USE OF SOCIAL MEDIA IN HEALTHCARE

Helen V. Madamba MD MPH-TM FPOGS FPIDSOG

Research Coordinator, Level I

Cebu Doctors University College of Medicine

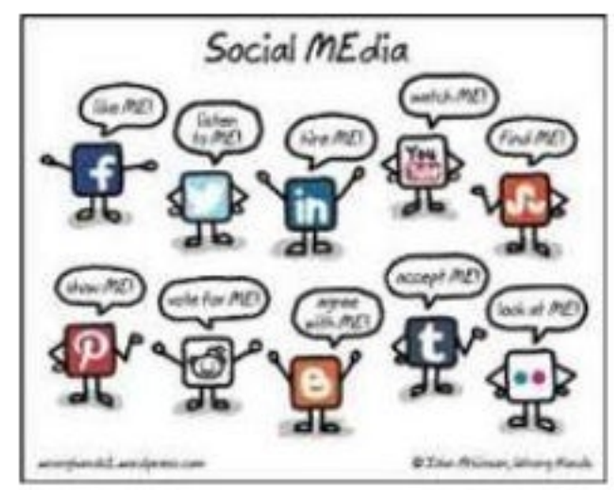
Objectives

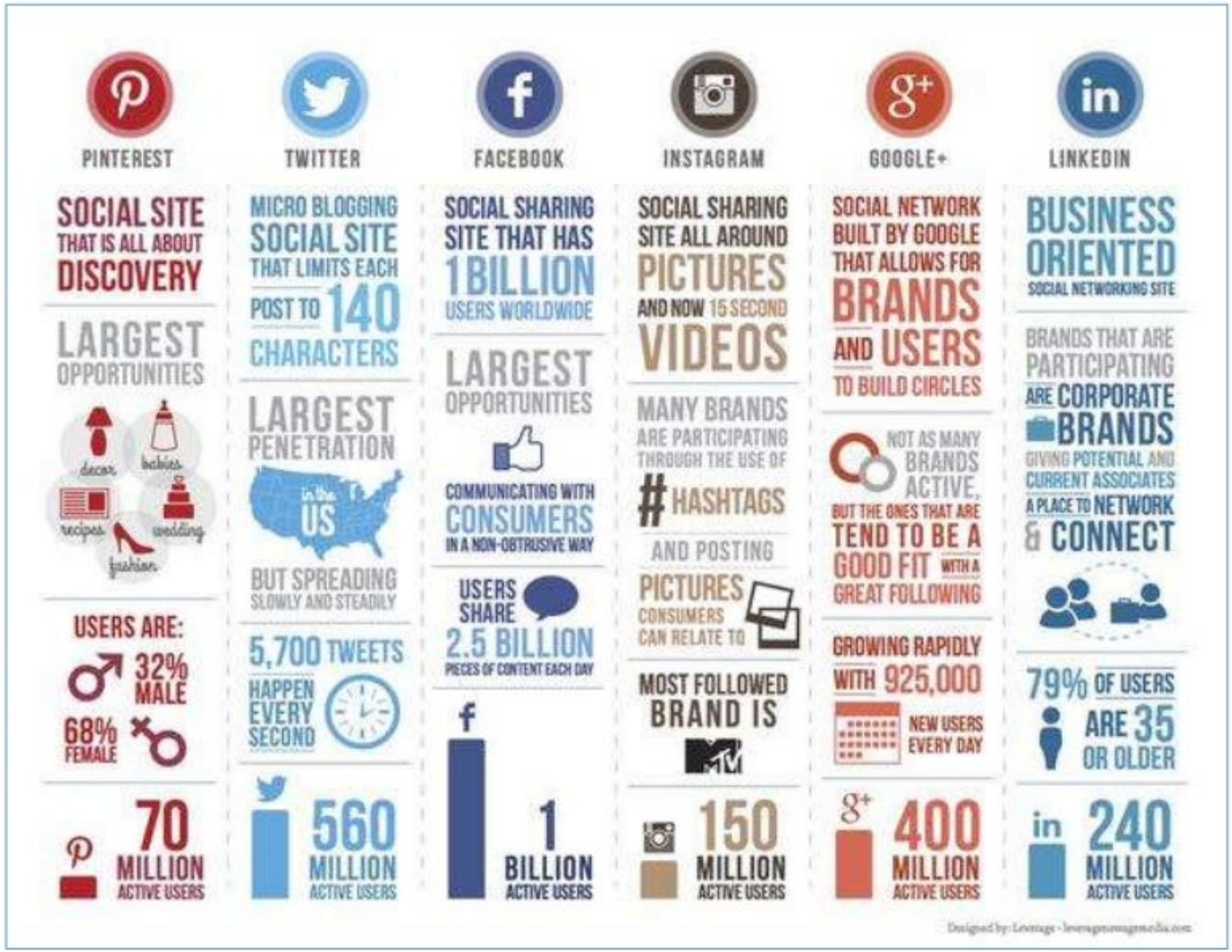
- to orient the students on social media and the different platforms for social media
- To discuss why HCPs should be on social media
- To discuss what HealthXPH is
- To discuss important social media concepts for HCPs
- To discuss medical professionalism on social media

What is Social Media?

Merriam-Webster: forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content

http://www.merriam-webster.com/dictionary/social%20media





http://www.adweek.com/socialtimes/social-media-stats-2014/495727

reddit
Google+
twitter
YouTube
facebook
LinkedIn
Pinterest
meetup
digg
delicious
myspace

