

Social Media and Hospital/Healthcare Systems

June 2010

Mary Kate Scott

SCOTT & CO

Background

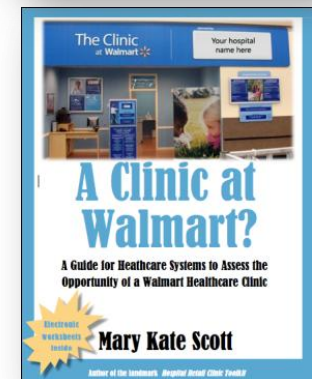
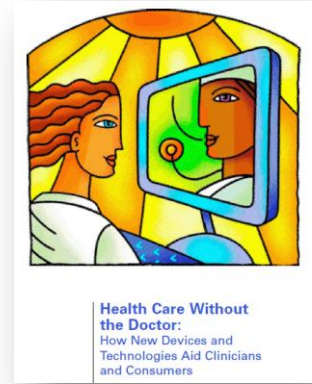
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Focus at the nexus of health care, business and technology

Work with healthcare systems, philanthropic institutions, med device firms, pharma, retailers and technology firms entering the healthcare arena.

Provide strategic and business planning, financial and technology forecasting as providers consider new delivery models

Social media: a new request



Learning objectives of this session

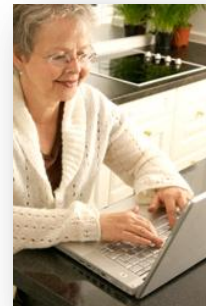
1. Understand the Web 2.0 concepts and how to use them, while considering risks and rewards
2. Learn from other healthcare systems on how to leverage these tools to meet different goals
3. Identify opportunities within the context of creating new women-focused programs

Web 2.0

A second generation of internet-based electronic tools to enhance communication, support collaboration, and enable users to build and engage in networks

Health 2.0

Social media, telemedicine, personal health records, EHRs, home health monitoring, patient centered tools ... not upgrading our clinical processes, it's changing the way we deliver and experience care



Social media is a fundamental shift in consumer, patient, provider, community engagement

- Dialogue between and among individuals
- A decentralized sharing of thoughts
- Shift from controlled broadcast to user driven conversation



