

SOCIAL MEDIA INFLUENCE + INFRASTRUCTURE

Getting it right!

UNIVERSITY OF 
Cincinnati



SOCIAL MEDIA IS MAINSTREAM

50% of global population is *under 30 years old*

96% of those have joined a **social network**

25% of all website page views point to the **top 10** social networking sites

60% e-patients say data found online **affected a decision** about how to treat illness/condition

56% say it changed their overall **approach to maintaining their health**

53% say it lead them to ask a doctor **new questions**, or to get a second opinion

38% say it affected a decision about **whether to see a doctor**

38% say it changed the way they **cope with a chronic condition** or manage pain

70% of all **web content** is consumer-generated media

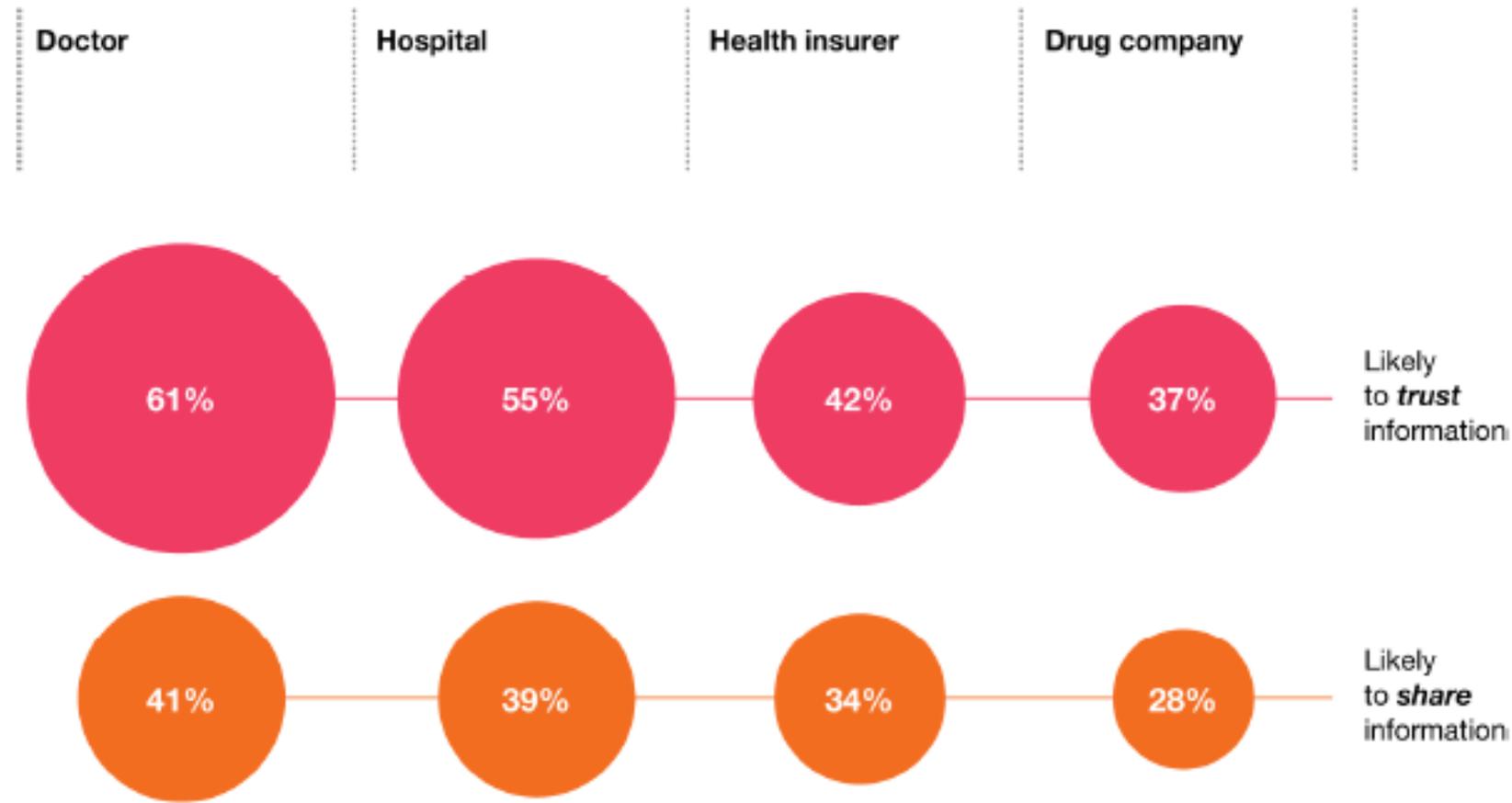
34% of bloggers post opinions about products and brands