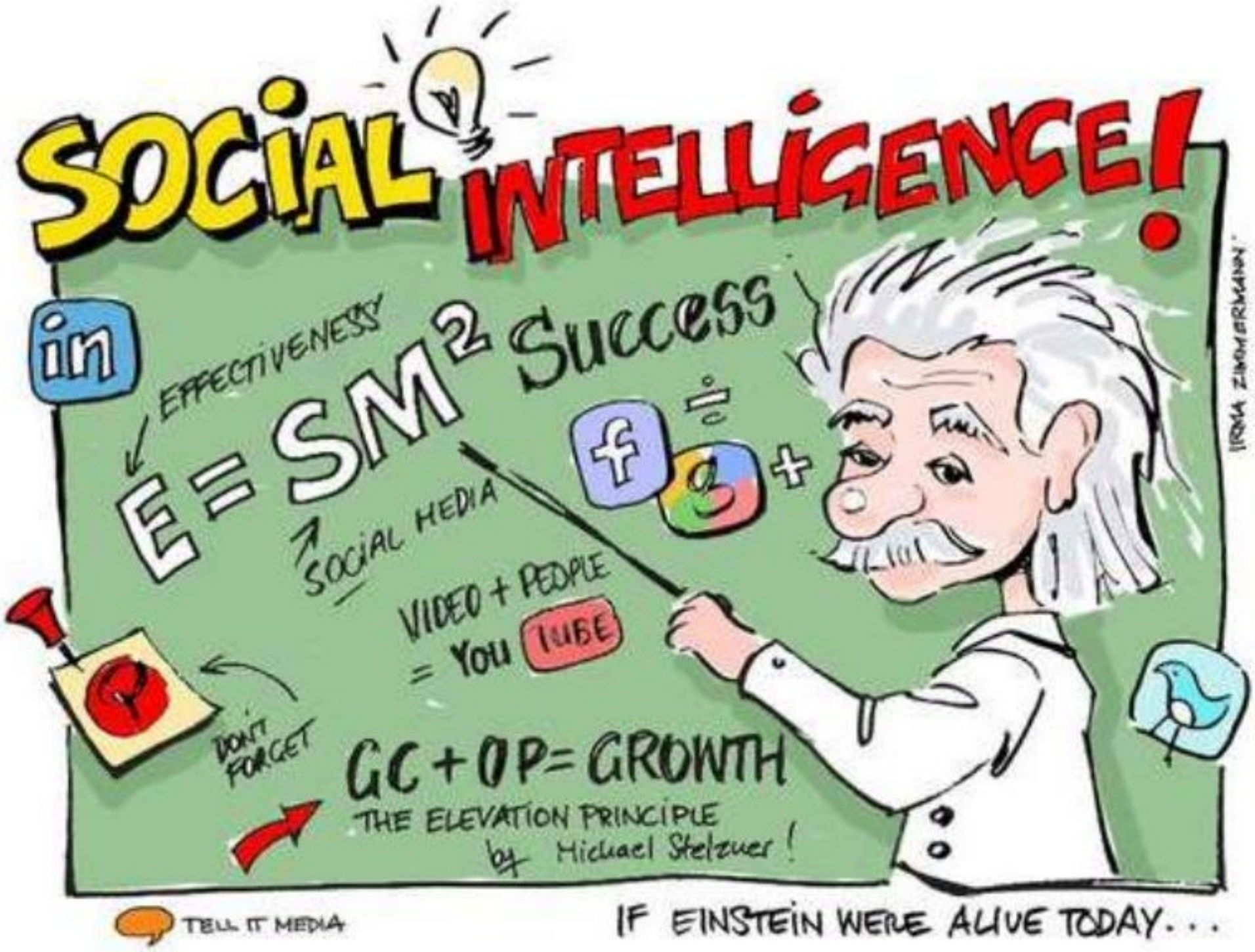
socialmedia

YouTube

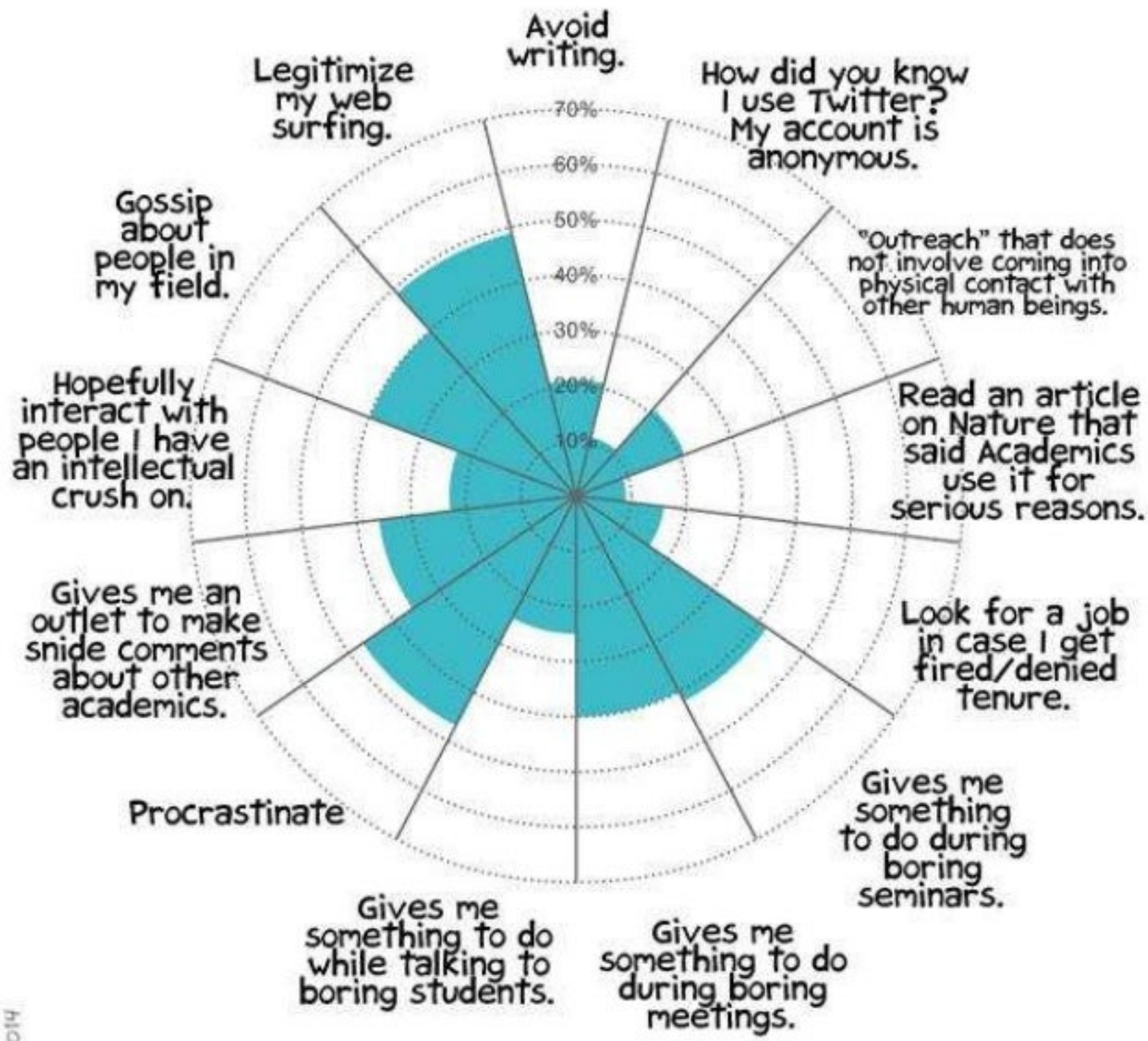
SOCIAL MEDIA EXPLAINED
TWITTER I'M EATING A #DONUT
FACEBOOK I LIKE DONUTS
FOURSQUARE THIS IS WHERE I EAT DONUTS
INSTAGRAM HERE'S A VINTAGE FILTERED OF MY DONUT
YOUTUBE HERE I AM EATING A DONUT
LINKED IN MY SKILLS INCLUDE DONUT EATING
PINTEREST HERE'S A DONUT RECIPE
LAST FM NOW LISTENING TO "DONUTS"
G+ I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

reddit
Google+
twitter
YouTube
facebook
LinkedIn
Pinterest
Meetup
digg
delicious
myspace

socialmedia


SOCIAL INTELLIGENCE!
in
EFFECTIVENESS
E = SM² Success
SOCIAL MEDIA
VIDEO + PEOPLE
= YOU TUBE
DON'T FORGET
GC + OP = GROWTH
THE ELEVATION PRINCIPLE
by Michael Stelzner!
TELL IT MEDIA
IF EINSTEIN WERE ALIVE TODAY...
IRINA ZIMMERMANN

Why Academics *REALLY* Use Twitter



JORGE CHAM © 2014

www.phdcomics.com

Original graph from: nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711

Why Should HCPs be on Social Media?

- Social Media is P2P (person to person)

We tend to forget that both ends of social media conversations and networks are people.

http://remomd.com/social-media/why-healthcare-professionals-should-be-on-social-media.html

Why Should HCPs be on Social Media?