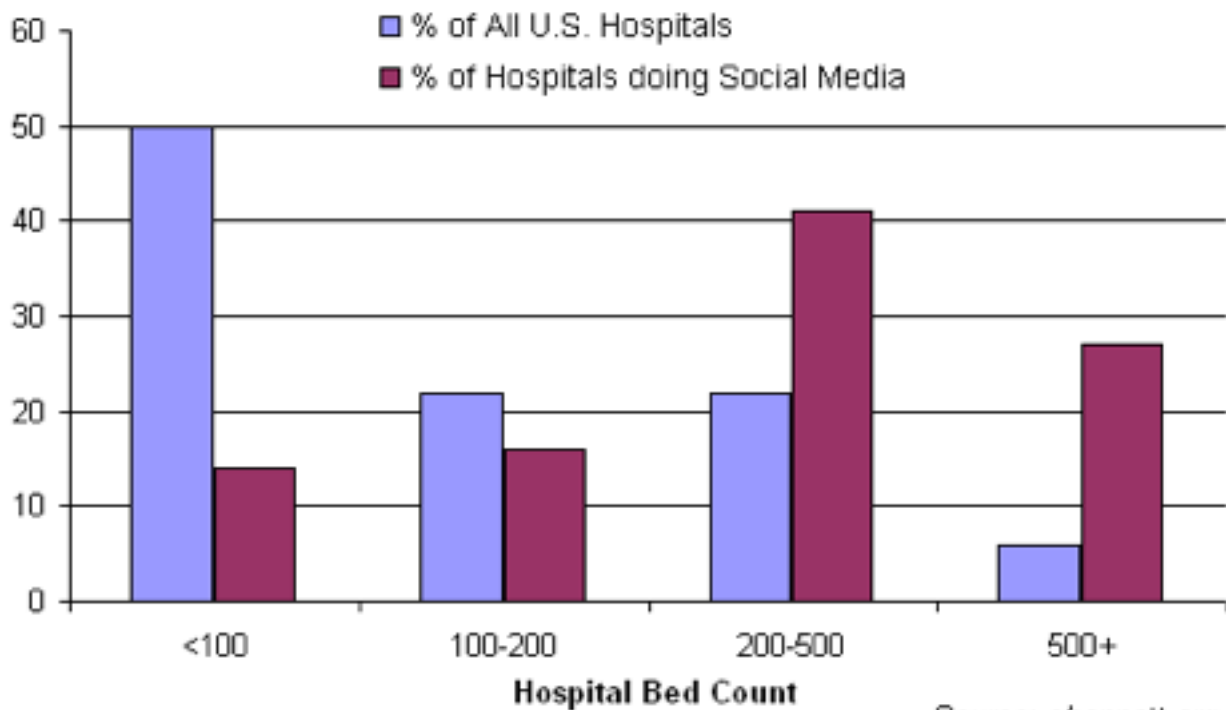
Signs of change



- Social media sites get more visits than search engines
- 400 million+ Facebook users; people spend over 500 billion minutes per month on Facebook; average user is connected to 60 pages, groups and events
- 1 billion+ Tweets per month
- More than 50% of adults use social media to find a doctor, treat specific conditions, research the reputation/quality of a doctor or healthcare facility, find out about the cost of medical procedures, or access health records
- 75% (iCrossing) connect with other consumers to exchange information
- 61% (Pew) look online for health information
- 59% (Pew) have read other consumer commentary, consulted rankings, listened to podcasts

Who and how are healthcare systems using social media?

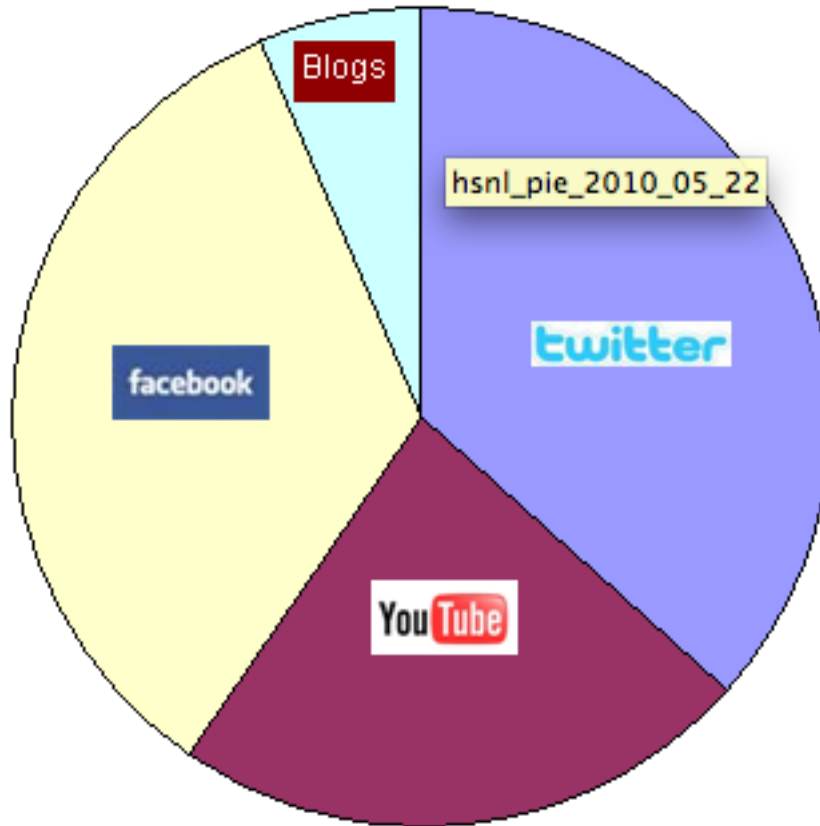
Tools that help healthcare leaders listen, learn, and build on their organization's collective knowledge with new relationships and trust



Source: ebennett.org

What are hospitals doing with social media?

