

## HEALTHCARE IN THE SOCIAL MEDIA ERA

### THREE MESSAGES

- × Social media is here and now— and has become the new starting point on the web.
- × If Healthcare + social = Social Health (Today), THEN social health (today) = Health (future)
- × Health care will continue to move forward... the only question is will nursing?

## DEFINITION OF SOCIAL MEDIA

Kaplan and Heanlein, “Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content.”

Kaplan AJ & Haenlein M. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons* 2010; 53: 59-68.

## DEFINITION OF SOCIAL MEDIA

Social media as “an on-line environment established for the purpose of mass collaboration.”

Bradley, Anthony. A New Definition of Social Media. January 7, 2010. Retrieved from [http://blogs.gartner.com/anthony\\_bradley/2010/01/07/a-new-definition-of-social-media/](http://blogs.gartner.com/anthony_bradley/2010/01/07/a-new-definition-of-social-media/)

## ZDNET PREDICTS...

- × One Billion global users of social media by end of 2011
- × Facebook estimates current users at 800 M
- × Twitter has 100 M users as of September 2011
- × *HIMSS Social Media Work Group(2012) White Paper: Healthcare "Friending" social Media: What is it. How is it used and what should I do? Healthcare Information & Management Systems Society*

## ARE YOU READY FOR SOCIAL MEDIA?

- × <http://youtu.be/3SuNx0UrnEo>

## **GLOBAL SOCIAL NETWORKING**

African Social Networks thrive in a mobile culture.

Technology Review

(April 20, 2012)

## **RISE OF THE E-PATIENT**

× <http://youtu.be/B7ZrWSmQxcU>

## **SOCIAL MEDIA STORIES**

E-Patient Dave

[http://www.ted.com/talks/  
dave\\_debronkart\\_meet\\_e\\_patient\\_dave.html](http://www.ted.com/talks/dave_debronkart_meet_e_patient_dave.html)

## **VIRTUAL ABILITY ISLAND**

× <http://youtu.be/UV52WRXm1Cg>

## TWO STORIES

***Oncology Nurse and her patients***

***Midwifery Clinic and their patients***



## STORIES

- × Decision Making Process
- × Opportunities
- × Challenges
- × Research



## SOCIAL MEDIA RESEARCH

### Content

- Media sites
- Twitter

### Usage

- Generic
- Targeted patient populations

### Research Facilitation

- Recruitment
- Efficacy of treatments

## MCLAUGHLIN ET AL. (2012)

Social capital

Family Interactions

Depression

Social support

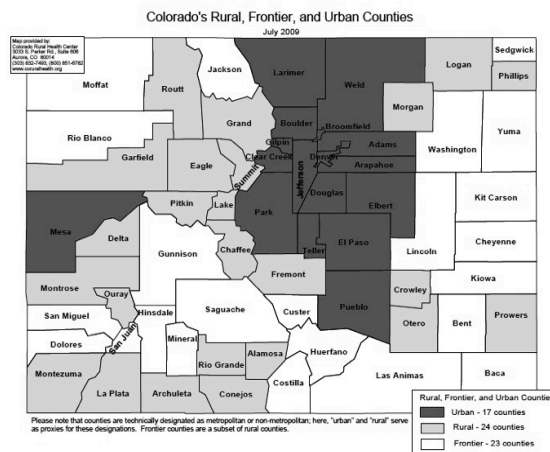
Self Efficacy

QOL

## MCLAUGHLIN AT AL. (2012)

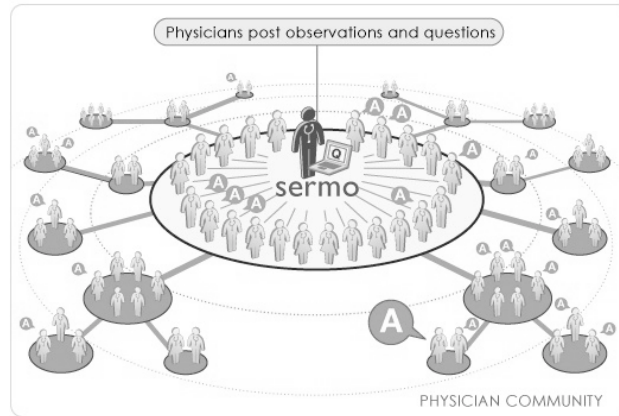
- × 14 healthy childhood cancer survivors
- × Six hypotheses, only two significant
  - + Bridging social capital bonds + correlated with social network participation and video sharing
  - + Decreased social support correlated with increased social network participation and shared more video narratives