- *Meet like minded people, learn from industry experts, expand networks, sometimes build brands, market etc.*

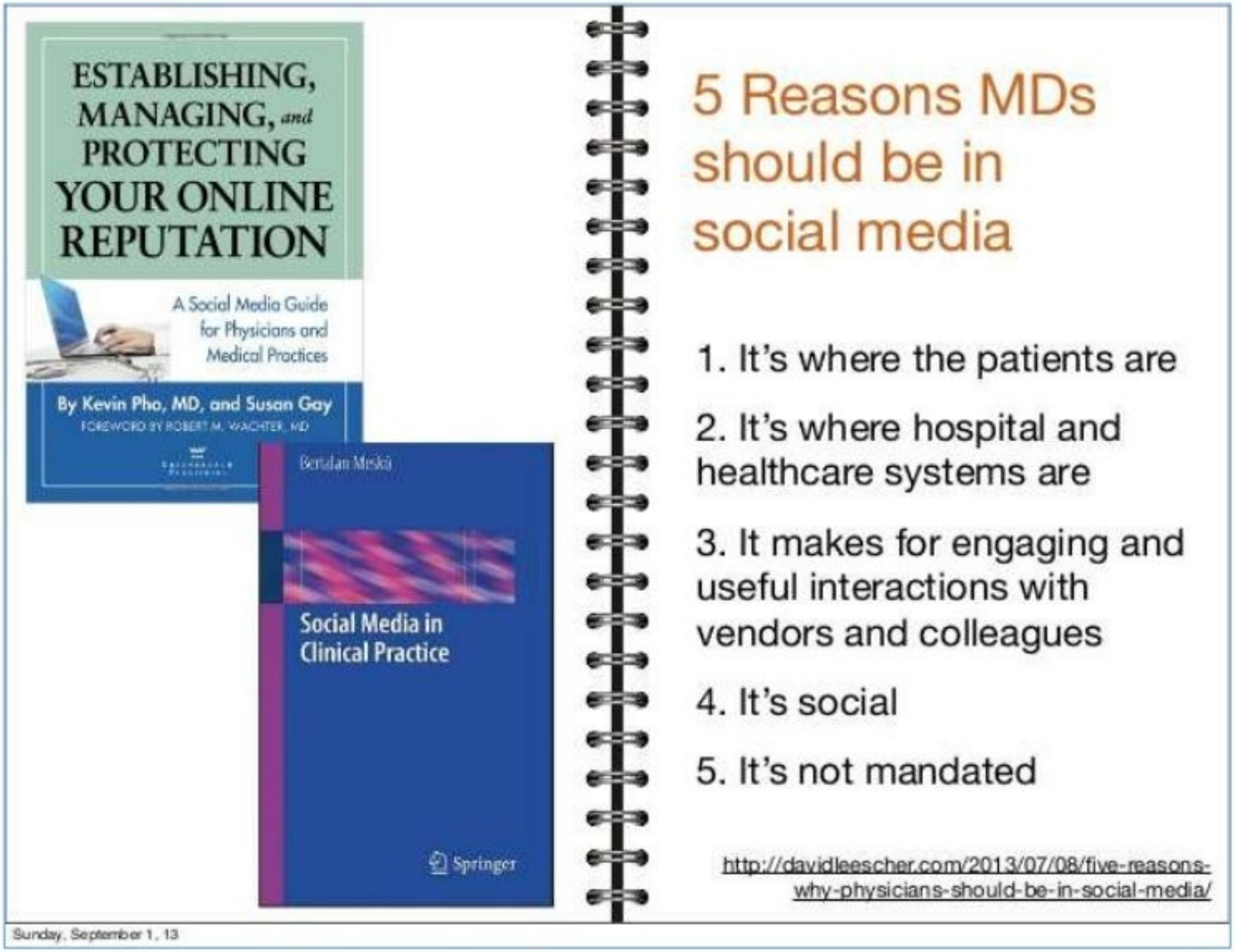
All of these we can do in social media too, often without leaving the comforts of our home or the workplace.

http://remomd.com/social-media/why-healthcare-professionals-should-be-on-social-media.html

Why Should HCPs be on Social Media?

Social media is public space, no matter how private your settings are.

http://remomd.com/social-media/why-healthcare-professionals-should-be-on-social-media.html



http://www.slideshare.net/isiptan/were-in-for-technology-were-in-for-a-change?

Adverse Health Effects on FB

Mentoring on Facebook

Iris Thiele Isip Tan shared a link.
July 26

"Significant associations were found between average hours of Facebook surfing and the following factors: isolation from family members and community, refusing to answer calls, musculoskeletal pain, headache, and eye irritation ($P < 0.005$). The average hours spent on Facebook were significantly associated with holding urination and defecation while online, surfing Facebook until midnight, and postponing, forgetting, or skipping meals ($P < 0.005$)." http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3886741/

Adverse Health Effects and Unhealthy Behaviors among Medical Students Using Facebook
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Little is known about the relationships between adverse health effects and unhealthy behaviors among medical students using...

Hindawi Publishing Corporation
The Scientific World Journal
Volume 2013, Article ID 465161, 5 pages
http://dx.doi.org/10.1155/2013/465161

Research Article

Adverse Health Effects and Unhealthy Behaviors among Medical Students Using Facebook

Sami Abdo Radman Al-Dubai,[1] Kurubaran Ganasegeran,[2] Mustafa Ahmed Mahdi Al-Shagga,[3] Hematram Yadav,[1] and John T. Arokiasamy[1]

[1] *Department of Community Medicine, International Medical University (IMU), No. 126 Jalan Jalil Perkasa 19, 57000 Bukit Jalil, Kuala Lumpur, Malaysia*
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[3] *Newcastle University Medicine Malaysia, Main Campus, Jalan Sarjana 1, Kota Ilmu, Educity@Iskandar, 79200 Nusajaya, Johor, Malaysia*

Why Does a Twittering Doctor Tweet?

1. To connect.
2. To engage.
3. To inform.
4. To reflect.
5. To share.
6. To be challenged.
7. To be supported.
8. To lead.
9. To learn.
10. To inspire.

http://www.endocrine-witch.net/2015/05/03/why-does-a-twittering-doctor-tweet

reddit
Google+
twitter
YouTube
facebook
LinkedIn
Pinterest
Meetup
digg
delicious
myspace

socialmedia

Pinterest
YouTube
Instagram

Paul Tunnah
@pharmaphorum
Follow
Medical crowdsourcing - doctors sharing real case studies online to get recommendations from their peers #doctors20
MEDICAL CROWDSOURCING : REAL TIME COLLECTIVE MEDICINE
Doctors 2.0 & You
Paris, June 4 – 5, 2015

http://www.slideshare.net/isiptan/healthxph-tweet-chat-on-emerging-technologies-and-social-media-in-healthcare?

Following someone on Twitter means you are **subscribing** to their tweets as a **follower**.

- Twitter Help Center

http://www.slideshare.net/isiptan/healthxph-tweet-chat-on-emerging-technologies-and-social-media-in-healthcare?

Hashtag

Used to mark keywords or topics in a Tweet

Created organically by Twitter users as a way to categorize messages

- Twitter Help Center

http://www.slideshare.net/isiptan/healthxph-tweet-chat-on-emerging-technologies-and-social-media-in-healthcare?

AMERICAN DIALECT SOCIETY

"Hashtag" is the 2012 Word of the Year

January 4th, 2013 Comments Off

BOSTON MARIOTT COPLEY PLACE — JAN. 4 — IN ITS 23RD annual words of the year vote, the American Dialect Society voted "*hashtag*" as the word of the year for 2012. *Hashtag* refers to the practice used on Twitter for marking topics or making commentary by means of a hash symbol (#) followed by a word or phrase.

http://www.americandialect.org/hashtag-2012

Baby Hashtag: has the search for original names gone too far?