Account types by usage:



May 22, 2010

Hospital Social Media Accounts

730 Hospitals:

- 337 YouTube
- 549 Twitter
- 513 Facebook
- 94 Blogs

1,493 Social Media Sites

Source:

ebennett.org/hsnl

How are healthcare systems using it?

Who are the audiences?

- Current patients, families and friends
- Future patients
- Medical staff: physicians and allied providers
- Hospital/system staff
- Potential employees
- Employers
- Volunteers
- Grant makers, donors
- Vendors
- Health plans / payers
- Media
- Community at large

Risks / rewards

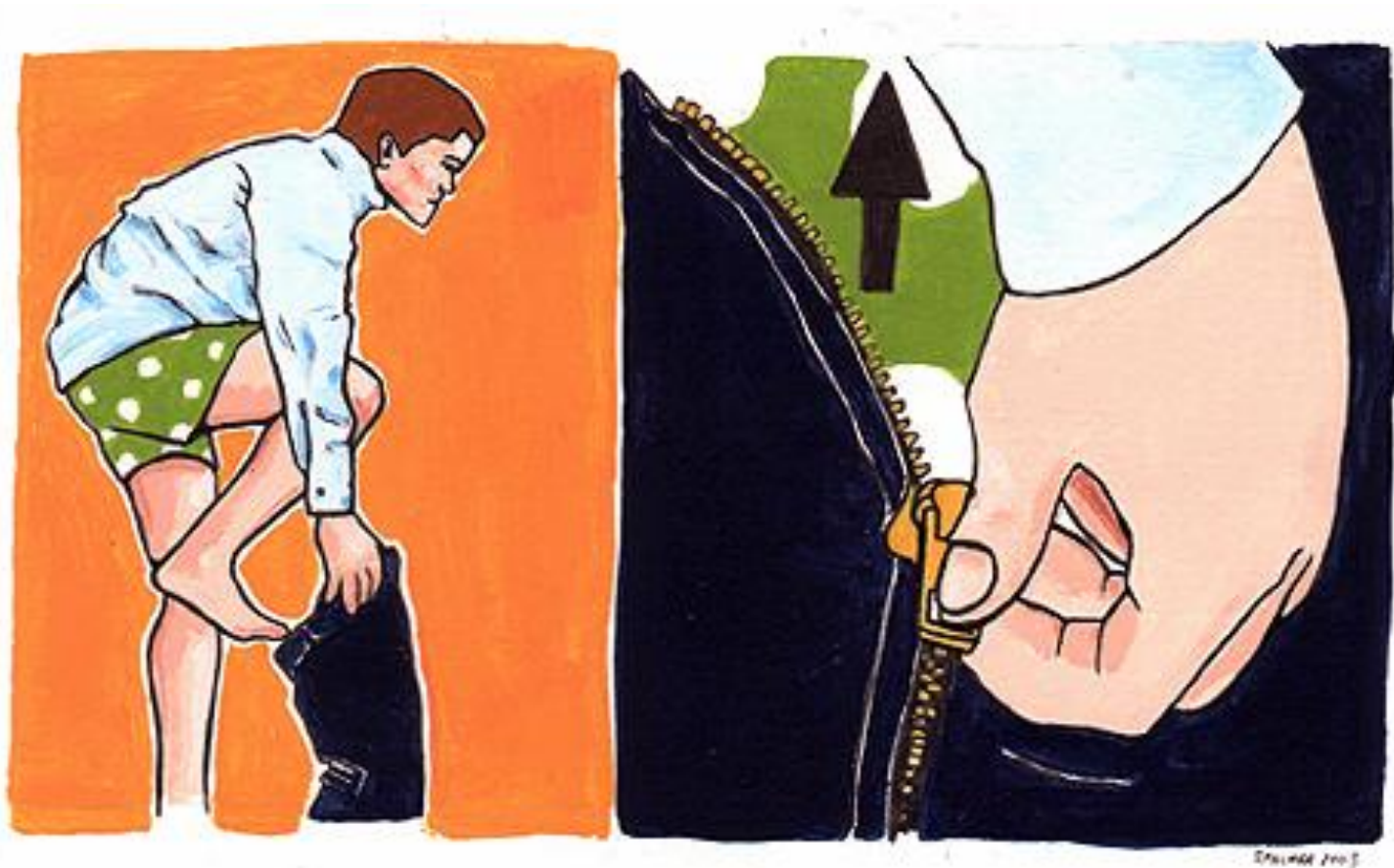
Bringing people together to provide a forum for questions, answers, ideas, bringing information to the surface, and gathering feedback

