

# The Impact of Social Media on Health Care

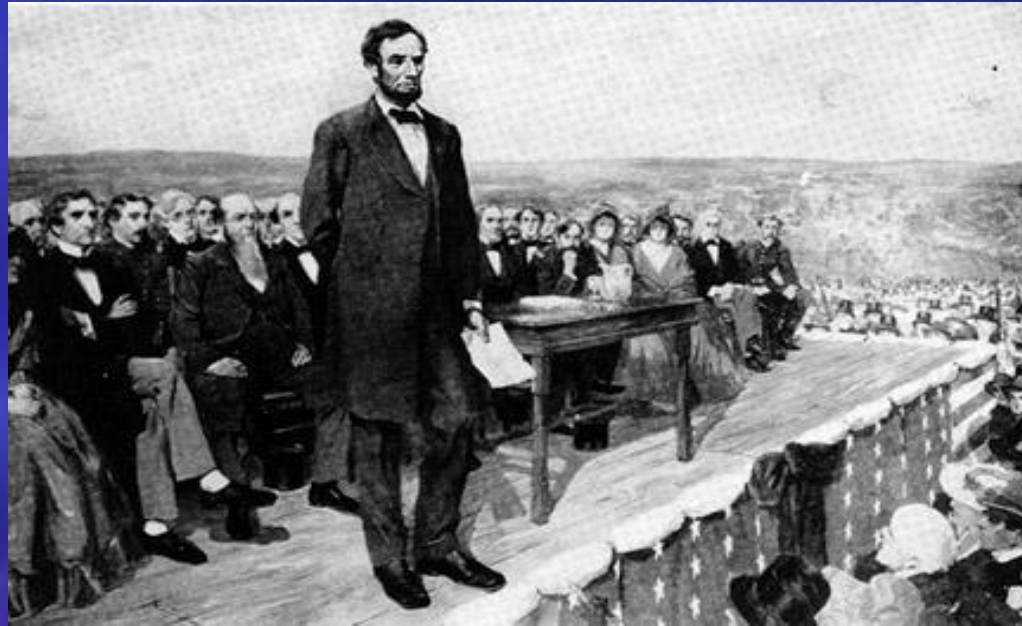
Susana Shephard

Mayo Clinic Center for  
Social Media

[Shephard.Susana@mayo.edu](mailto:Shephard.Susana@mayo.edu)

