Social Media and Healthcare
Amplification and Empowerment
Find your social media footing, and use it to your advantage.

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Disclosure

I do not receive any compensation from any social media company.
I have no relevant disclosures.
Any discussion of a particular platform should not be seen as an endorsement.
Objectives

• Social Media Impact on Healthcare and Science
• Explore Different Social Media Platforms
• Dos and Don'ts of Social Media
Percentage of Population Using Social Media 2008-2019

- 2008: 10%
- 2009: 21%
- 2010: 44%
- 2011: 53%
- 2012: 57%
- 2013: 63%
- 2014: 66%
- 2015: 70%
- 2016: 77%
- 2017: 80%
- 2018: 77%
- 2019: 79%

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The Healthcare Social Shakeup

From hospitals to individual health providers to patients, "healthy" (and health IT) discussions are impacting the social scene in a major way. As connections and shared knowledge grow, the potential for greater engagement is endless.

Social media interaction is on the rise

- 87% of physicians ages 26-55
- 65% of physicians ages 56-75 are using social media.¹

Hospitals utilizing social media grew from 79% in 2012 to 91% in 2013.²

72% of all internet users are active social media users.²

53% of physician practices have a Facebook page.²

2017
Healthcare professionals find social media useful for:

- **Health and research discussion** – 60% of physicians say their most popular activity on social media is following what colleagues are sharing and discussing.²
- **Patient care** – physicians now spend twice as much time using online resources as paper resources to make clinical decisions.⁴
- **Job searching** – healthcare professionals’ use of social media for job searching purposes doubled from 2010 (21%) to 2013 (42%).²

**Social's growing impact is changing expectations**

60% of doctors say social media improves the quality of care delivered to patients.³

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.⁵
- 20.6% rated the quality of care they received from a healthcare provider.⁵
- 33.8% asked for health advice.⁵
How Modern Healthcare is Being Revolutionized by Social Media

Almost 1 in 2 Adults in the US Suffer from a Chronic Condition

1 in 3 Patients use Social Media to Seek Out Health Information

@ShikhaJainMD

2017
Social Media and Advancement of Women Physicians

Sasha K. Shillcutt, M.D., and Julie K. Silver, M.D.
Use of a Coordinated Social Media Strategy to Improve Dissemination of Research and Collect Solutions Related to Workforce Gender Equity

Kelly A. Cawcutt, MD, MS, FACP,1 Lillian M. Erdahl, MD, FACS,2 Meridith J. Englander, MD, FSIR,3 Diane M. Radford, MD, FACS, FRCSEd,4-6 Amy S. Oxentenko, MD, FACP, FACG, AGAF,7 Linda Girgis, MD, FAAFP,8 Lindsey L. Migliore, DO,9 Julie A. Poorman, PhD,10,11 and Julie K. Silver, MD10-13
Measuring the Impact of Research Using Conventional and Alternative Metrics

Sasha E. Knowlton, MD, Sabrina Paganoni, MD, William Niehaus, MD, Monica Verduzco-Gutierrez, MD, Raman Sharma, MD, Mary A. Iaccarino, MD, Todd Hayano, DO, Jeffrey C. Schneider, MD, and Julie K. Silver, MD
Figure 2. Total number of Tweets that included #Physiatry over the 8 months before and after the intervention of the social media plan. Data obtained from official Twitter search function.
Even in medicine, women's achievements are often overlooked. Let's change the trend! Dr. Weinstein EIC ow.ly/avFQ30b8MuP #Physiatry

Female Physicians Are Underrepresented in Recognition Awards from the AAPM&R

Jake H. Silver, MD; Saksham Bhatnagar, MD; Dave A. Secker, MD; Ross D. Zafonte, DO; Nicole L. Macew, MD; Chloe S. Slocum, MD; Jeffrey C. Schrider, MD; Adam S. Tarbox, MD.

"Let's learn from this & change the trend."
- Dr. Stuart Weinstein, PM&R Editor-in-Chief

Exercise Benefits for Chronic #LowBackPain in Overweight & Obese Individuals
ow.ly/vjZl309nT7w #Physiatry

What is #Physiatry?

#PhysiatryDay2017 #Physiatry #PMRIsMoreThan #AAPMR2017 ow.ly/PH3D30fqiUY
Social Media Landscape

Expressing
- Publication
  - Blog
  - Wiki
  - Microblog
  - News
  - Livecast
- Discussion
  - Forum
  - IM
  - Comment
  - 3D

Networking
- Search
- Niche
- B2B
- Mobile
  - Tools
    - Ning
    - KidApps

Social Platforms

Content
- Video
- Photo
- Music
- Links
- Doc.