How much do you want to know? Engage? Do you want to know if employees or patients are happy? Unhappy? Frustrated? Delighted?



How to calculate the ROI

What's the cost of putting your pants on every morning?



What do these users (women) want?

- Personalized information
- Trusted advice
- Convenience
- Tools and information that is 24-7
- Venue for discussions to share and contribute

...complements the traditional sources of information

Social media tools to deliver on engagement

- **Weblogs**
- **Microblogs**
- **Social networking site**
- **Podcasts**
- **Wikis**
- **Video sharing**
- **Enhanced social media – widgets, social news, book marking, and other widgets**

Weblogs (Blogs)

The influence of blogs

- 126 million blogs (as tracked by BlogPulse)
- 50,000 posts per day

Arranged in reverse chronological order

- New entries first
- Tags for types of information
- Written by 1 person (usually), updated constantly

Why they matter

- Search engines leverage blogs
- Syndicated content
- Blogs are read, trusted and forwarded

Blogs are a stepping stone to Social Media

- Transition tool
- Demonstrate a social media concept and gain buy in
- Decisions: public/private, tone, style, tags, blogroll
- Create policies
- Plan for responses

... If you are not interested in responses don't enable them...

Runningahospital.blogspot.com

RUNNING A HOSPITAL
THIS IS A BLOG STARTED BY A CEO OF A LARGE BOSTON HOSPITAL TO SHARE THOUGHTS ABOUT HOSPITALS, MEDICINE, AND HEALTH CARE ISSUES.

WEDNESDAY, JUNE 02, 2010

Tsunami heading here
With the speed of tidal changes in the Bay of Fundy, word is now arriving at hospitals throughout the state that they will be given *rate decreases* in their current contract renewals.

Think about this. These hospitals face increases in salaries and wages for their nurses and other staff (sometimes as contractual commitments in collective bargaining agreements) and increases in the cost of goods and supplies needed for patient care.

Insurers say, in essence, "That's not our problem."

Well, it is your problem. Insurers do not deliver care. They are financial intermediaries who add little value to the provision of health care*. If they cut the resources needed by hospitals, they will affect communities throughout the state.

By communities, I mean people. Workers at hospitals. Patients and families in the cities and towns.

We need to remember that the proximate cause of this crisis is an Administration that imposed *arbitrary price caps* on the insurers and then told them to go make up the losses by squeezing the providers.

But not all providers. Not the ones who were found by the Attorney General to have rates that are out of whack.

As *disclosed* by the Attorney General in explaining the longer term health care cost trend: Disparities in reimbursement rates permitted the highly compensated hospitals and physician groups to expand market share by building facilities and recruiting