– there are 112 million blogs, and 120,000 new blogs/day

HEALTHCARE SOCIAL MEDIA + PATIENT TRUST

Consumers are more willing to share information when they trust their healthcare partner

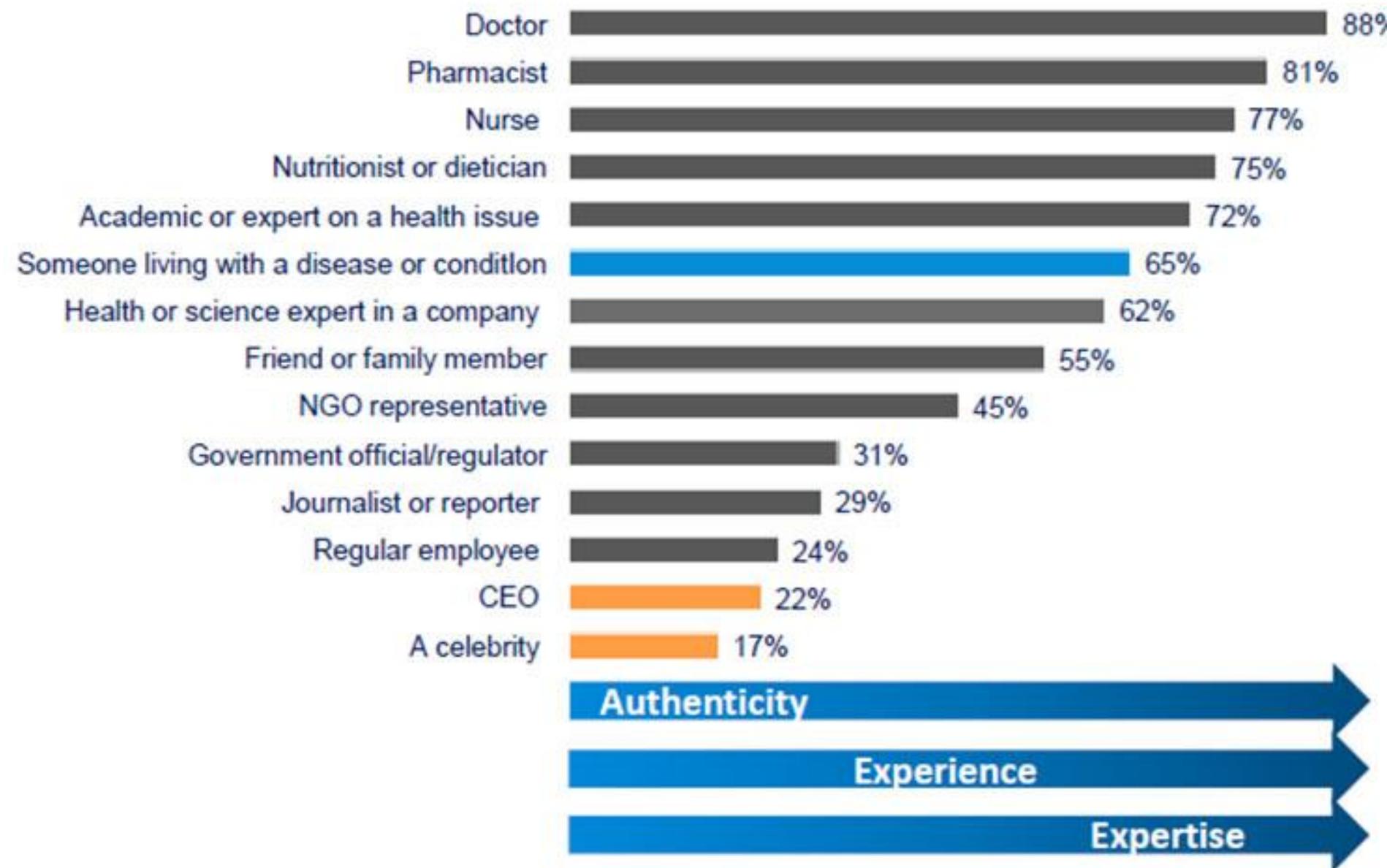
Likelihood to trust and share information via social media



