinmd.com)



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# Contact Information

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[www.drjerath.com](http://www.drjerath.com)

Email - [vjerathmd@optimawomenshealthcare.com](mailto:vjerathmd@optimawomenshealthcare.com)



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