ABOUT ME
PAUL LEVY
President and CEO of Beth Israel Deaconess Medical Center in Boston
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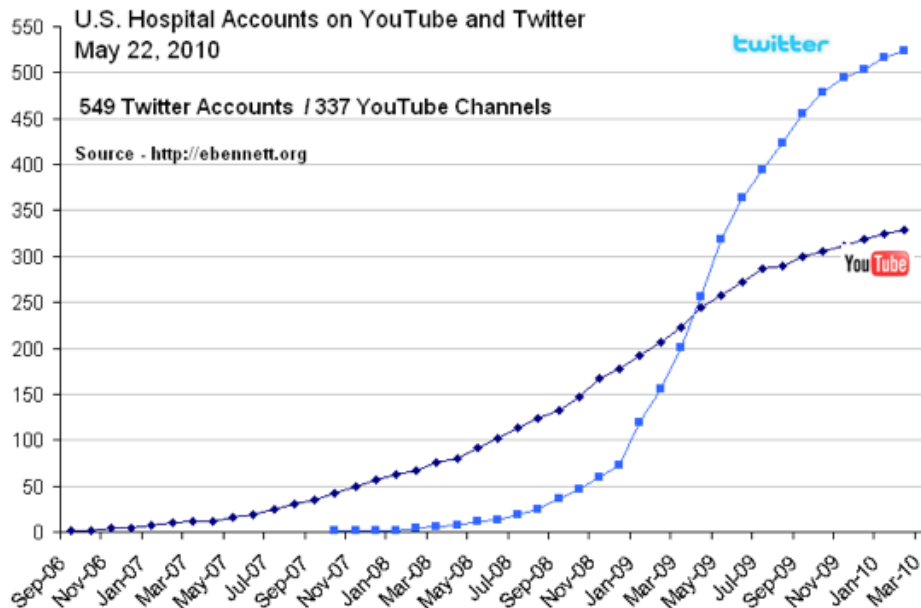
PATIENT CENTERED LINKS
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[Celebrity Diagnosis](#)
[Cochlear Implant Online](#)
[Diabetes Mine](#)
[e-patients](#)
[Every Patient's Advocate](#)
[Gastrically Changed](#)
[Ileana's Blog](#)
[Lelly](#)
[Living with Breast Cancer](#)

Microblogs

- 10 billion tweets (so far)
- 140 character limitation
- Public or by subscription
- Submit by text, email, IM, audio, web

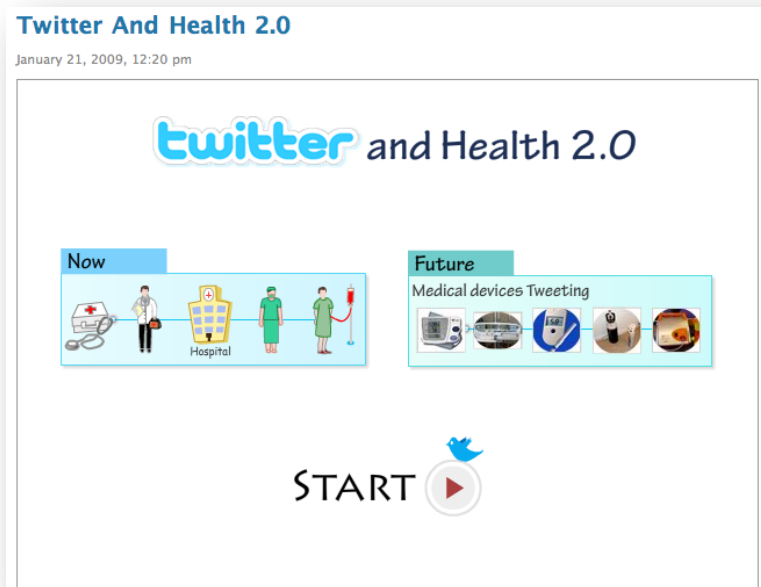


YouTube Vs. Twitter Hospital Accounts:



Microblogs

Weblog VizEdu provides healthcare uses



Phil Baumann, RN 2009 140 healthcare use “health is social”

Getting started with Twitter

- Secure your name
- Use tracking tools to monitor
- Promote your microblog
- Download a widget

Social networking sites

- Create a digital identity
- Communicate with others with similar interests
 - Issues
 - Professions
 - Diseases/conditions
- 53% of nursing schools and 45% of medical schools use social networking sites
- 45% of employers use social media for recruiting



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See how PatientsLikeMe can help you take control of your health.

Share your health profile

Find patients like you

Learn from others

TIME

facebook

...and how it's redefining privacy

With nearly 50 million users, Facebook is connecting us to new (and scary) ways to use technology.