Product
- Recommend

Place
- Addresses
- Events
- Trip

Sharing

Social Games
- Casual MMO
- MOG
- MMORPG

Gaming

Casual Games
- Social Games
- Casual Games

FredCavazza.net

@ShikhaJainMD
Which Platform is Right for You?
Social Media Platforms Are Not Created Equal

A look at how brands and retailers can implement strategies, better reach and engage with different audiences across popular social media platforms.

Presented by
SUMO HEAVY INDUSTRIES
SUMOHHEAVY.COM

**Facebook**

- **2 Billion**
- Monthly active users
- **75%** of users spend 20 minutes on the site every day
- **500 Million People**
  - Watch Facebook videos every day
  - Facebook Live popularity has risen 330% since launch
- Users watch Facebook Live videos 3x longer than non-live videos

**Strategy**

Drive awareness and engagement with videos and live streams

**Twitter**

- **328 Million**
- Monthly active users
- Daily active users have increased 14% each year
- The average user follows 5 businesses
- 80% of users have mentioned a brand in a tweet
- Companies active on Twitter see a 19% increase in customer satisfaction

**Strategy**

Prioritize customer service and engagement

**Instagram**

- **800 Million**
- Monthly active users
- Monthly users grew 24% in 2017
- Half of users use Instagram daily
- 60% of users learn about a product or service on Instagram
- Peaks tagged with a location have 79% higher engagement

**Strategy**

Post highly visual, geo-targeted content to boost engagement

**Pinterest**

- **200 Million**
- Monthly active users
- 50 million more users than October 2016
- 67% of users visit Pinterest on mobile while shopping in store
- 55% of pinners use Pinterest to shop for products
- Users younger than 25 visit more than 20x a day for at least 20 minutes

**Strategy**

Link pins to your website to increase traffic and sales

**Snapchat**

- **375 Million**
- Monthly active users
- Growth slowed 82% after Instagram Stories launched
- 1/3 of users choose Pinterest over Google search
- 63% use Snapchat as their primary medium for messaging friends

**Strategy**

Leverage geofilters and sponsored lenses to create interactive content

Year

2017
Less than 12 hours left !!!

- Submit Abstracts
- Nominate for Awards

Dr. Sheila Dugan
Professor and Chief of Physical Medicine and Rehabilitation at Rush
Normally the news is full of feel-good stories about positive things, but we wanted to make sure that you are aware that everything is still awful.

It's not too late to get your flu shot though, and we now have a limited supply of the nasal spray version of the vaccine for the few kids who don't like needles. The nasal spray is an acceptable alternative to the shot for any children over age 2 who do not have a history of wheezing.

Flu vaccines are available by appointment, or without an appointment at noon, 7 days/week.
admissions officer but I have given yours to potential residents and had an input in whether they are accepted or not. I agree with @pagingdoctort. Grades are important but we want ‘normal’ people with normal non medical interests.
Anticholinergic Toxidrome

Mad as a hatter
Altered mental status

Blind as a bat
Mydriasis

Red as a beet
Flushed skin

Hot as a hare
Dry skin (anhdyrosis)

Dry as a bone
Dry mucous membranes

thepsychiatristslens
For those who attended today's @Pesi_inc Psychopharm seminar, here's the anticholinergic syndrome set to the #Batman mythos.

#FOAMed #psychiatrist #psychiatry #psychology #mentalhealth #medicine #education #psychiatryrotation #psychiatryposting #psychiatrydepartment #medschool #therapy #wellness #mentalhealth #psychiatricnurses #psychiatricnursepractioner #psychiatricnurses #psychologystudents #psychiatrystudents #medstudents #psychiatryresident

14 likes
15 hours ago
The comorbidity burden of type 2 diabetes mellitus: patterns, clusters and predictions from a large English primary care cohort

Magdalena Nowakowska1,2, Salwa S. Zghib2, Darren M. Ashcroft3,4, Iain Buchan3,4, Carolyn Chew-Graham2, Tim Haw3, Christian Mullen2, Ham Van Marwijk8, Niels Peels4,11, Rafael Pereira-Salsazar5, David Reeves2,8,11, Martin K. Rutter2,8,11, Stephen F. Weng10, Nadeem Qureshi7, Mamas A. Mamas3,8 and Evangelos Kontopantelis2,8

Abstract

Background: The presence of additional chronic conditions has a significant impact on the treatment and management of type 2 diabetes (T2DM). Little is known about the patterns of comorbidities in this population. The aim of this study was to quantify comorbidity patterns in people with T2DM, to estimate the prevalence of all chronic conditions in 2007 and to identify clusters of similar conditions.