# 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?



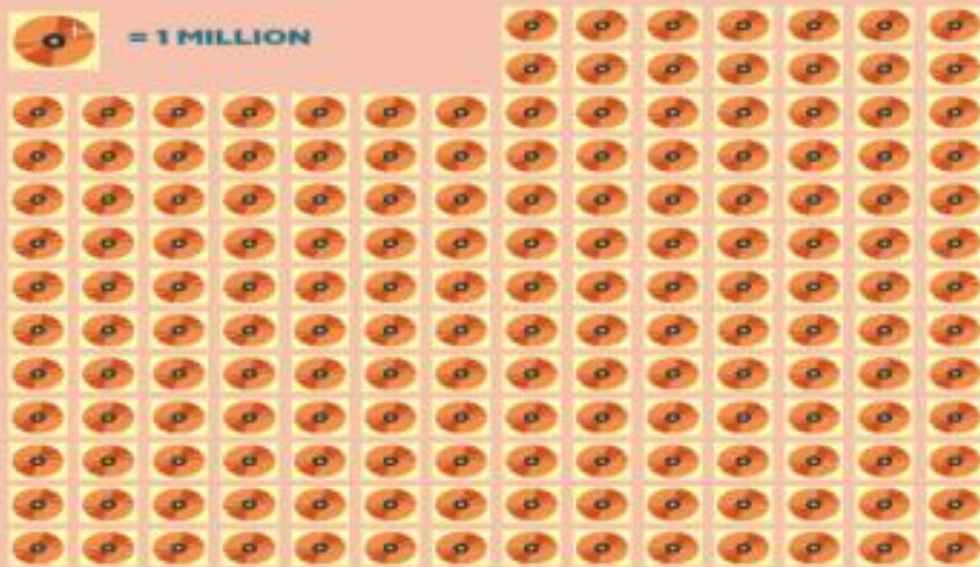
# A DAY IN THE INTERNET



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



= 1 MILLION



**294 BILLION**  
emails are sent.



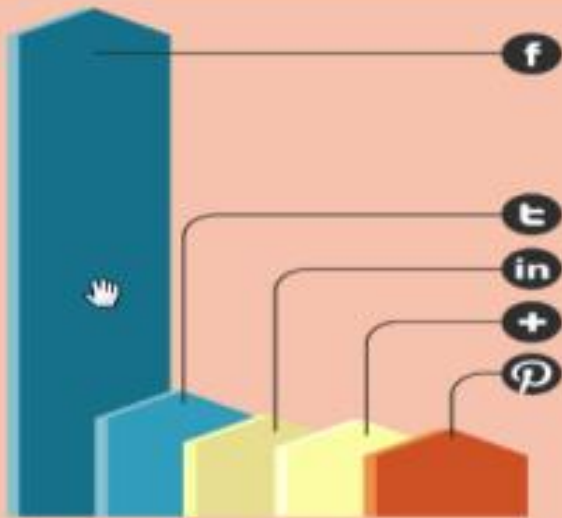
It would take  
**2 years to process**  
that many pieces  
of mail in the US.



**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://techland.time.com/2011/06/01/How-big-is-the-appet-apples-not-as-big-as-it-seems/>
- <http://about.sas.com/who-we-are/about-facts/work-one-holiday>
- [http://articles.businessinsider.com/2011-01-14/tech/3067842\\_1-hours-of-video-uploaded-top-number-facebook](http://articles.businessinsider.com/2011-01-14/tech/3067842_1-hours-of-video-uploaded-top-number-facebook)
- <http://www.businessinsider.com/google-jerfgenst-2011-12>
- <http://img.fc ebook.com/img.php?post=4098282830>
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- [http://www.buffingtonpost.com/2012/01/05/netflix-stock-surges-after\\_n\\_HQ5Buk.html](http://www.buffingtonpost.com/2012/01/05/netflix-stock-surges-after_n_HQ5Buk.html)
- <http://www.strong.org/inside.php?tag=stats-2011-11-01>
- <http://www.businesswire.com/news/home/2012010500547/01/Nielsen-Company-BillboardE2s50s99s-2011-Music-Industry-Report>
- <http://p1.mobi.com/1132011/01-of-music-downloads-are-pirated>
- <http://www.cnn.com/2012/01/20/tech/mobile/apps-web-gadgets/index.html>
- <http://thenextweb.com/google/2011/12/06/android-market-hits-100-apps-downloaded-now-at-a-month-100-apps-sale-to-celebrate/>
- <http://www.music-week.com/stories.asp?storyCode=110405&user=horca0101>
- <http://www.engadget.com/2012/02/03/comscore-december-2011-results/>
- <http://www.nytimes.com/2011/12/12/technology/how-netflix-apps-and-counting.html>
- <http://www.slashfilm.com/by-the-numbers-the-length-of-feature-film/>

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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

Source: May 2011 Pew Research Center report, *The Social Life of Health Information*

# 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



with **Dr. You** **twit face**

Hospitals Using Social Media: **1,229**<sup>1</sup>

Hospital Social Media Accounts:



Characteristics of Hospital:

Number of Beds<sup>2</sup>







Type of Ownership<sup>2</sup>



## How Do U.S. Healthcare Organizations Use Social Media? <sup>2</sup>



### Risks Involved With Using Social Media

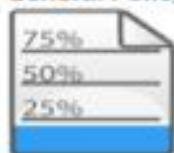
-  Social Media opens the door for negative comments
-  Can expose organizations to privacy, security and ethics breaches
-  Staff may inappropriately share confidential information about patients and the organization
-  Raises new ethical questions about patient/provider relationships



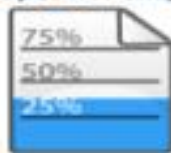
Which is why it is important for organizations to have a social media policy in place.