Basic Account Upgrade

LinkedIn Home Profile Contacts Groups Jobs Inbox (48) More...

My Groups Following Groups Directory Create a Group

My Groups (22) Edit the order of your groups

HighPoint Associates - Network Hub
STATUS: Your membership is pending approval.

P&G Alumni Women's Forum
STATUS: Your membership is pending approval.

#hscm - Health Care Social Media
Go to Actions

BIO Ventures for Global Health
Go to Actions

STANFORD UNIVERSITY BeWell @ STANFORD

Faculty & Staff Students Resources BeWell @ Stanford

Get active. Eat better. Unwind.

Welcome to BeWell @ Stanford

For Faculty & Staff
Physical Education Classes
Health Screenings

For Students
Physical Education Classes

Health and Wellness Features

Privacy Summary

Social networking sites cont'd

- Use it for training
- Experience a new construction site/design e.g., Palomar in San Diego
- Cleveland Clinic for training on medical interviews
- Stanford for training in a virtual ED
- Children's Memorial for training on disasters



Cleveland Clinic
Center for Continuing Education

HOME LIVE EVENTS TEXT-BASED CME WEBCASTS PODCASTS PUBLICATIONS

BROWSE BY SPECIALTY
Allergy / Immunology
Anesthesiology / Pain Management
Audiology
Biomedical Engineering
Cardiology
Critical Care
Dentistry
Dermatology
Education
Emergency Medicine
Endocrinology
Family Practice

New Features
Cleveland Clinic Center for Continuing Education
Wall Info Photos Notes
Cleveland Clinic Center for Continuing Education
LIVE EVENTS
1 2 3 4 5

Become our Facebook Fan
Facebook continues to be the most rapidly growing Social Media network in the world. What a fantastic way to keep up with your friends, family and business associates. Join the 500 other people who are fans of the Cleveland Clinic Center for Continuing Education's Facebook page. Find opportunities for networking and staying informed about one of the nation's largest CME programs.
View our Facebook Fan Page



The AIM lab is delighted to announce that it Dr. Chu has been selected as the Organizing Chair of the Fourth World Congress on Social Media and Web 2.0 in Health, Medicine and Biomedical Research. This leading international conference will be hosted on the campus of Stanford University at the new LKSC conference facilities at the Medical School. Follow our progress on the official [Medicine 2.0 blog](#).

Wikis

Read, edit, search content posted by users

Pilot projects – try it test it fix it

Consider incentives/culture

Inside the workplace

- Reference sites, manuals
- Collaborate on major submissions
- Online meetings, project management

Patient education



Podcasts

- **Digital audiofile, distributed electronically**
- **Audiences**
 - **Travelers, commuters**
 - **Visually impaired**
 - **Limited reading skills**
 - **Older (radio listeners)**
- **Public**
- **Staff**
- **Patients**
- **Governing Body**



Video Sharing



YouTube: Our Channel is located at [RileyHospitalVideos](#). Please subscribe to our Channel so that you can join our video network.



Riley Hospital Virtual Tour

[YouTube Version](#)

Welcome to Riley Hospital for Children, the only hospital in Indiana devoted exclusively to providing comprehensive care to children. The hospital, named for Hoosier poet James Whitcomb Riley, opened its doors in 1924. Today, Riley has 262 beds and more than 7,000 inpatient stays each year.



Riley Hospital Virtual Tour of the Atrium

[YouTube Version](#)

The atrium serves as a welcoming area for families and the location for many patient events throughout the year. Children love seeing the stuffed animals high above, tossing pennies in the "stream," and watching the glass elevators. At the back of the atrium is the facade of the original hospital built in 1924, to the right is the 1971 addition, and to the left is the 1986 addition.

Creating a social media plan

- What's out there?
- How ready are you and your organization?
- What are your goals?
- What resources can you commit?
- What policies are appropriate?
- How can you best start?

? Facebook page on women's health services and providers, issues?

? Blog on a specific women's service line – invite feedback

Create Policies

Candid CIO

HOME CONTACT ME Go!

