The Impact of Social Media on Health Care

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What is Social Media?

Gettysburg Address
November 19, 1863
What is Social Media?

“The instantaneous aggregation and creation of content by the people, of the people, for the people, on the social web.”

Eric Pena, Mashable.com
So what makes the Web Social?
A DAY IN THE INTERNET

In one day, enough information is consumed by internet traffic to fill 168 MILLION DVDS.

= 1 MILLION
294 BILLION emails are sent.

It would take 2 years to process that many pieces of mail in the US.

2 MILLION BLOG POSTS are written.

Enough posts to fill Time Magazine for 770 years.
172 MILLION different people visit Facebook.

Twitter: 40 MILLION
LinkedIn: 22 MILLION
Google+: 20 MILLION
Pinterest: 17 MILLION

4.7 BILLION MINUTES are spent on Facebook.

532 MILLION STATUSES are updated.
iPhone Sales Outpace the Human Population.

378,000
Number of iPhones Sold

371,000
Number of babies born

Created By:
MBAonline.com

References:
http://aboutads.info/who-we-are/social-facts/welcome.html/
http://articles.businessweek.com/2011-06-14/the/30028955-1-hours-of-video-uploaded-big-number-facebook
http://www.businesstoday.in/article/entertainment/movie/30028955-1-hours-of-video-uploaded-big-number-facebook
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http://www.apple.com/ios/ios-apps-apps-downloaded-now-at-10-mil-

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What does this mean for healthcare?

- Of the 74% of U.S. adults who use the Internet, 80% of users have looked online for health information.

- Top five searches include:
  - 66% specific disease or medical problem
  - 56% certain medical treatment or procedure
  - 44% doctors or health professionals
  - 36% hospitals or other medical facilities
  - 33% health insurance, including private, Medicare or Medicaid

Why should I care?
There’s no stopping it!

- July 5, 2011 Phoenix Haboob
It’s Here!

Social Media Landscape
A bird’s eye view

Social Media in Healthcare

Hospitals Using Social Media: 1,229

Hospital Social Media Accounts:
- Blog: 149
- YouTube: 579
- Foursquare: 946
- LinkedIn: 566
- Twitter: 814

Characteristics of Hospital:
- Number of Beds²
  - 6 to 69: 17%
  - 100 to 399: 42%
  - >399: 26%
  - Not Using Social Media: 15%

Type of Ownership²
- Private, nonprofit: 20%
- Investor-owned, for profit: 30%
- Government, federal: 13%
- Government, nonfederal: 13%
- Not Using Social Media: 24%
How Do U.S. Healthcare Organizations Use Social Media?

- Marketing
- Workforce Recruitment
- Brand Management
- Reputation Management/Customer Relations
- Consumer, Patient and Professional Education
- Professional Collaboration
- Community Creation
- Wellness
- Population and Patient Monitoring
- Care Management/Care Coordination
- Clinical Trial Recruitment
- Surveillance, Analysis, Product Development

Risks Involved With Using Social Media

- Social Media opens the door for negative comments
- Can expose organizations to privacy, security and ethics breaches
- Staff may inappropriately share confidential information about patients and the organization
- Raises new ethical questions about patient/provider relationships
Which is why it is important for organizations to have a social media policy in place.

Types of Policies Used By Organizations To Manage Social Media

- **21%** General Policy
  - 75%
  - 50%
  - 25%

- **31%** Specific Policy
  - 75%
  - 50%
  - 25%

- **45%** No Policy
  - 75%
  - 50%
  - 25%

- **3%** Don’t Know

Discipline is on the RISE

In 2008, 24% of organizations surveyed had to discipline an employee for behavior on Social Media

In 2011, 42% of organizations surveyed had to discipline an employee for behavior on Social Media

References

1. http://ebsenwell.org/thenipdata/
Mayo Clinic’s First Social Networkers
Mayo Clinic Milestones in Social Media

- Sept. ’05 - First Podcast
- Nov. ’07 - Mayo Clinic Facebook page
- Feb. ’08 - YouTube channel
- Apr. ’08 - Twitter
- May ’08 - Mayo Clinic News Blog
- Jan. ’09 - Sharing Mayo Clinic
- Jul. ’10 - Mayo Clinic Center for Social Media
- Sep. ’10 - Social Media Health Network
- ?, ‘11 – Mayo Clinic News Network
What direction should we pursue?
At Mayo Clinic
Listening in old ways…

Healthcare organizations regularly seek to understand patient satisfaction in order to improve quality of care.
Listening in old ways...