n = 1,060

HEALTHCARE SOCIAL MEDIA + PATIENT TRUST

Expertise, experience and authenticity are required for credibility



THERE IS 5,795
REGISTERED
HOSPITALS
IN THE US

BUT ONLY 1,795
PARTICIPATE
IN SOCIAL MEDIA

Hospitals	YouTube	Facebook	Twitter	LinkedIn	Blog
1576	718	1302	1008	653	212

PHYSICIAN LEADERSHIP

As we grow in learning, we more justly appreciate our dependence upon each other. The sum-total of medical knowledge is now so great and wide-spread that it would be futile for one man to attempt to acquire, or for any one man to assume that he has, even a good working knowledge of any large part of the world. The very necessities of the case are driving practitioners into cooperation. The best interest of the patient is the only interest to be considered, and in order that the sick may have the benefit of advancing knowledge, union of forces is necessary.

William J. Mayo MD

Commencement address @ Rush Medical College 1910

HEALTHCARE SOCIAL MEDIA INFRASTRUCTURE APPROACH

1. Make Strategic Choices + Understand the Level of Effort
2. Go Where the People Are
3. Make Sure Messages Are Science-based
4. Create Portable Content
5. Provide Multiple Formats
6. Consider Mobile Phones
7. Set Realistic Goals
8. Learn from Metrics and Evaluate Your Efforts

HEALTHCARE SOCIAL MEDIA INFRASTRUCTURE

STEP 1 :: understand it

Familiarize yourself with social media concepts, tools, and vendors
Learn from the **experience of early adopters** in and research best practices

peer best practice



“...we are looking to the FDA since we are so highly regulated...”

“...it’s still so new, what’s the ROI?..”

HEALTHCARE SOCIAL MEDIA INFRASTRUCTURE

STEP 2 :: embrace it

Healthcare must **harness** this opportunity

- Make social media a **defined and formal part** of your business
- **Establish a budget** appropriate for your goals
- **Determine which areas** would most benefit from social media
- Make **social media education** a formal objective for key employees
- Designate a social media **subject matter expert**

peer best practice



Cleveland Clinic

“... to provide guidance and to the share lessons learned by CCF ..”

“...from objectives to governance ...”

HEALTHCARE SOCIAL MEDIA INFRASTRUCTURE

STEP 3 :: explore it

Pilot programs are key in the learning process

- Identify several social media pilots or **proof of concept** opportunities
- Execute and **evaluate the outcome** of the pilots
- Capture lessons to **inform refinements** and next steps
- Extract data and **develop business case** for investing in social media

peer best practice



“...individuals with chronic conditions an important, but challenging group to reach...”

“... sustainability is a concern ..”

HEALTHCARE SOCIAL MEDIA INFRASTRUCTURE

STEP 4 :: include it

Social Media needs to be aligned with **corporate strategy**

- Identify a clear set of social media **priorities**
- Determine a **budget** that identifies investment resources
- Ensure the strategy is aligned with the **business and customer strategy**
- Communicate the expected outcomes to employees and stakeholders

“It isn't a game or a "like"-gated sweepstake...”

peer best practice



“... St. Jude aims to "un-market" its Facebook fans.”

“It is not the strongest of a species that survives, nor the most intelligent, but the one most responsive to change.”

C. Darwin