Social Media Policy and Employee Guidance

August 12, 2009

I know everyone is working on this. What is management's response to the sudden and enormous popularity of social media sites? How do we manage its effects on employee productivity (and perceived productivity)? How do we provide employees guidance so they don't post something that violates a patient's privacy rights or otherwise embarrasses the organization?

Ministry and Affinity have been tackling this too. Because I have been writing a blog for several years a lot of people have asked me about this hoping we were further ahead in figuring this out. So, I thought I would post

facebook Home Profile Friends Inbox 1

Will Weider c
Employees (draft):

Wall Info

What's on your

Attach

View Photos of Me (18)

About Me

This is the Blog of Will Weider, CIO of Ministry Health Care and Affinity Health System. We have 14.5 hospitals and 400 employed physicians across northern and central Wisconsin. This is the place where I share what I have learned through my mistakes and other crazy things in the life of a healthcare CIO.

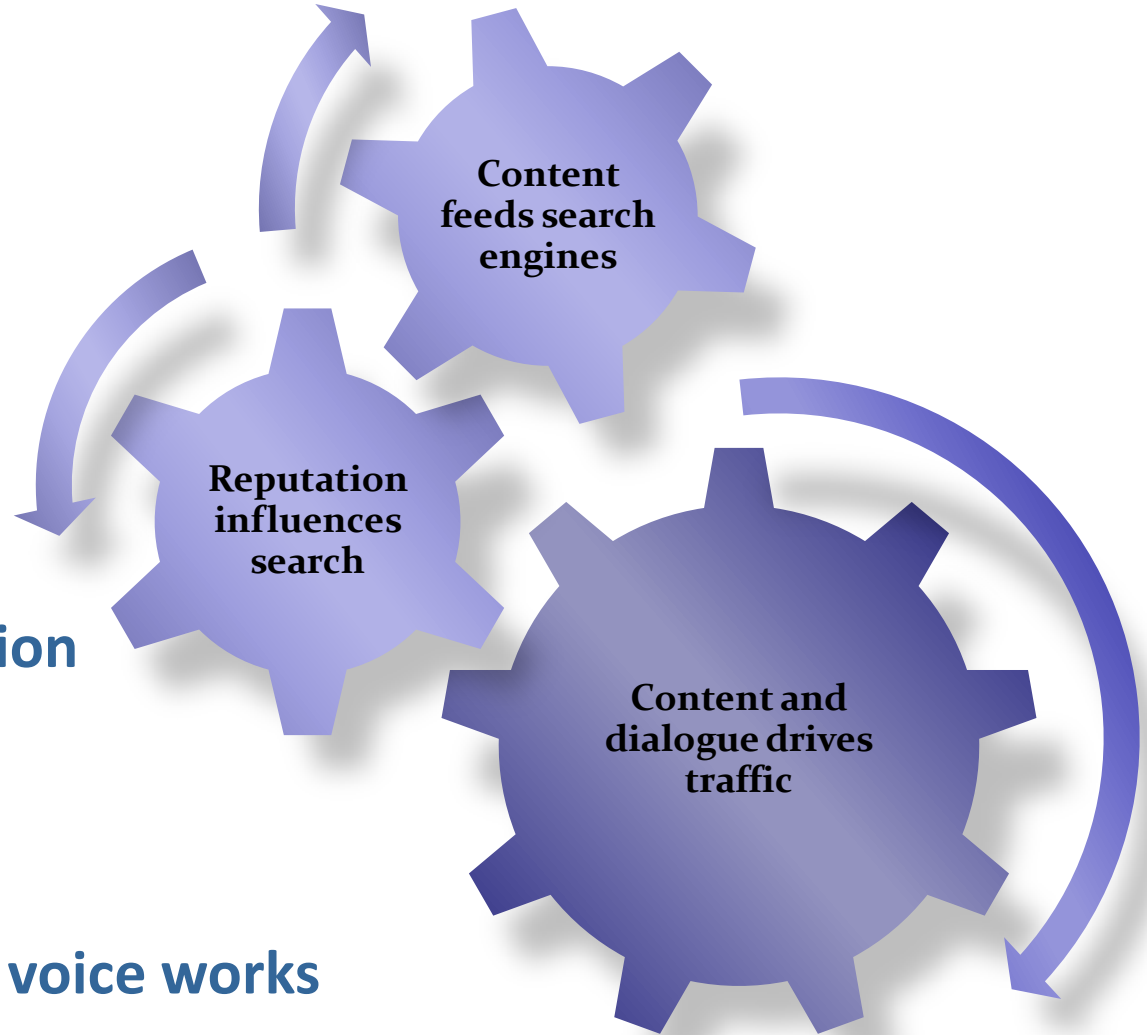
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Joe Posnanski, The Lesson of Jim Joyce: <http://bit.ly/9BGthz>
7 hours ago

