Social Media to Keep Your Patients and Your Practice Healthy

Heather Schoegler, MSOL
LEARNING OBJECTIVES

- Practical examples of content to be shared by physicians and practices
- How to engage through social media to grow your practice
- Understand potential HR concerns
With a focus on an organization’s strategic growth goals, Augustus, crafts strategies to fulfill the client’s mission and drive growth for the organization and business lines. This is a strategy that allows the organization to fully capture community investments and assets in order to create community advocates. Augustus leverages president Heather Schoegler’s strategy and public relations experience. Heather is able to craft plans for clients that not only fulfill their business goals, but increases their community and employee engagement.

Augustus provides corporate social responsibility (CSR) services to healthcare, corporate and nonprofit organizations. As organizations grow their knowledge that satisfaction is not the preferred metric but rather loyalty, which drives market share and growth, CSR has the opportunity to be a strategic differentiator.

In healthcare, the shift to population health management and fee-for-value, presents a unique opportunity for not-for-profit and for-profit healthcare organizations to move beyond Community Health Need Assessments, traditional marketing and even social media to drive these activities from strategy. CSR is the bridge between current efforts and a culture of health and Augustus is poised to provide this services.
WHY

- Engagement
- Education
- Community Health
WHY: Engagement

Healthcare providers with high levels of compassionate care also:

- Make Employees a Priority
- Involve Patients and Their Families
- Have a Culture of Experimentation and Compassion
- Embrace Transparency
- Keep it Simple

Engaged Co-Workers and Patients are loyal advocates.
WHY: Education

Health Literacy is too expensive to ignore.

- Low health literacy comes at a price of $238 billion/year
- 50% of patients walk out of physician offices not knowing what they’re supposed to do

Patient Education, Loyalty, Patient Referrals are key to Population Health Management.

http://www.theschwartzcenter.org/media/Building-Compassion-into-the-Bottom-Line.pdf
WHY: Community Health

Population Health Management isn’t a fad. Population Health Management is key to:

- Patient Education
- Patient Loyalty
- Patient Referrals

Social Media is a tool to achieve above + more.
WHY SOCIAL MEDIA

Social's growing impact is changing expectations

60% of doctors say social media improves the quality of care delivered to patients.

And more than ever, patients are using social to be more active participants in their own healthcare:

- 45.6% of U.S. adults searched for health information when using social media.
- 20.6% rated the quality of care they received from a healthcare provider.
- 33.8% asked for health advice.

SOURCES:
1. KCM unbrowsed, “How Do Physicians Use Health Technology and Social Media,” January 2011
3. Healthgrades.com, “100 Hospitals on Social Media: The Breakdown,” March 2014
5. KCM unbrowsed, “Digital Trends Cheating Room,” April 2011
WHO: Engagement - Physicians

% of Physicians Using Social Media

Ages 26-55

Ages 56-75

http://industryview.cdwcommunit.com/index.php/2015/02/02/healthcare-social-media-infographic/
WHO: Engagement - Patients
WHO: Engagement - Patients

- Heavy users of “established” technology.
- Rely on ratings, reviews and peer information for healthcare.
- Will change healthcare providers to suit their needs.
- Expect healthcare costs and information to be transparent and readily available.
WHO: Engagement - Patients

- 82% of adults 50+ use the internet to research health and wellness information.
- Spend more time researching than 18-29 year olds.
- Post popular sites are Google, YouTube, Facebook and Yahoo!
WHO: Engagement - Caregivers

● Devote 150 minutes/person each month on 1,010 pages of content...70% more than average internet user.
● Want EMR, fill Rx electronically.
● More than ½ are employed full-time.
● More than ¾ have children under 18 at home.
WHERE: FACEBOOK

- Women - 55% more posts; 8% more friends than men.
- Patients - 64% of monthly active users log on every day.
- Active users continue to grow.
WHERE: INSTAGRAM

- Patients - ½ of internet users ages 18-29 use this site.
- Education - “tags” generate more engagement via comments and likes.
WHERE: YouTube

- Men - 25% watch one YouTube video/day
- Physicians - 79% say they watch online videos
- Education - reduce anxiety for procedures and admissions. Build connection with physician.
WHERE: YouTube
WHERE: PINTEREST

- Women
- Education - excellent location to tell a story, provide detailed description
WHERE: TWITTER

- Women - 40 million more visits than men.
- Physicians - peer-to-peer knowledge share
- Education - content sources like WHO, CDC, etc.
WHERE: LINKEDIN

- Physicians - peer-to-peer knowledge share; networking; reputation management
WHERE: SERMO
Get ready for the "Dr. Mom Squad!"

Today the Dayton Children’s blog is excited to introduce its newest team of bloggers… The Dr. Mom Squad!

Since December 2011, Dr. Melissa King has been blogging for Dayton Children’s as “Dr. Mom,” but this summer she is going to be joined by three other Dayton Children’s physicians who are also moms!