A new mum has reportedly called her baby after the ubiquitous Twitter symbol. She may well live to regret her rash choice …

http://www.theguardian.com/lifeandstyle/shortcuts/2012/nov/28/baby-hashtag-silliest-name-ever

#ParaSaBayan

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Friday, May 23, 14

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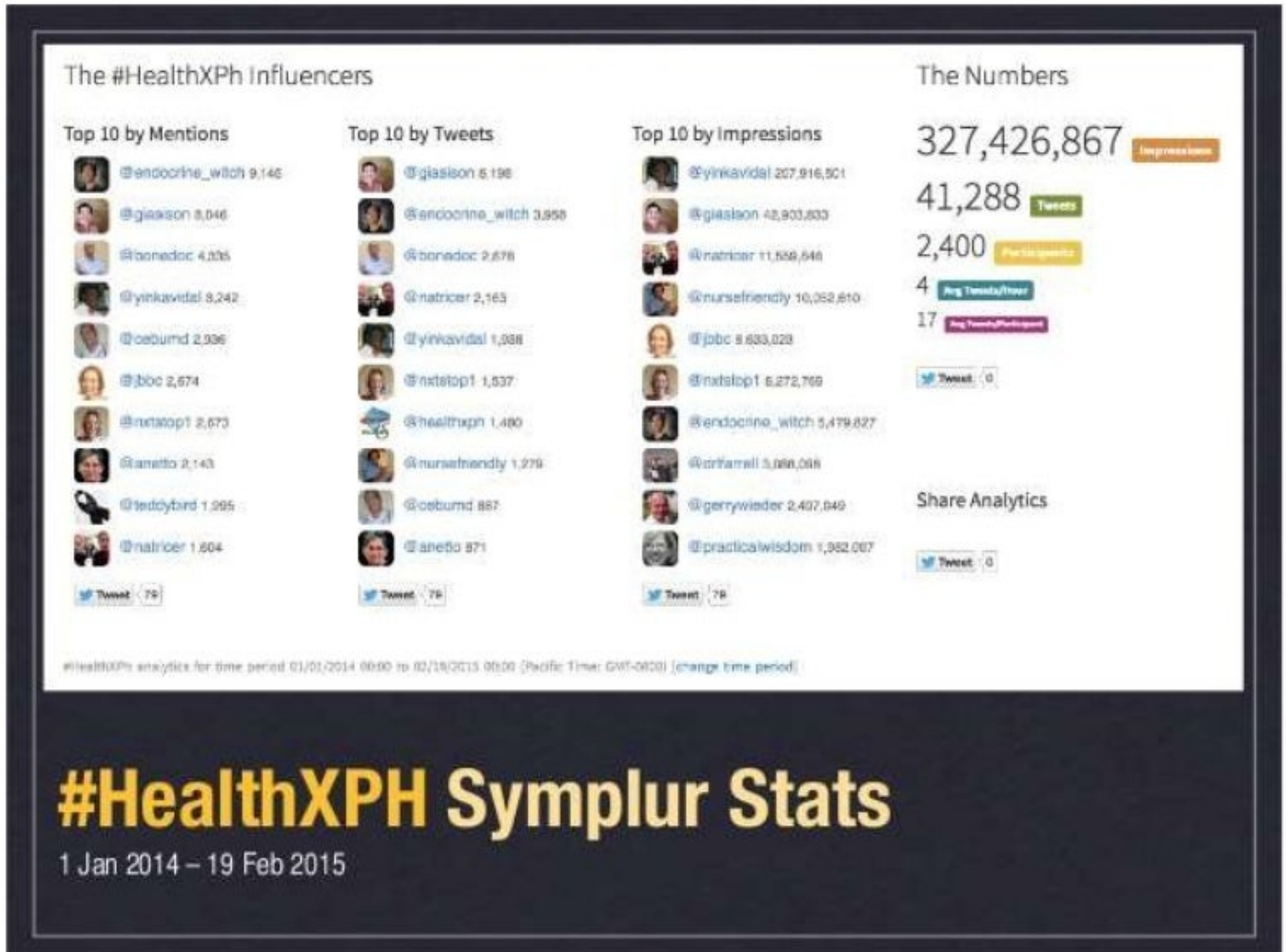

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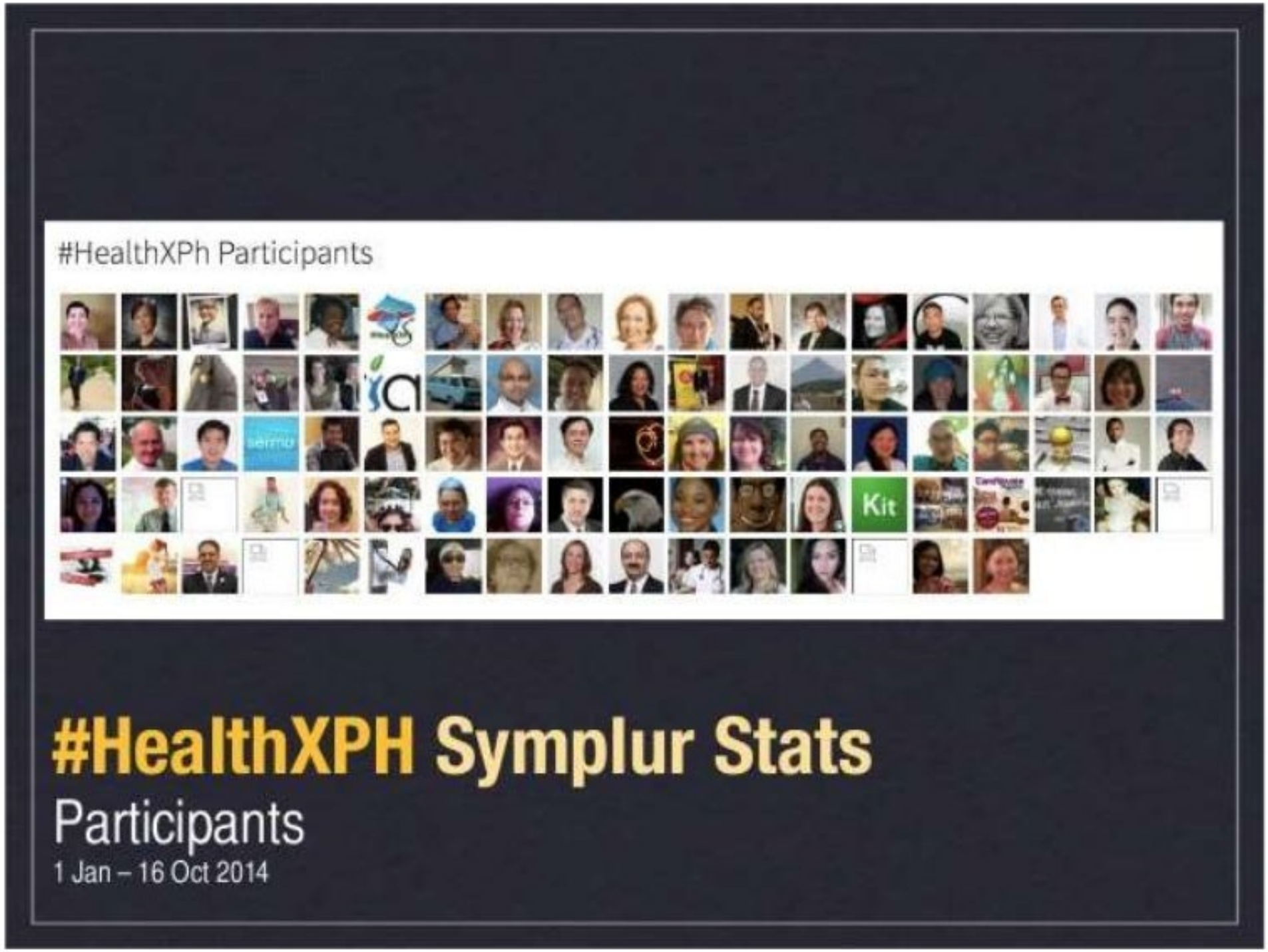

http://www.slideshare.net/isiptan/healthxph?