## Types of Policies Used By Organizations To Manage Social Media<sup>4</sup>

**21%**  
General Policy



**31%**  
Specific Policy



**45%**  
No Policy



**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

Infographic by **PowerDMS**  
SUITE

### References

1. <http://ebernethi.org/healthdata/>
2. [http://www.cdc.com/health\\_services/insights/72049-should\\_healthcare\\_organizations\\_use\\_social\\_media](http://www.cdc.com/health_services/insights/72049-should_healthcare_organizations_use_social_media)
3. <http://www.ama-assn.org/ama/pub/meeting/professionalism-social-media.shtml>
4. [http://hcoa-info.org/staticcontent/2011SocialMediaSurvey\\_report.pdf](http://hcoa-info.org/staticcontent/2011SocialMediaSurvey_report.pdf)

# 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



[Learn more about Mayo Clinic](#)

[Request an Appointment](#)

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.

[Join our community](#) Or [Browse our community](#)

## Benefits of joining

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

## Join a discussion



Our discussion forum features conversations on shared health interests.



## Meet our community

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



## Watch videos

Watch Mayo Clinic health videos and stories from patients.



## Upload your photo

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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## Discussions

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| <a href="#">Arthritis and Joint Conditions</a> (139)        | <a href="#">Mental Health</a> (227)                       |
| <a href="#">Bone &amp; Muscle Conditions</a> (155)          | <a href="#">Other</a> (194)                               |
| <a href="#">Brain and Nerve Diseases</a> (283)              | <a href="#">Physical Therapy and Rehabilitation</a> (41)  |
| <a href="#">Cancer</a> (165)                                | <a href="#">Pregnancy</a> (30)                            |
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| <a href="#">Ear Nose &amp; Throat Conditions</a> (79)       | <a href="#">Sleep Problems</a> (74)                       |
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| <a href="#">Kidney Conditions</a> (53)                      | <a href="#">Urinary (Bladder) Conditions</a> (53)         |
| <a href="#">Lung Conditions</a> (56)                        | <a href="#">Womens Health</a> (180)                       |

[Autoimmune Diseases, Chronic Pain, Depression, Multiple Sclerosis, Pain and many more...](#)

### Featured



#### Social Media Summit Scholarship Essay - Jill Plevinsky

Editor's Note: This post is an essay from one of the entrants in the patient/caregiver scholarship contest for our Health Care Social Media Summit in October. See this post for more details on the

[Start a Discussion](#)



### What Our Advocates Are Saying



**manigioma**

"Hello - there is some more information available on mayoclinic.org that may be helpful - <http://www.mayoclinic.org/meningiomas/>"



**anyone have arnold chiari malformation**

"Hi Shar3n - There is some information available on mayoclinic.org - mainly just specific to chiari malformation but arnold chiari..."



**Standing and walking problems.**

"Hello - We cannot give any medical advice out over the phone, but if you are interested in talking with..."

### Active Discussions



**lewy body**

"Hi Mizmish All of the above that you have mentioned about your husband goes with the Lewy body dementia. It..."



**Autoimmune Pancreatitis**

"Hello! I'm a 35yo female with possible Autoimmune Pancreatitis. I am looking to connect & discuss with others like me."