## RURAL PATIENTS & SUPPORT

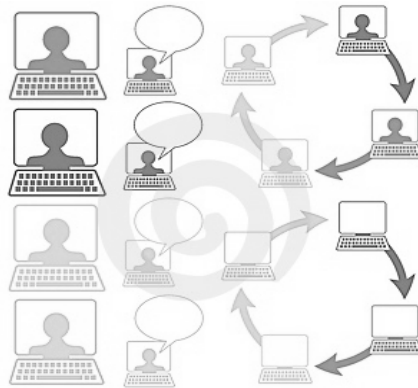




## CLINICIANS USING SOCIAL MEDIA?



## RECRUITMENT



## **SOCIAL MEDIA FOR RESEARCH PURPOSES**

- × Allison (2009) how to leverage social network for clinical trial recruitment
  - + PatientsLikeMe
  - + Inspire
  - + 23andMe
  - + Susan Love's Army of Women
  - + Diabetic Connect
  - + Trial X

## **WEITZMAN, ET AL. (2011)**

- × Online diabetes community to share data for public health research
- × TuDiabetes Network & TuAnalyze
- × “81.4% choose to include their data in charts, graphs and maps....with 34% sharing personal A1c data on their profile page”
- × Efficient method for data sharing and bidirectional communication

## FENNER, ET AL. (2012)

Exploratory  
Study

Facebook

16-25 year  
old female

Good for  
non urban  
recruitment

## JENNIFER MARLOWE'S MYSPACE PAGE

× **Cancer patient pictures her life**

× **By Michael Booth**  
*The Denver Post*

× *February 2009*

## EVIDENCE

Chon, W-Y., Hunt, Y., Folkers, A., Auguston, E. (2011). Cancer survivorship in the age of YouTube and Social Media: A Narrative Analysis. *Journal of Medical Internet Research*. 13(1): e7. URL: <http://www.jmir.org/2011/1/c7>.

## EVIDENCE

### Benefit from Internet Narratives

Raise  
public  
awareness

Provide  
info &  
Support

Change  
behavior

## EVIDENCE

- × Overberg R, Otten W, Man Ade, Toussaint P, Westenbrink J, Zwetsloot-Schonk B  
 How Breast Cancer Patients Want to Search for and Retrieve Information From Stories of Other Patients on the Internet: an Online Randomized Controlled Experiment  
*J Med Internet Res* 2010;12(1):e7  
 URL: <http://www.jmir.org/2010/1/e7/>

## EVIDENCE

Benefits: Reassurance & practical advice

Valuable Resources for accessing stories

More satisfied to search for story

Stories by topics resonate more

### **FROST & MASSAGLI (2008)**

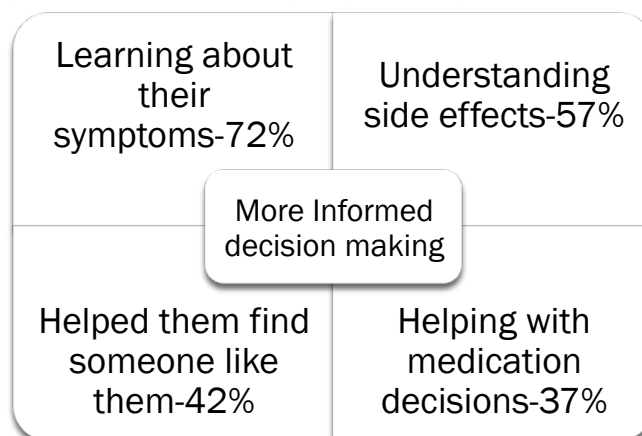
- × Examined how patients references from personal health profiles in their patient-to-patient communication.
- × Grounded Theory approach
- × Comments focused on treatments more than symptoms or outcomes
- × 50% included questions: about shared experiences, advice or recommendations

### **BENEFITS OF SOCIAL MEDIA**

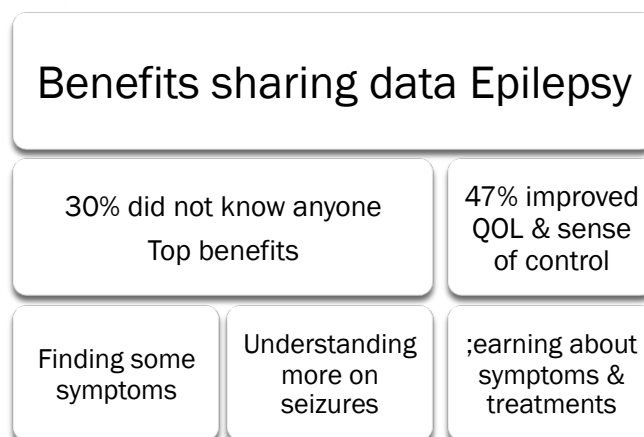
Wicks P, Massagli M, Frost J, Brownstein C, Okun S, Vaughan T, Bradley R, Heywood J  
Sharing Health Data for Better Outcomes on PatientsLikeMe. ***J Med Internet Res***  
2010;12(2):e19.