Enabling Community Through Social Media

Gruzd A & Haythornthwaite C. J Med Internet Res 2013;15(10):e248

Social network measures to locate influential individuals in community

1. Total number of tweets contributed
2. Number of times a person is mentioned or replied to — **in-degree centrality**
3. Number of times a person mentions or replies to others — **out-degree centrality**

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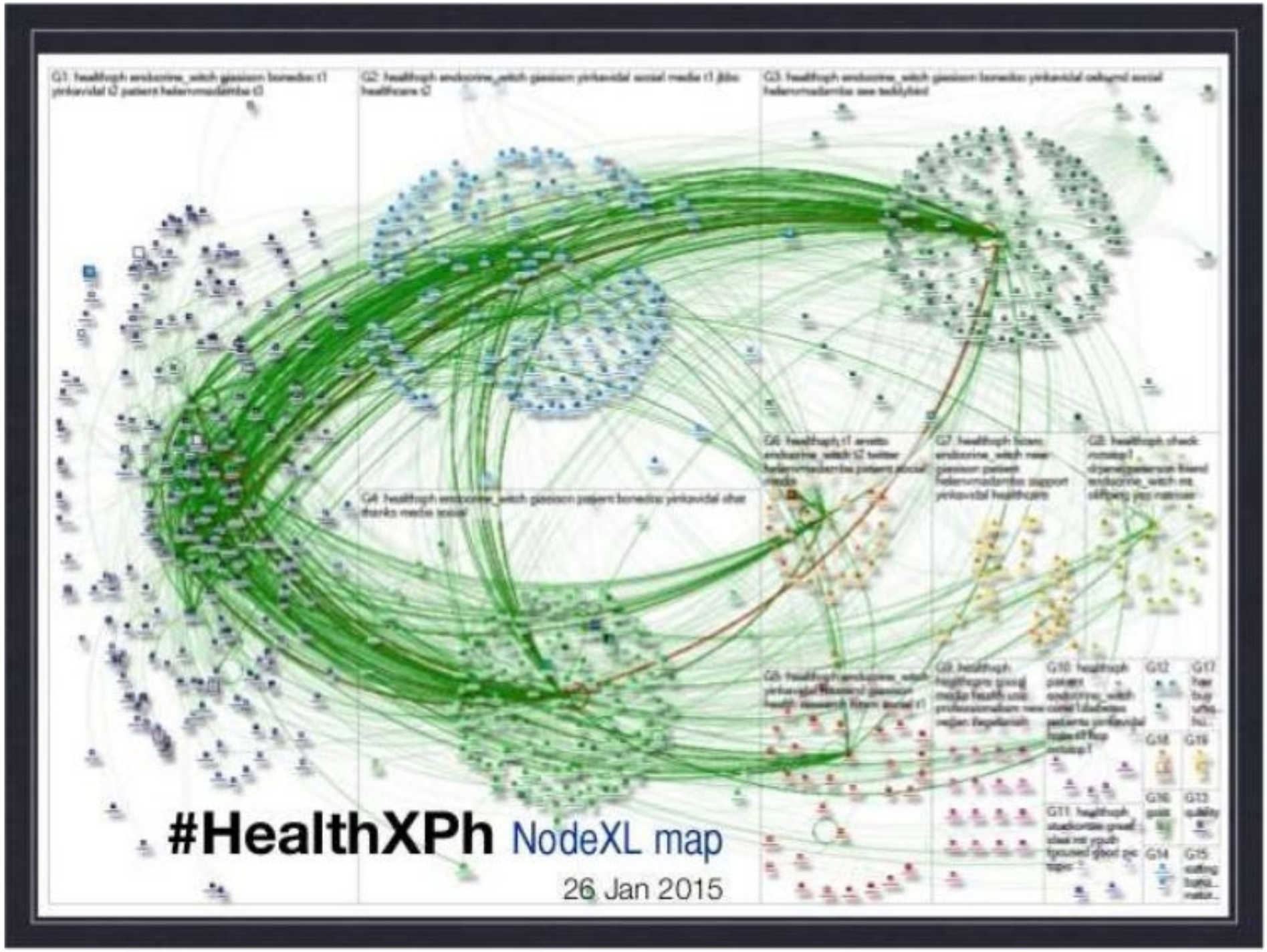

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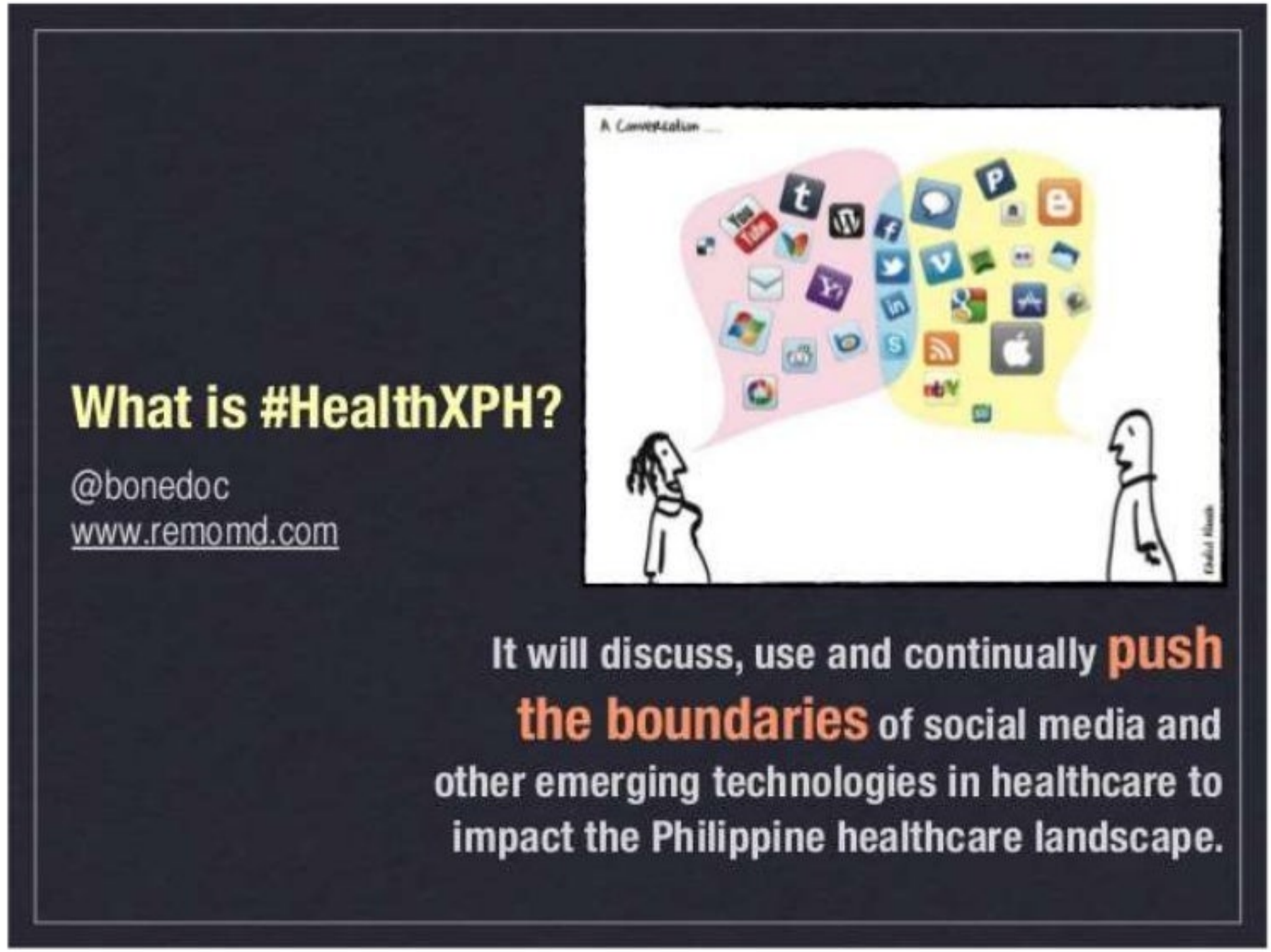