**Dementia perhaps**

"Evaluation of dementia Diagnostic Tests Common Differential 1st Tests Other Tests

Approvals

Flagged

Promoted Items

Members

Community

# Patients' social rating tools

Physicians: Update Your FREE Profile

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- Geriatric Medicine
- Hematology
- Internal Medicine
- Nephrology
- Neurology
- Neurosurgery
- Nursing (NP)
- Obstetrics & Gynecology
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# Professional virtual communities

The screenshot shows the AMA website's navigation and content for the Physician Health Private Online Community. The top navigation bar includes links for Home, Physicians, Residents, Medical Students, and Patients. The AMA logo is prominently displayed on the left. The main content area features a 'Physician Health' header and a 'Resources' sidebar. The main text describes the community as a safe space for sharing insights on work-life balance and provides instructions on how to access it, including a link to the community group.

Sign In  Search ▶

Home | Physicians | Residents | Medical Students | Patients

Follow Us:

Membership Resources Education & Careers Advocacy Publications News Bookstore About AMA

Resources » Physician Health » Physician Health Private Online Community

## Physician Health

**Resources**

- Clinical Practice Improvement and Patient Safety
- Continuing Medical Education
- Health Information Technology
- Legal Issues
- Medical Ethics
- Medical Science
- Patient Education Materials
- Physician Consortium for Performance Improvement
- Physician Health
- Physician Health e-Newsletter
- International Conference on Physician Health
- Articles on Physician Health
- Related Links
- ▶ **Physician Health Private Online Community**
- Physician Suicide Webinars
- Practice Management Center
- Public Health
- Solutions for Managing Your Practice

A | A Text size

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



**TinyFabKidney**

**"You have one mom. I have two kidneys. Let's do this."**

**--Amy Donohue, January 2011**

**Donate**



Follow us on Twitter:

[@DiyaMarketing](#)



### 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:

# Mayo Clinic Facebook Posts

Write a comment...



**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](http://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](http://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** Soooooo happy for everyone!!

May 21 at 10:11am · Like · 👍 1 person

Write a comment...

👤 Chat (4)

Write a comment...



**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

Write a comment...



**Pooja Gupta Babbrah**

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! Love Pooja - aka "thereal"

Chat (2)

## Sharing Mayo Clinic

Stories from patients, family, friends and Mayo Clinic staff

← [My Stem Cells](#)     [Doubly Rewarding: Weight Loss and Liver Transplant for Rare Disorder](#) →  
**From Wheelchair to Rock-Climbing in 3 weeks!**

Posted on March 19, 2012 by makalajohnson

★★★★★  
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.



### SEARCH

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- [Subscribing](#)

# 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

The image shows a screenshot of the Mayo Clinic Facebook page. At the top, the Facebook logo and search bar are visible. The page header includes navigation tabs for 'Mayo Clinic', 'Timeline', 'Now', and 'Highlights', along with a 'Liked' button and an 'Admin Panel' link. The main content area features a large photograph of the Mayo Clinic building with the name 'MAYO CLINIC' on the facade. Below the photo is the Mayo Clinic logo and the name 'Mayo Clinic' with 89,929 likes and 1,720 talking about this. A 'Message' button is also present. The 'About' section provides contact information for the hospital, including phone numbers for Arizona and Florida, and the website URL. Below this are sections for 'Photos', 'Likes' (89,929), 'Map', and 'Know Your Numbers'. A 'Highlights' dropdown menu is visible. The bottom section shows a 'Status' update area with options for 'Status', 'Photo', 'Ask Question', and 'Milestone', and a '40 Friends Like Mayo Clinic' section with a '+31' button. The right sidebar shows a date range from 'Now' to 'Founded'.



# 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 más información a cerca de ese delicado tema.

January 9 at 2:13pm · Not Spam



**Mayo Clinic en español** Hola, Aliss. Estamos en el proceso de agregar videos en español en nuestro canal de YouTube. Su sugerencia de incluir información sobre la diabetes es excelente! Por ahora, el siguiente enlace proporciona más información <http://www.diabetes.org/espanol/>.



**Información en Español - American Diabetes Association**

[www.diabetes.org](http://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 ·



Norith Reategui likes this.