- Online surveys
- Focus groups
- Patient relations offices
- Suggestions boxes and forms
- Quality review surveys
- Telephone surveys
- Static patient stories

And listening in new ways...
Patient virtual communities

Connect with others who’ve been there.

Join Mayo Clinic’s online health community

When you’re facing a health concern, sometimes what you really need is someone who has already been there. That’s what Mayo Clinic’s online community is all about: connecting people who have been through the Mayo Clinic experience with others facing a similar health concern.

Each year, more than 500,000 unique patients from every U.S. state and nearly 150 countries visit one of the Mayo Clinic campuses in Arizona, Florida or Minnesota for diagnosis and treatment. These patients, their families and friends, and Mayo Clinic’s 50,000 employees and students are part of the global Mayo Clinic community. This site provides a place for community members to share information, support and understanding.

Benefits of joining

- Meet others with similar health interests.
- Share stories.
- Learn.
- Find support.
- Hear about Mayo Clinic.

Join a discussion

Meet our community

Watch videos

Upload your photo

Our discussion forum features conversations on shared health interests.

We’re a community of members with a shared purpose. Find new friends and join in.

Watch Mayo Clinic health videos and stories from patients.

Upload a picture of yourself and help the community get to know you.

Terms of Use and Information Applicable to this Site

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Patients’ social rating tools

[Image of HealthGrades website]

- Find Doctors
- Find Dentists
- Find Hospitals

Find a Doctor by Name or Specialty

Doctor Name and/or Specialty: Denver, CO 80202

Search

Find Doctors in Denver

- Cardiology
- Chiropractic
- Clinical Psychology
- Counseling
- Dermatology
- Ear, Nose and Throat
- Endocrinology
- Family Practice
- Gastroenterology
- General Dentistry
- General Surgery
- Geriatric Medicine
- Hematology
- Internal Medicine
- Nephrology
- Neurology
- Neurosurgery
- Nursing (NP)
- Obstetrics & Gynecology
- Ophthalmology
- Orthopedic Surgery
- Pain Medicine
- Pediatric Psychiatry
- Pediatrics
- Plastic Surgery
- Psychiatry
- Psychology
- Rheumatology
- Sports Medicine
- Urology

Need a different specialist?

View all Specialties

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HealthGrades, Inc.

MAYO CLINIC
Professional virtual communities

The Physician Health Online Community is a new AMA web page for sharing insights on work-life balance for physicians. The community is a safe and secure environment where you can interact with your peers and find timely updates on news that interests you from the AMA and your colleagues about this topic. The community offers a discussion board, a blog, information on upcoming events, resource and news links, and more.

To access the community, you must create an AMA account. To create an account, or to sign in (if you're already a member of the community or have an account) simply click the link below. Your request will be reviewed by the community manager.

Please note that participation in our community requires that you agree to our code of conduct.

Proceed to the Group
Social Media Helps Find Kidney Donor

“Social Media Helps Find Kidney Donor”

Our TinyFabKidney Story

Anu Dwivedi was diagnosed with Chronic Kidney Disease (CKD) 10 years ago. In October 2010, with less than 20% functionality in both kidneys, Anu faced dialysis & a 2-6 year wait on the transplant list. Her daughter, Kirti, a social media enthusiast, started a Facebook page in October 2010 to help educate people on kidney disease & organ donation, and, hopefully, find a donor match for her mother.