He doesn't get it, being in the cloud means NOT having to reinstall apps: <http://bit.ly/aBEkBh>
1 day ago

Source: Microsoft Bing Taking Over iPhone Search (Michael

Social interaction drives traffic



Writing for Interaction

- Copy is “queen”
- Stories teach
- Strong consistent voice works
- Invite conversations

Other Resources

MaryKateScott.com

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The Hospital Retail Clinic Toolkit
A Guide for Hospitals to Assess the Opportunity and Risk of Operating a Retail Clinic

Mary Kate Scott
Author of the groundbreaking, award-winning book

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A Clinic at Walmart?
A Guide for Healthcare Systems to Assess the Opportunity of a Walmart Healthcare Clinic

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HEALTH AFFAIRS

EARLY OBSERVATIONS

The Emergence Of Retail-Based Clinics In The United States: Early Observations

Will these clinics remain niche players, or can they lead the way to an extensive range of affordable, convenient services?

by Margaret Laws and Mary Kate Scott

ABSTRACT: Retail-based clinics have proliferated rapidly in the past two years, with approximately 1,000 sites in thirty-seven states representing almost three million cumulative visits. Clinic operators have evolved from a dispersed group of privately financed concerns to a concentrated, largely corporate-owned group. A major development has been the move to large-scale acceptance of insurance, deviating from the initial cash-only model. Consumers' acceptance and the fact that the clinics appear to increase access for both the uninsured and the insured has encouraged providers and policymakers to consider the approach to basic, acute care while seeking a better understanding of these clinics. *Health Affairs* 27, no. 5 (2008): 1293-1298. DOI:10.1377/hlthaff.27.5.1293

RETAIL-BASED CLINICS ARE SMALL PLAYERS in the health care arena, yet they have received a great deal of recent attention from consumers, the health care industry, regulators, and the media. This paper provides an overview of the emergence of retail clinics and highlights some of the operational and policy questions the model of care introduces. In the absence of independent research and empirical data, our study relies heavily on consumer survey data and interviews with eleven clinic operators and several industry experts, and it suggests areas that would merit more formal exploration.

The retail clinic model is straightforward: offer a limited menu of mainly acute medical services on a walk-in basis, provide care through nurse practitioners (NPs) or physician assistants (PAs) with lower salaries than those of physicians, and locate in small, relatively inexpensive retail spaces for easy consumer access. Although these clinics have existed for more than eight years, in the past twenty-four months their number has grown from approximately sixty to close to 1,000 sites, managed by more than forty different clinic operators. One operator,

Margaret Laws (m.laws@scottandco.com) is director for the National and the California Health Care Foundation in Oakland. Mary Kate Scott is principal at Scott and Company, consulting firm in Menlo Park, California.

HEALTH AFFAIRS | Volume 27, Number 5 | May 2008
DOI:10.1377/hlthaff.27.5.1293

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Health Care in the Express Lane: The Emergence of Retail Clinics

July 2008

SCOTT & CO

The Retail Clinic Opportunity for Pharmaceutical and Biotechnology Companies; Capturing New Customers and Creating New Markets through Retail and Employer-Based Healthcare Clinic Channels

May 2008

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