URL: <http://www.jmir.org/2010/2/e19/>

## BENEFITS OF SOCIAL MEDIA



## WICKS, ET AL. (2012)

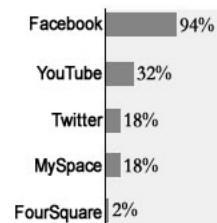


## TAKAHASHI, ET AL (2009)

| Benefits & Harms Depressive<br>SN-90% mood disorders |                 |  |
|--|-----------------|--|
| 50%<br>positive<br>network                           | Peer<br>support | Downward<br>depressive<br>spiral =<br>friends &<br>negative<br>SNS |

## WHICH SOCIAL MEDIA SITE?

- × Among Those Who Use Social Media To Find Health Data, Which Sites Do They Visit?



National Research Corp.

- × Read more: <http://www.ihealthbeat.org/data-points/2011/among-those-who-use-social-media-to-find-health-data-which-sites-do-they-visit.aspx#ixzz1SgJ62TrG>



## **PATIENTS LIKE ME**

× <http://youtu.be/nqm-3nHJdGw>

## **EVIDENCE**

- × Bender JL, Jimenez-Marroquin MC, Jadad AR  
Seeking Support on Facebook: A Content Analysis of  
Breast Cancer Groups  
*J Med Internet Res* 2011;13(1):e16  
URL: <http://www.jmir.org/2011/1/e16/>

## EVIDENCE

620 Breast Cancer Groups: 1,090,397 members

Fund Raising, Awareness & Promotion

Patient/  
Caregiver  
Support

Fund Raising  
(44.7%)

Awareness  
(38.1%)

47% established  
by High school/  
college students

## PEW INTERNET & AMERICAN LIFE

Social Media and Mobile Internet Use among teens and young adults.

Amanda Lenhart, Kristen Purcell, Aaron Smith and Kathryn Zickuhr (February 3, 2010)

<http://pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.asp>

## **FACEBOOK**

### **People on Facebook**

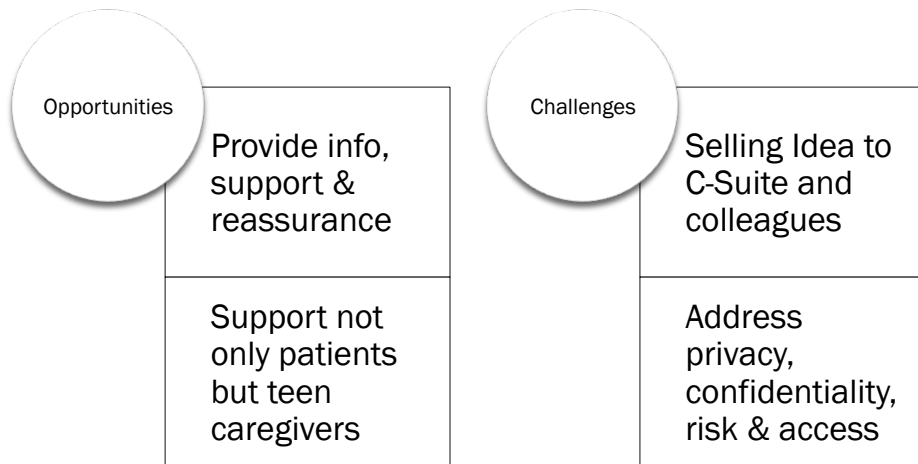
- × More than 800 million active users
- × 50% of our active users log on to Facebook in any given day
- × Average user has 130 friends
- × People spend over 700 billion minutes per month on Facebook

## **DO YOU FRIEND A PATIENT?**

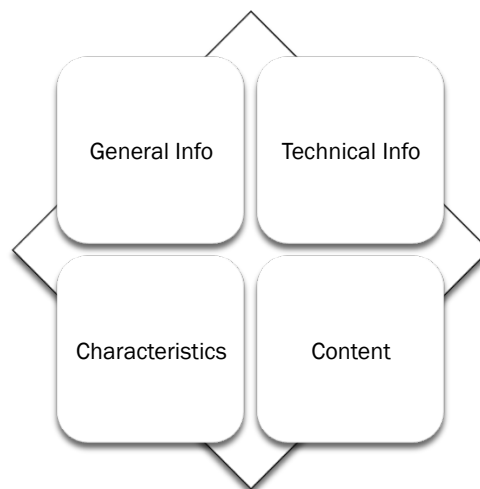
- × Current patient?
- × Former Patient?

