SOCIAL MEDIA IN HEALTHCARE

Presented to Oley Foundation by: Michael Seres
EVOLUTION OF TECHNOLOGY

Diagnosed in 1960’s

First surgery in 1970’s

4 surgeries down by 1980’s

Career halted in 1990’s

By 2000’s not much bowel left

2010 intestinal failure

Bowel transplant
BY 2014 OUR WORLD IS FULL OF ICONS
IT STARTED WITH A BLOG

BEING A PATIENT ISN'T EASY!
COMMUNICATION CAN BE AS SIMPLE AS A TEXT

1. Increased patient satisfaction
2. What is needed

Clear Instructions
WHAT IF IT CAME VIA TWITTER?
BUT DO WE EVEN USE EMAIL?
PATIENTS CAN HAVE AS BIG AN IMPACT AS DOCTORS
PEER TO PEER COMMUNITIES
AND OF COURSE OLEY
HOW WOULD YOU FEEL ABOUT THIS?

Infatuated patients use Facebook to stalk doctors

Medical Defence Union says patients are using Facebook, Twitter and texts to make romantic advances.
GMC SOCIAL MEDIA RULES

Consider a social media policy

Check your privacy settings

Don’t post anything you wouldn’t be happy with your parents or boss seeing

#Yolo
DOCTOR’S RULES

1. Be yourself
2. Only say on line what you would say in clinic – Be professional
3. Respond to both negative & positive comments.
4. Treat patients as intelligent individuals
5. Remember online communication isn’t for everyone
IT IS NOT JUST PATIENTS WHO BELIEVE IN SOCIAL MEDIA

What the Mayo Clinic says

“The biggest risk in health care social media is not participating in the conversation”

What the NHS says

“We trust our staff with patients’ lives, so why don’t we trust them with social media?”

Farris Timimi, M.D., is medical director for the Mayo Clinic Center for Social Media
A SOURCE OF INNOVATION
A SOURCE OF EDUCATION

#TEDMED

#DigitalHealth

#epatient

#MedEd

#FOAMed

#NHSSM

#hcsm

#hello my name is...
STATISTICS DON’T LIE

SOCIAL MEDIA

The majority of social media mentions across all organization types are neutral.

ONLY 5% ARE NEGATIVE

48% of 18-84 year-olds check Facebook before getting out of bed.

Facebook has 158 million U.S. users. That’s the same number as college football fans.

23%

USE SOCIAL MEDIA to follow the health experiences of friends.

INDIVIDUALS THAT TRUST INFORMATION FOUND ON SOCIAL MEDIA.

AGE 19-25

90%

56%
DOES TECHNOLOGY HELP IN PRACTICAL TERMS?

- Improves communication -
  - doctor – patient
  - Doctor - doctor

- Improves compliance
  - With medications
  - With complex conditions

- Increases patient engagement
  - Patients like to be able to access advice when they feel anxious or have questions.
  - Waiting can often exacerbate the anxiety