**Mayo Clinic en español** Buenas tardes, Marysun.

Desafortunadamente, no hay una cura para el vitiligo pero si hay varios tratamientos. El siguiente enlace le dará más información <http://www.nlm.nih.gov/medlineplus/spanish/vitiligo.html>. Gracias por su pregunta!

**Vitiligo: MedlinePlus en español**

[www.nlm.nih.gov](http://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 agradezco mucho..

February 22 at 4:23pm · Unlike · 1

Write a comment...

Edit info

Enhancements

Annotations



# Know Your Numbers - 8675309 Parody - Mayo Clinic

mayoclinic

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1,863 videos



This video is public.



Like



+ Add to

Share



65,789



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.

240 likes, 9 dislikes


As Seen On:

[Rick Kupchella's - Br...](#)


# @MayoClinic

twitter  Home Profile Messages Who To Follow MayoClinic ▾

---

 **monaENVIROsalus** Mona Parekh  
@ThinkTaylorORG #concussion chat right now at MayoClin RT  
@MayoClinic: Send us ?s on concussions concussion@mayo.edu  
bit.ly/mY7W00  
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

close ×

 **GivCause**  
@GivCause view full profile →


The Giving Network <http://www.GivCause.com>

**2,233** **684** **259** **7**  
Tweets Following Followers Listed


[+ Follow](#)  

Recent Tweets

---


 **GivCause** GivCause  
The Giving Network. Seen around the world at  
[givcause.com](http://givcause.com)  
9 minutes ago


---


 **GivCause** GivCause  
The Giving Network. Be part of it... The world is  
watching. [givcause.com](http://givcause.com)  
15 minutes ago


# @MayoClinic


Results for #LivingWithCancer

 **DalDubya** 2 days ago  
RT @MayoClinic: All cancer is genetic but not all cancer is inherited. Only 5-10% of cancers have a hereditary component #LivingWithCancer

 **harriseve** 2 days ago  
#MayoClinic's Dr Decker: "needs of the patients come first" = top reason for #LivingWithCancer event via @drpatfarrell <http://t.co/82DW3eEv>

 **ALLIANCE\_org** 2 days ago  
RT @MayoClinic: All cancer is genetic but not all cancer is inherited. Only 5-10% of cancers have a hereditary component #LivingWithCancer

 **BespokeBreasts** 2 days ago  
RT @MayoClinic: All cancer is genetic but not all cancer is inherited. Only 5-10% of cancers have a hereditary component #LivingWithCancer

 **elmodir** 2 days ago  
RT @MayoClinic: All cancer is genetic but not all cancer is inherited. Only 5-

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# Kelly Young RA Warrior talks with Mayo Clinic about American College of Rheumatology Meeting

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Uploaded by [mayoclinic](#) on Oct 25, 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

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**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](http://themendedhearts.wordpress.com)

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# Thru blogs...



Mended Hearts



*Offering the gift of hope and encouragement to heart patients, their families and caregivers*

HOME ABOUT

## Finding the Right Clinical Trial – Part 2

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# Mended Hearts, Inc. and Dignity Health

## 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.*



July 2010  
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# Empowering Ibads for heart patients

[Http://www.youtube.com/v/xwRsRH1M9ds?version=3&feature=player\\_detailpage](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

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- 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**

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- **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  $l$  approaches zero,  
ROI approaches infinity**

Lee Aase, Director of Mayo Clinic Center for Social Media

# Myelofibrosis-Mayo Clinic

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Uploaded by [mayoclinic](#) on Jul 14, 2009

Mayo Clinic Dr. Ruben Mesa discusses the symptoms, treatment and

10 likes, 0 dislikes

**From:** Ruben A. Mesa,MD  
<Mesa.Ruben@mayo.edu>  
**Date:** Wednesday, February 10, 2010 1:16 PM  
**To:** Lee Aase <aase.lee@mayo.edu>  
**Subject:** Re: Update on YouTube and appointment requests / consults

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!*