These four women are joining together as the “Dr. Mom Squad,” with three big goals in mind… to connect with other mom’s, share their medical expertise and share what it’s like to be a doctor AND a mom!
WHERE: PORTALS
WHERE: PORTALS

- Millennials
  - 43% prefer to access via smartphone
  - 44% want to receive personalized health recommendations

- Boomers
  - 70% would use to schedule appointments
  - 60% would use to ask doctor questions
WHAT : Keywords


- Integrate these words into all communication.
- Speak like your patients speak.
- Allow co-workers to use their own words.
WHAT: Content Creation

1. Follow other Doctors on social media
2. Participate in Existing Twitter Convos
3. Ask Questions/Take Polls
4. Day-in-the-Life Snapshots
5. Insider Tips
6. FAQs, facts and tips
7. National day/week/month
8. Community Events and Interests
9. Quotes and expertise
11. Physician Seminars/Education Events.
12. Tours of Practice and Facilities.
13. Condition Specific Downloads.
14. Grocery Store Tours with Nutritionists.
17. Local YMCA Information.
18. Patient Testimonials.
19. Pre-Admission/Procedure Education.
WHAT : Hashtags
WHAT : Newsjacking
WHAT : Responding to Complaints

Symptoms

- Politely direct them to the number to schedule an appointment.
  - “Thanks for reaching out to us. We’d love to help you but the only way we can is to see you. Please call us at 555-1234 to get an appointment.”

Service

- Politely direct them to Email or Phone of person who can help them.
  - “We are sincerely sorry to hear about your experience and want to do everything we can to correct it. Please call Jill or email her at jilldoe@practice.com so we can address the situation as quickly as possible.”

Technical Difficulties

- Share direct link to what they are looking for or ask for specifics and work with your IT staff to remedy.
WHY  WHO  WHERE  WHAT  HOW
HOW: MEASUREMENT
CAUTION: Social Media Policy

Co-Worker Engagement - Social Media Policy

- You cannot restrict anyone from commenting on his or her work life
- You can make sure coworkers sign confidentiality provisions
- Co-workers cannot lie
CAUTION: Social Media Policy

1. Co-workers should state where they work.
2. Don’t lie.
4. Use common sense and common courtesy. If in doubt, don’t post.
5. Stick to your areas of expertise.
6. Offer insight and wisdom, but don’t provide confidential information.
7. Don’t swear.
8. Be polite. Don’t be antagonistic.
9. Do not comment on any legal matters or litigation.
10. Do not comment on a crisis.
11. Be smart about what you post. Google has a looooong memory.
12. Don’t post about competitors unless you have written consent from them to do so.
13. Don’t post about the practice or patients or vendors without authorization.
14. Be transparent.
15. Always disclose freebies you’ve received or anything you’re being paid to post.
17. Be kind to your coworkers.
18. Have no expectation of privacy if posting on work tech or time.

AUGUSTUS | IMGMA May 2015

http://www.healthcarecommunication.com/Main/Articles/21_guidelines_every_social_media_policy_needs_12922.aspx
CAUTION: Social Media Policy

19. Don’t be stupid.
CAUTION: AMA Guidelines

Physician Engagement

A. Be aware of patient privacy and confidentiality standards. Do not post identifiable patient information online.
B. Use privacy setting to safeguard personal information and content but realize these are not absolute and once content is online, it is likely there permanently. Monitor physician’s personal and professional information whenever possible.
C. Maintain appropriate boundaries of patient-physician relationship according to professional ethical guidelines.
D. Consider separating personal and professional content online.
E. Alert colleagues of questionable content or report content that violates professional norms to authorities.
F. Understand actions and content shared online can negatively affect their reputation and have career consequences.
CAUTION

Patient-Targeted Googling (PTG)

Use with care and caution but do use when:

- Physician has a duty to warn of ‘possible harm’
- Patient has provided ‘evasive responses to logical clinical questions’
- Patient has made ‘improbable’ claims about their personal or family history
- Physician has suspicions ‘regarding physical and/or substance abuse’
- Physician has concerns over a suicide risk

Do NOT use for curiosity, voyeurism and habit.
Healthcare Social Media is a Waste of Time (or worse) for Most Physicians

Healthcare Social Media is all the rage these days. You can’t visit even one physician-oriented website without someone breathlessly advising you to be on Twitter, Facebook, LinkedIn, YouTube ... and now Pinterest. Yet the only reason these talking heads can give you is, “because they are really popular and everyone is doing it.”

Healthcare Social Media Consulting is a bubble economy at the moment. I suspect there are far more healthcare social media consultants in the marketplace than doctors who can point to ANY Healthcare Social Media activity that has shown a measurable positive effect on
- their Bottom Line
- Or their Enjoyment of Medicine.
CHARGE AHEAD

you don't have to have it all figured out to move forward
Heather Schoegler, MSOL

AUGUSTUS

hschoegler.augustus@gmail.com
@HSchoegler
260-376-2006