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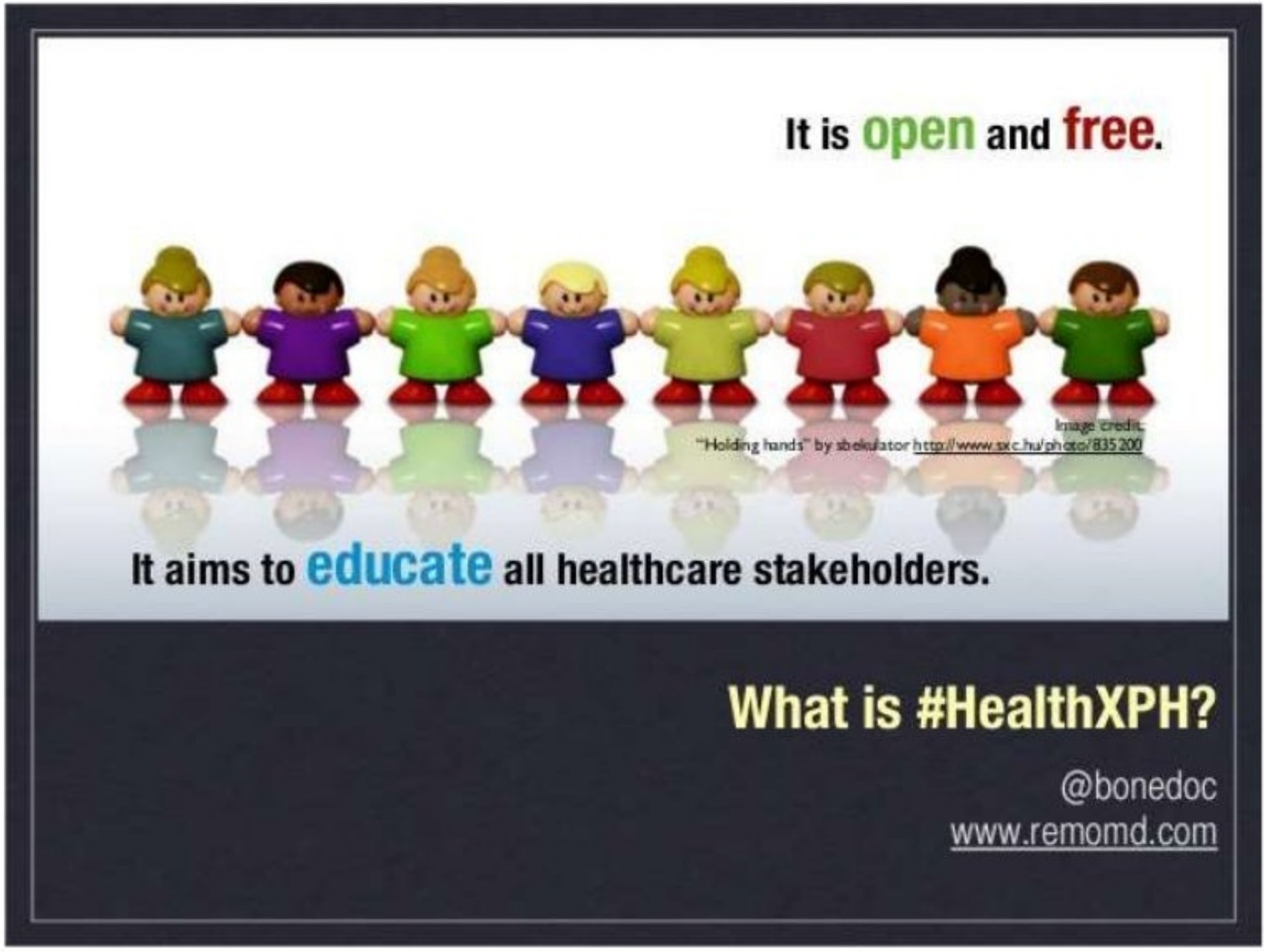

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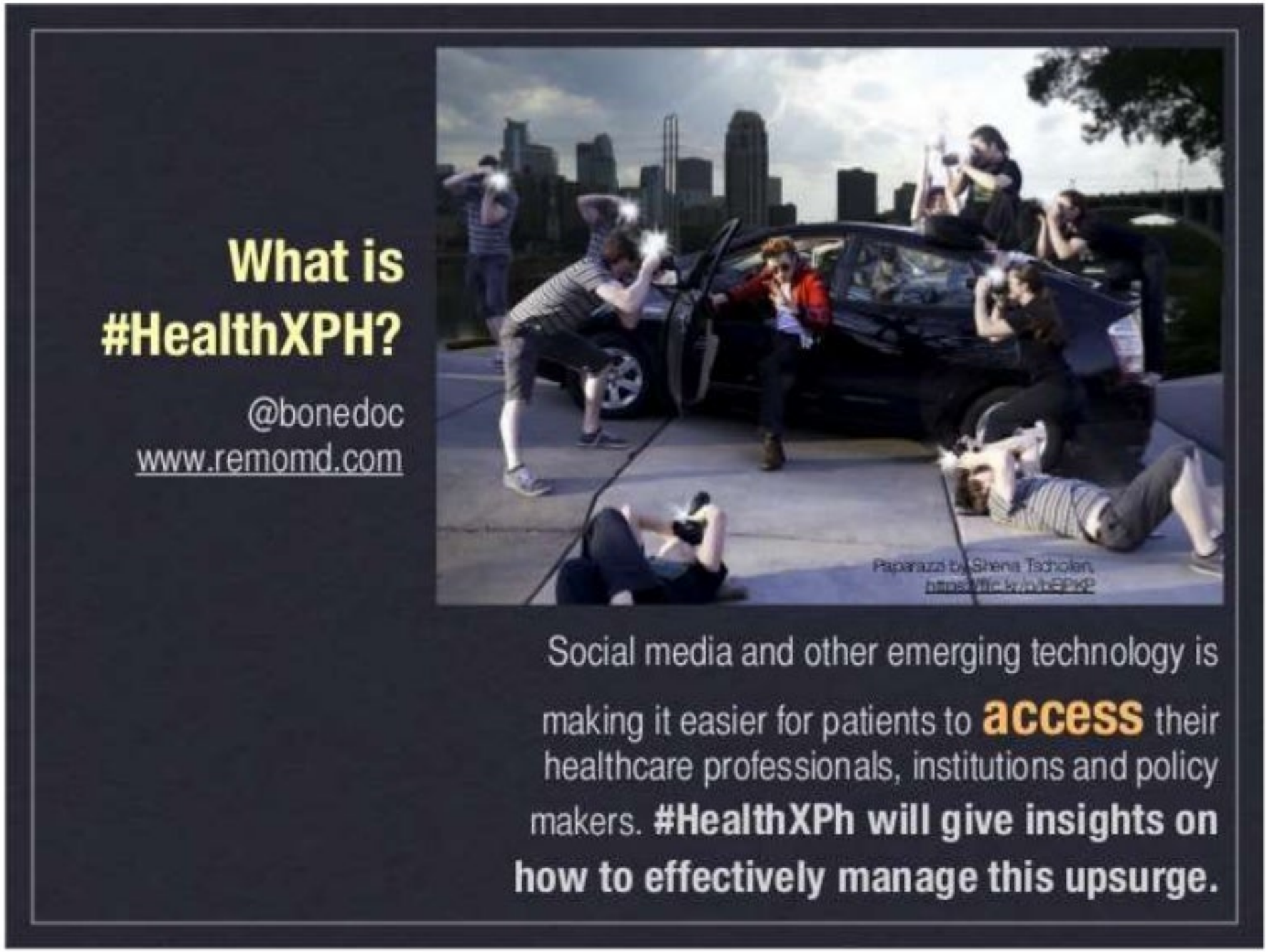