Methods: We used the Clinical Practice Research Datalink (CPRD) linked with the Index of Multiple Deprivation (IMD) data to identify patients diagnosed with T2DM between 2007 and 2017. 102,394 people meet the study inclusion criteria. We...
I'd like to write a book. I'd like it to be on humorous observations from my life as a physician mom. Would you read it?

Dana Corriel, MD
@DrCorriel  Follows you

Authenticity & Humor | Here for discourse & connections | Created #SoMeDocs | drcorriel@gmail.com | Tweets = my views #twitternist #amwriting

Pearl River, NY  drcorriel.com  Joined May 2017

2,412 Following  5,967 Followers

Followed by Sh*t women physicians hear, Women's Leadership Council, and 414 others you follow
Cancer took more than 8.7 million years of life and $94.4 billion in lost earnings among people ages 16 to 84 in the United States in 2015.
Release: pressroom.cancer.org/IslamiCostofCa... ...: Article:

National and State Estimates of Lost Earnings From Cancer Deaths in ...
This population-based study estimates earnings lost owing to death from cancer in the United States nationally and by state.
🔗 jamanetwork.com
Here are some rules I emphasize when teaching central line placement, usually for IJ triple lumens and MD lines. Not a comprehensive guide, just some things I've seen trainees miss (including myself). I'm a fellow so I am by no means an expert and I'd love your input! [THREAD]

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Buckle up! This is a hairy thread.

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During med school interview once upon a time:
Male MD: "Don’t worry if you’re not married yet. There are lots of med student boys here to match with."
Same Male MD: "your application says you’re Mexican-American? You’re not lying to get an interview right?"

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Prep is everything. Room, bed, trash, table, etc. Make it easy! Move bed up, IVs and trash on opposite side of table--make space. Raise bed. Head down. Confirm ultrasound (US), image the length of vessel (for overt clots/stenoses). Clean hair, leads, tubes out of the way.

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As one of not-so-many #LatinasInMedicine working my ass off to be valued for my professional worth, I can attest that this is sadly true. #Bias behavior and attitudes towards Latin #womeninmedicine is painful and commonplace.

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As a trainee, I was scrubbed in doing an #IR procedure. The attending proceed to jiggle the catheter back and forth looking at me in a “non-professional” provocative way making additional sexual gestures. I wanted to get out of that fluoro room so badly!
Jochen Reiser @JochenReiser · May 30
David Ansell giving the introductory speech to this year’s Life Gala for breast cancer honorees Mikki and Larry Goodman from @RushUniversity Fabulous event!

P. Venugopal @pvenugop · Jun 3
Agne Paner from Rush chairing the Myeloma session at ASCO19
YOUR PAPER AFTER TOO MANY REVISIONS
Social Media

- #ILookLikeASurgeon
- #ILookLikeADoctor
- #DropAndGiveMe20
- #BlackMenInMedicine
- #SoMeDocs
- #HeForShe
- #WomenInMedicine
SOCIAL MEDIA SECURITY

4 TIPS TO KEEP YOUR PERSONAL INFORMATION SAFE ON SOCIAL MEDIA

1. THINK BEFORE YOU POST.
   Do not post any personal information, such as your full birthdate, that could fall into the wrong hands and be used against you.

2. USE STRONG, DIVERSE PASSWORDS.
   Information about you, such as your dog’s name, is probably on the internet. Therefore, it should not be your password. You also should not reuse passwords for other sites.

3. USE PRIVACY SETTINGS.
   You should ensure that whatever you’re posting is only shown to the friends and family if that’s your preference (and it probably should be).

4. BE IMAGE CONSCIOUS.
   Make sure your social media image is what you want it to be for future employers.

For additional cybersecurity information, and free anti-virus software, check out the SecurePurdue website: purdue.edu/securepurdue.
WOMEN IN MEDICINE
AN EVOLUTION OF EMPOWERMENT
Join us next year
October 9-10, 2020

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#GIOnCloud @RushMedical Speaker | Writer | Media Dir #SoMeDocs Moderator | #NMWIMS18 Creator | #WIMStrongerTogether CoFounder #EternalOptimist #TwinMom Tweets my own

1,658 Following 4,479 Followers

Jochen Reiser
@JochenReiser Follows you
Life Aficionado, Knowledge-hungry Entrepreneur, Healthcare Activist, Chair of Medicine, Scientist, Family Man, and it's me who speaks in my tweets, nobody else.

655 Following 685 Followers
Followed by Rush Hospital Medicine, Eunsil, and 46 others you follow
SOCIAL MEDIA IS COMPLEX
THANK YOU
References