Amy Donohue found out about Anu’s struggle from Kirti's Facebook page in January 2011. Amy herself had suffered the loss of her father years ago, and she offered to donate her kidney to Anu with no hesitation, telling Kirti: 'You have one mother, I have 2 kidneys.' Amy & Kirti knew each other from Twitter, & had met once in 2010. Amy was tested & found to be a match on March 15! The surgery took place on Tuesday, April 19 at Mayo Clinic in Phoenix, Arizona and was a success. Both Anu & Amy are recovering nicely.

The Phoenix community has rallied around #TinyFabKidney (as it is known in the Twitter & Facebook community) as Kirti & Amy work to raise funds.

For more information visit:

Follow us on Twitter: @Diyamarketing
Kirti Dwivedi ▸ Mayo Clinic

Hello--have you heard our story? My mother is a kidney patient through your facility in Phoenix, and we found our kidney donor, Amy Kopinski Donohue, through Facebook & Twitter! You can find out more from our FB page, Kidney Disease & My Tiny Mother! Thanks!

Saturday Night: FnB Supports TinyFabKidney Fund
blogs.phoenixnewtimes.com
Social media can help you make friends, get a job, keep up on the news, or find a deal...

March 9 at 3:04pm ▪ View Post

Kidney Disease & My Tiny Mother
I met an amazing man today--Jason Ratliff. 8 1/2 years ago, he was the recipient of a kidney donor from a man who had passed away, and it changed his life. He has become close to his donor's family & is thankful to Zach, his 'donor & hero'. I am thankful that he shared his story with me--I feel so lucky that Amy has come into our lives.

March 6 at 10:18pm ▪ Like ▪ Comment

Chat (2)
Kidney Disease & My Tiny Mother
Here is the link to our story on the Today Show--take a look!

She found a kidney for ailing mom via social media
today.msnbc.msn.com

For 10 years, Kirti Dwivedi watched her mother suffer from kidney disease. When she reached out for help via social media, “I never thought that we would be able to find somebody that would be willing to be a donor, let alone a match,” she said.

May 20 at 9:18am · Like · Comment · Share

19 people like this.

View all 10 comments

Pragati Gupta Sinha HI I just saw it on my DVR, so amazing!!!!!
May 20 at 8:10pm · Like · 1 person

Janet Caskey Sooooo happy for everyone!!
May 21 at 10:11am · Like · 1 person

Write a comment…

Chat (4)
Amy Donohue
Well, Mayo Clinic just called and I’ve been approved to donate my kidney! Apparently, though, the doctors are in a heated debate on WHICH kidney to take. I have scheduled my surgery for April 19th. Hooray!
March 15 at 4:18pm · Like · Comment

6 people like this.

View all 7 comments

Deborah Woods Lupnacca Hurray you got a date. !
March 15 at 6:43pm · Like

Amy Donohue I set it for the earliest they could do. :)
March 15 at 6:44pm · Like · 2 people

Pooja Gupta Babrah
Hi Amy and Kriti! I'm not on twitter anymore- I decided to pick one poison and FB is it, so I am hoping you will be posting the fundraising events and party info. here as well. Hope all is well! o). Pooya - a.k.a. "therealk"
Sharing Mayo Clinic
Stories from patients, family, friends and Mayo Clinic staff

From Wheelchair to Rock-Climbing in 3 weeks!

Posted on March 19, 2012 by makalajohson
Rating: 5.0/5 (4 votes cast)

Having gone to several doctors elsewhere without receiving answers, this previously athletic student, Nick, and his mom, Becky, arrived to Mayo Clinic. They were exhausted. Nick was bundled up in many layers and in a wheelchair. Five minutes into his first appointment, Dr. Phil Fischer diagnosed Nick with POTS and Autonomic Dysfunction. He started the three-week Pediatric Pain Rehabilitation Program and left a transformed person. We caught up with he and his mom on their last day here. Watch their astounding testimonials, filled with grateful enthusiasm. As Becky says below, she truly feels like Mayo has given her son back to her.
But listening is not enough

- You need to respond and connect using the 3 E’s:
  - ENGAGE with conversation
  - EMPOWER with knowledge
  - EDUCATE with reliable content
Engage
En español

Aliss Aleman
Feliz de encontrar publicaciones en español, por favor envíen temas sobre diabetes! gracias

Unlike · Comment · January 8 at 9:23pm ·

You and 5 others like this.