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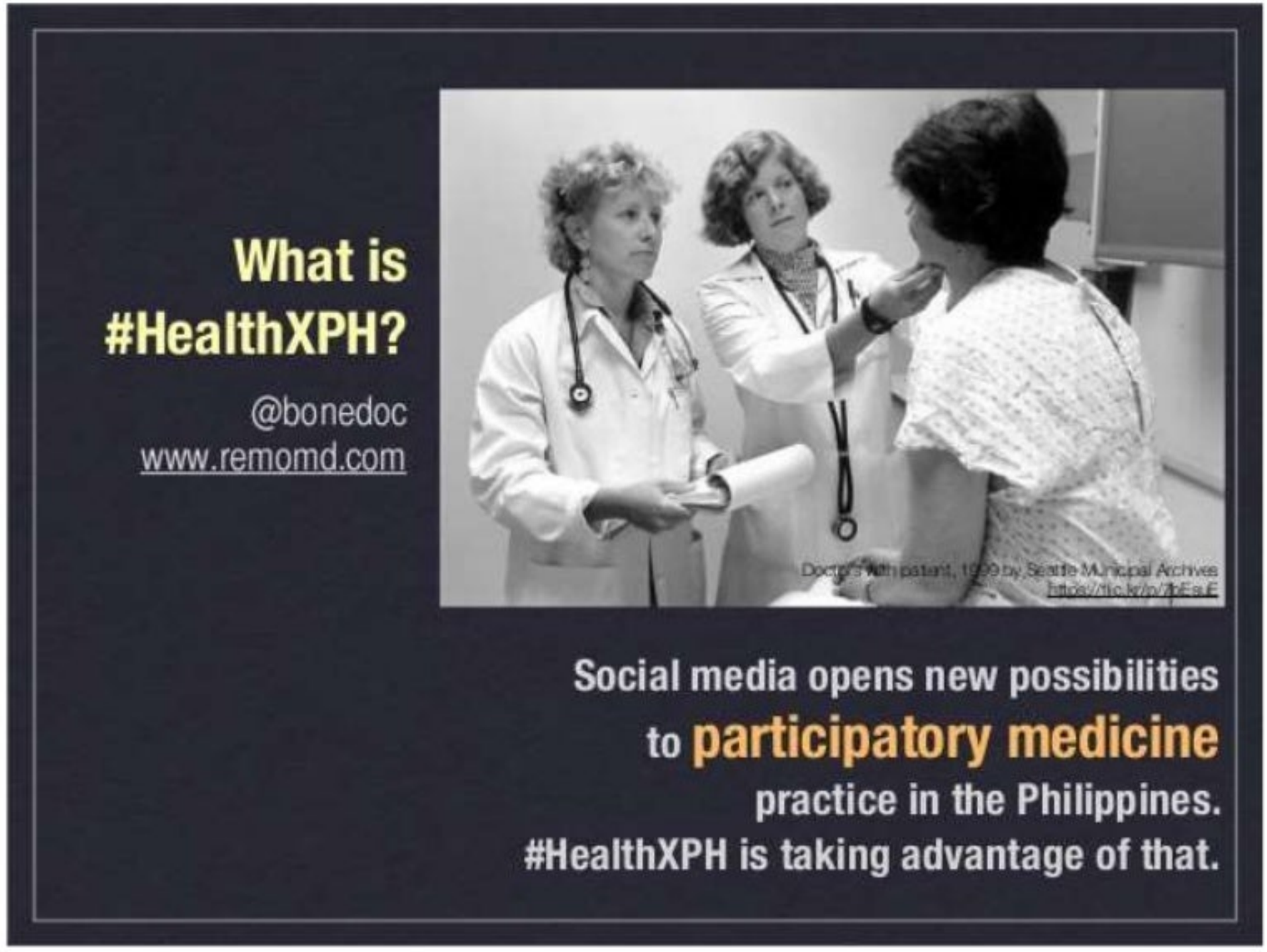


http://www.slideshare.net/isiptan/healthxph?

This was the historic first picture of the four founders of #HealthXPH

http://www.slideshare.net/isiptan/healthxph?

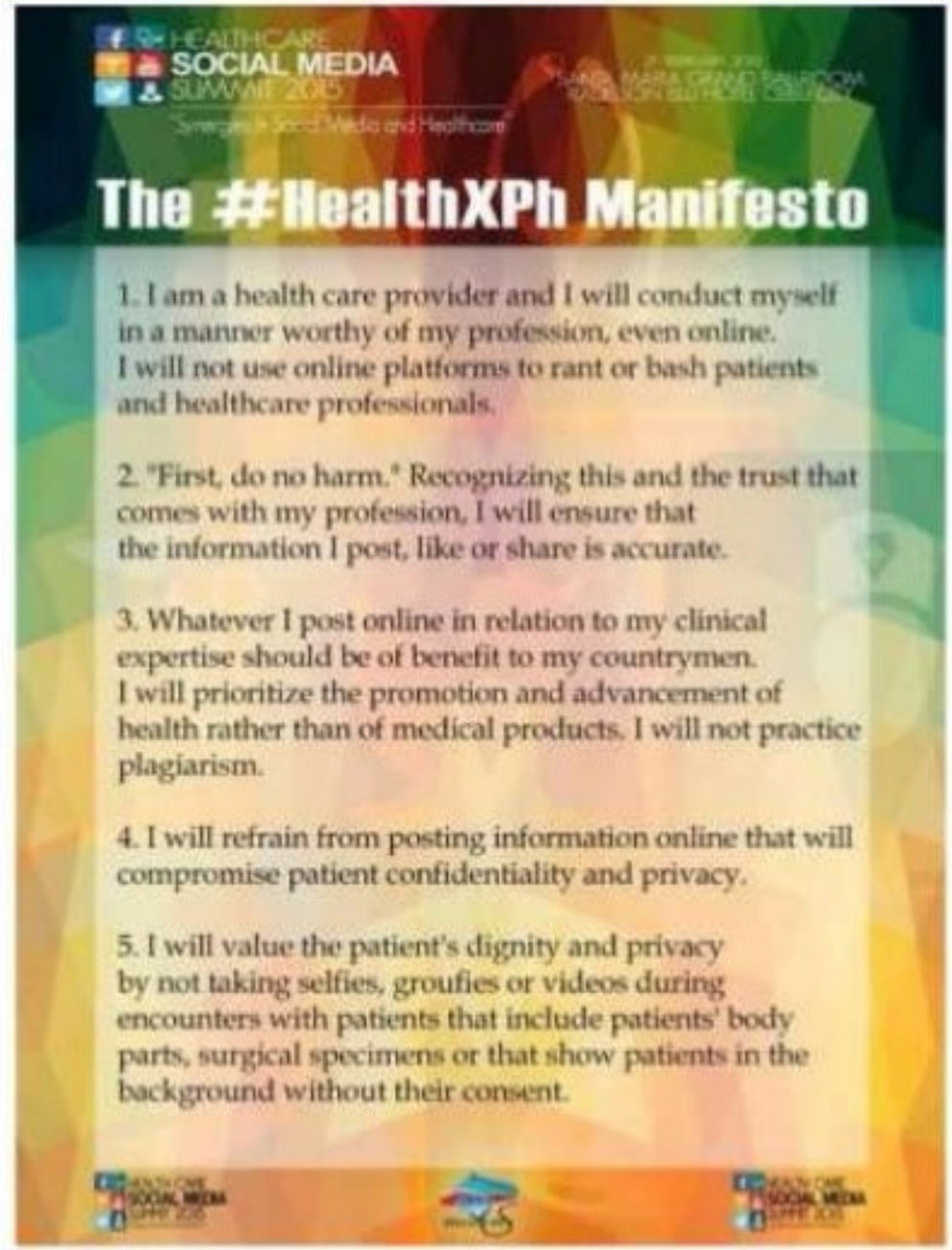
#HCSMPH 21 February 2015 Radisson Blu Hotel, Cebu City

#hcsmph | 450 attendees

http://www.slideshare.net/isiptan/healthxph?

HCPs should behave professionally both online and offline

www.healthxph.net/manifesto



HEALTHCARE SOCIAL MEDIA SUMMIT 2015

Synergies in Social Media and Healthcare

The #HealthXPh Manifesto

1. I am a health care provider and I will conduct myself in a manner worthy of my profession, even online. I will not use online platforms to rant or bash patients and healthcare professionals.