Lissette Perez Tengo un nieto de 14 años con diabetes tipo #1 me encantaría encontrar, una clínica con mas información a cerca de ese delicado tema.

January 9 at 2:13pm · Not Spam


Información en Español - American Diabetes Association
www.diabetes.org

La diabetes es un problema urgente de salud en la comunidad latina.

January 12 at 10:10am · Like · 4 · Remove Preview

Write a comment...
Marysun Cadena
Buenas tardes kisiera preguntarles la enfermedad llamada Vitiligo tiene cura me gustaria k me respondieran gracias y k pasen lindo dia...
Like · Comment · February 22 at 11:59am · 🗓

North Reategui likes this.

[Profile Picture]

Mayo Clinic en español
Buenas tardes, Marysun.

[Profile Picture]

Vitiligo: MedlinePlus en español
www.nlm.nih.gov
Vitiligo

February 22 at 4:15pm · Like · Remove Preview

Marysun Cadena
Muchas gracias y voy a checar la pagina se los agradesco mucho..
February 22 at 4:23pm ·Unlike · 1

Write a comment...
Know Your Numbers - 8675309 Parody - Mayo Clinic

Facebook
Find Mayo Clinic on Facebook here:
www.facebook.com/mayoclinic

This video is public.

Uploaded by mayoclinic on Oct 14, 2011

This is a parody of 8675309/Jenny, produced by the Mayo Clinic Center for Social Media to promote healthy heart awareness.

Http://www.youtube.com/v/kkps4XwyxK4?version=3&feature=player_detailpage
@MayoClinic

@monaENVIROsalus Mona Parekh
@ThinkTaylorORG #concussion chat right now at MayoClin RT
@MayoClinic: Send us ?s on concussions concussion@mayo.edu
2 hours ago

@monaENVIROsalus Mona Parekh
@ThinkTaylorORG RT @MayoClinic Dr. Dodick (#MayoClinic) welcomes athletes, coaches to AZ #Concussion Summit. New era of concussion awareness
2 hours ago

Barrett11 Heather Barrett
@MayoClinic waking pt q hrly after concussion no longer recommended, correct?
3 hours ago

@GivCause GivCause
@MayoClinic We support your great work and are telling the world.
4 hours ago

OncoPRN Chris Ralph
RT @mayoClinic: Steven Threet, retired ASU QB, shares imp of #concussion awareness with personal experience of 4 prior concussions in career
4 hours ago

ChrisRalphTHW Christopher Ralph

@MayoClinic

RT @MayoClinic: All cancer is genetic but not all cancer is inherited. Only 5-10% of cancers have a hereditary component #LivingWithCancer

harriseve

#MayoClinic's Dr Decker: "needs of the patients come first" = top reason for #LivingWithCancer event via @drpatfarrell http://t.co/82DW3eEv

ALLIANCE_org

RT @MayoClinic: All cancer is genetic but not all cancer is inherited. Only 5-10% of cancers have a hereditary component #LivingWithCancer

BespokeBreasts

RT @MayoClinic: All cancer is genetic but not all cancer is inherited. Only 5-10% of cancers have a hereditary component #LivingWithCancer

elmodir

RT @MayoClinic: All cancer is genetic but not all cancer is inherited. Only 5-
Kelly Young RA Warrior talks with Mayo Clinic about American College of Rheumatology Meeting

Learn about Rheumatology
On Mayo Clinic's website
www.mayoclinic.org/rheumatology

This video is public.