2. "First, do no harm." Recognizing this and the trust that comes with my profession, I will ensure that the information I post, like or share is accurate.

3. Whatever I post online in relation to my clinical expertise should be of benefit to my countrymen. I will prioritize the promotion and advancement of health rather than of medical products. I will not practice plagiarism.

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5. I will value the patient's dignity and privacy by not taking selfies, groufies or videos during encounters with patients that include patients' body parts, surgical specimens or that show patients in the background without their consent.

http://www.slideshare.net/isiptan/healthxph?

Advocate medical professionalism on social media

Signing of #HealthXPh manifesto at #hcsmph

Philippine Medical Association
Philippine College of Physicians

http://www.slideshare.net/isiptan/healthxph?

Health research on social media

http://www.slideshare.net/isiptan/healthxph?

#HealthXPH at #PCP15

Important Social Media concepts for HCPs

- http://remomd.com/social-media/important-social-media-concepts-for-healthcare-professionals.html

Why I share on Slideshare

- http://www.endocrine-witch.net/2015/03/03/why-i-share-on-slideshare/

SLIDESHARE

http://www.slideshare.net/isiptan/were-in-for-technology-were-in-for-a-change?

We're IN for **technology,**
We're IN for a **change!**

Iris Thiele Isip Tan MD, MSc, FPCP, FPSEM
Chief, Medical Informatics Unit
Associate Professor 4, UP College of Medicine
http://www.endocrine-witch.net

27 Aug 2013

SLIDESHARE

http://www.slideshare.net/isiptan/

23 Sept 2014
Department of Medicine Grand Rounds

Social Media and Medical Professionalism

Iris Thiele Isip Tan MD, Msc
Chief, Medical Informatics Unit
Assoc. Professor 4, UP College of Medicine

Social Media Class by mkhmarketing, https://flic.kr/p/a1HpQq

Thursday, September 25, 14

SLIDESHARE

Mentoring

student's reasonable engagement in social media

Gholami-Kordkheili F, Wild V, Strech D.
J Med Internet Res 2013;15(8):e184

Hindawi Publishing Corporation
The Scientific World Journal
Volume 2013, Article ID 465161, 5 pages
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Research Article

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Medical **Professionalism** in the New *Millennium*: A Physician Charter

Ann Intern Med 2002;136(3):243-6

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Managing **disclosure** of additional patient information that a physician gathered online

Commitment to **honesty** with patients

Gholami-Kordkheili F, Wild V, Strech D. J Med Internet Res 2013;15(8):e184

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SLIDESHARE

PACIFIC STANDARD
THE SCIENCE OF SOCIETY
www.psmag.com

HEALTH CARE

Treat, Don't Tweet: The Dangerous Rise of Social Media in the Operating Room

BY REBECCA BUCKWALTER-POZA · April 16, 2014 · 8:00 AM

A modern-day operating room. (Photo: MARCELODLT/Shutterstock)

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facebook
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Pinterest
meetup
digg
delicious
myspace

socialmedia

Pinterest
YouTube
Instagram

SOCIAL MEDIA
REPLACES
NOTHING
BUT COMPLEMENTS
EVERYTHING.
-@NEALSCHAFFER #MOTOCPE15

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twitter
YouTube
facebook
LinkedIn
Pinterest
Meetup
digg
delicious
myspace

socialmedia

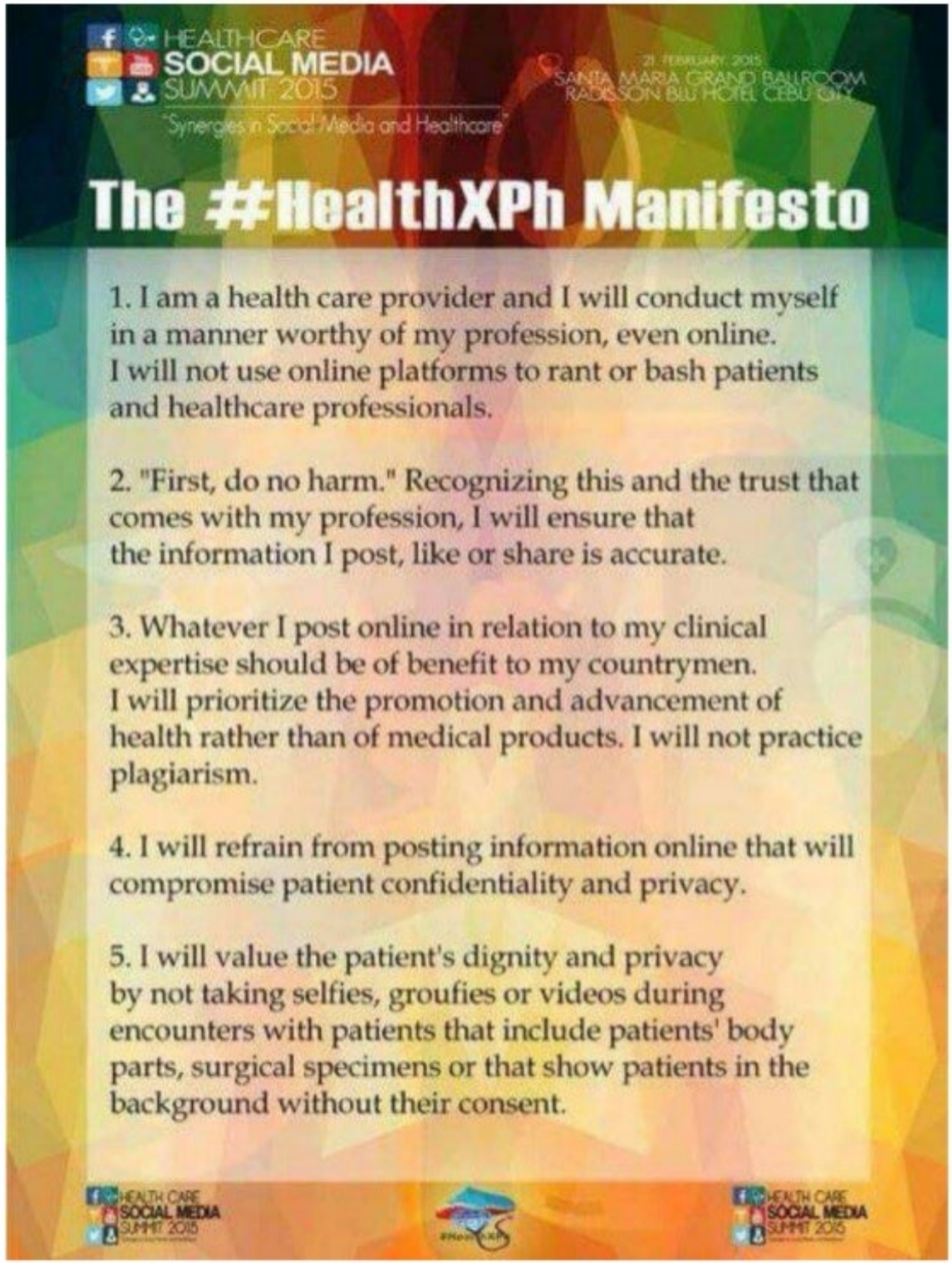
YouTube

Think once before you act, twice before you speak, and three times before you post on Facebook.
sun-gazing.com

reddit
Google+
twitter
YouTube
facebook
LinkedIn
Pinterest
Meetup
digg
delicious
myspace

socialmedia

YouTube


HEALTHCARE
SOCIAL MEDIA
SUMMIT 2015
"Synergies in Social Media and Healthcare"
21 FEBRUARY 2015
SANTA MARIA GRAND BALLROOM
RADISSON BLU HOTEL CEBU CITY
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meetup
digg
delicious
myspace

socialmedia

YouTube

IF YOUR PATH
IS MORE DIFFICULT
it is because your
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obphil
www.obphil.com

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References

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