Uploaded by mayoclinic on Oct 26, 2011

She was the first patient blogger to attend as a member of the press, and Kelly, Young, advocate for Rheumatology Arthritis patients, is attending The American College of Rheumatology Scientific Meeting again this year. Her mission: Empower RA patients to advocate for improved diagnosis and

Http://www.youtube.com/v/o1sxaExEBLI?version=3&feature=player_detailpage
Educating

The Mended Hearts, Inc. shared a link.
February 17

Check out our blog every Friday for a 3 part series on The Importance of Clinical Trials. Great information!
http://themendedhearts.wordpress.com/

The Mended Hearts Blog
themendedhearts.wordpress.com

Like · Comment · Share
Thru blogs...
How to find research trials in your area?

Research sites promote their studies to the public through a number of ways. If you know where to look, you may be able to find relevant clinical trials in your area. Below are a few websites you can visit to locate studies in your area that you may qualify for as you consider becoming a research participant.

- CenterWatch.com sponsors a free Patient Notification Service that automatically emails subscribers as soon as a clinical trial is posted that matches their medical condition and geographic area.
- ClinicalTrials.gov is another valuable resource where those interested in volunteering for clinical trials can search an extensive database based on several criteria, including location and disease.

Identifying the right clinical trial can be both educational and rewarding. So you may be asking “what happens once I’m enrolled in a trial?” Stay tuned for my next post where I’ll provide an overview of the participation experience.

Mended Hearts wants to hear from you. Please feel free to leave comments here about your own experiences as a research participant!

*Ann Campbell, R.N., is the Program Manager for Cardiovascular Research at Mercy Gilbert Medical Center—a Dignity Health Member—in Gilbert, Ariz.*
Empowering Ipads for heart patients

Http://www.youtube.com/v/xwRsRH1M9ds?version=3&feature=player_detailpage
Take the plunge and dive in!
Mayo Clinic Center for Social Media

• Our *Raison d’être*: The Mayo Clinic Center for Social Media exists to improve health globally by accelerating effective application of social media tools throughout Mayo Clinic and spurring broader and deeper engagement in social media by hospitals, medical professionals and patients.

• Our Mission: Lead the social media revolution in health care, contributing to health and well being for people everywhere.
It’s not just about marketing...

- Center’s focus to apply revolutionary tools in
  - Practice
  - Education
  - Research
  - Administration
- Internal and External uses to communicate with key groups, with the aim of creating community
It’s not just about Mayo...

- Social Media Health Network is a membership group associated with Center for Social Media
- For organizations wanting to use social media to promote health, fight disease and improve health care
- Sliding scale dues based on organization size/revenue
- Industry members eligible to join, but not accepting industry grant funding
- >110 member organizations
A Sample of Network Members

- American Hospital Association
- Radboud University Nijmegen Medical Center
- Jamestown Hospital
- National Cancer Institute
- Vanderbilt University Medical Center
- Encephalitis Global

See Full List at http://socialmedia.mayoclinic.org/network/
Social Media Health Network

Benefits

• Online learning and networking community for all employees of member organizations

• Free registration for monthly webinars ($1,200 value)

• Discounted (or free) registration to in-person events, including
  • Connecting Health Care and Social Media (May 17-18 in New York City)
  • Social Media Summit (Oct. 16-18, Rochester)
  • Social Media Residency (Various dates)
One Practical Case Study in ROI Math:

As I approaches zero, ROI approaches infinity

Lee Aase, Director of Mayo Clinic Center for Social Media
Myelofibrosis-Mayo Clinic

Mayo Clinic Dr. Ruben Mesa discusses the symptoms, treatment and
There is hardly a new out of state consult I see which does not mention the video(s). How many came initiated by the video(s) is unclear but the impact has been huge. I would conservatively say the videos have been mentioned by 50 external direct consults, of which a solid percentage the video played a role in them coming. My sense is people hear about my work in the field, consider a consult, then when they see the video it seals the deal.
For Further Interaction:

• Shephard.Susana@mayo.edu
• @sesaz on Twitter #MCCSM
• http://socialmedia.mayoclinic.org

Thank you!