- × Picture from: <http://www.prweb.com/releases/Bumrungrad/Laptops-for-Patients/prweb962394.htm>

## ONWARD... CU CARE SUPPORT GROUP



## ORIZIO, ET AL. (2010) 41 NETWORKS



## **ORIZIO ET AL (2010) MAJOR FINDINGS**

- × 56.1 % focused on multiple health conditions
- × Specific Populations: diabetes, breast/cancer, mental health
- × Most were .com extensions
- × 33% had quality certificates
- × Most allowed patients to share & offer advice

## **SPECIFIC CONTENT**

- × Sajadi & Goldman (2011) incontinence on Facebook, Twitter & YouTube
  - + 47% Facebook posting not useful; 60% tweets focused on information; and 47% videos developed by health care professional organizations
- × Ahmed, et al (2010) Facebook Concussions
  - + Mostly North American males, sharing experiences and limited advice

## GREENE, ET AL (2010) DIABETES

66% sharing  
experiences

29% support  
& community  
building

Pt-centered  
management

Advertisement

## KIM ET AL. (2011): YAHOO H1N1

General Health  
Prevention  
Questions

Specific  
Questions:  
Symptoms &  
treatments

Social  
Support &  
coping

### **KEELAN, ET AL. (2010) HPV VACCINE DEBATE**

- × MySpace—analysis (positive or negative) and their supporting arguments
- × 71 % women and 24% identified as parent
- × More men were negative and had more friends than those who were positive
- × Females who were positive had larger networks
- × 52% positive; 43 % negative, 6% ambivalent

### **SUMMARY: CONTENT**

- × Variability across social networks re: usefulness, validity & factual to personal.
- × Facebook was the most popular
- × Greene, et al (2010) “ clinically inaccurate recommendations were infrequent, but were usually associated with promotion of a specific product or service”
- × Ahmed, et al (2010) rich info being shared... peer-to-peer interaction was key aspect

## PEW & CALIFORNIA HEALTH FOUNDATION



### The Social Life of Health Information, 2011

Susannah Fox, Associate Director  
May 12, 2011

Pew Research Center's Internet & American Life Project  
1615 N. St., NW • Suite 700  
Washington, D.C. 20036  
202-419-4500 | [pewinternet.org](http://pewinternet.org)

<http://pewinternet.org/Reports/2011/Social-Life-of-Health-Info.aspx>

## SOCIAL LIFE OF HEALTH INFORMATION 2011

The following slides are directly taken from their summary report.

The report is available at:

[http://www.pewinternet.org/Reports/2011/  
Social-Life-of-Health-Info.aspx](http://www.pewinternet.org/Reports/2011/Social-Life-of-Health-Info.aspx)



## **SOCIAL LIFE OF HEALTH INFORMATION 2011**

The survey finds that, of the 74% of adults who use the internet:

- × 80% of internet users have looked online for information about any of 15 health topics such as a specific disease or treatment. This translates to 59% of all adults.
- × 34% of internet users, or 25% of adults, have read someone else's commentary or experience about health or medical issues on an online news group, website, or blog.

## **SOCIAL LIFE OF HEALTH INFORMATION 2011**

Of adults who use the internet:

- × 27% of internet users, or 20% of adults, have tracked their weight, diet, exercise routine or some other health indicators or symptoms online.

## **SOCIAL LIFE OF HEALTH INFORMATION 2011**

Of those who use social network sites (62% of adult internet users, or 46% of all adults):

- × 23% of social network site users, or 11% of adults, have followed their friends' personal health experiences or updates on the site.

## **SOCIAL LIFE OF HEALTH INFORMATION 2011**

“The social life of health information is robust. The online conversation about health is being driven forward by two forces:

- 1) the availability of social tools and
- 2) the motivation, especially among people living with chronic conditions, to connect with each other.

## **PEW INTERNET & AMERICAN FAMILY**

“Peer-to-peer healthcare is a way for people to do what they have always done – lend a hand, lend an ear, lend advice – but at internet speed and at internet scale.”

Fox S. Medicine 2.0: Peer-to-peer healthcare. Speech September 11, 2011. Available at: <http://pewinternet.org/Reports/2011/Medicine-20.aspx>. Accessed on April 3, 2012.

## **PEER-TO-PEER HEALTHCARE**

“ It is the evolution of internet use that the Pew Internet Project has been tracking in other industries, and it is just finally having an impact on health care.”

Fox S. Medicine 2.0: Peer-to-peer healthcare. Speech September 11, 2011. Available at: <http://pewinternet.org/Reports/2011/Medicine-20.aspx>. Accessed on April 3, 2012.

# CDC DASHBOARD



Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives. Protecting People. Saving Money Through Prevention.

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#)

## CDC eHealth Metrics Dashboard

### Annual Summary (2010)

- **553,355,542 page views** to CDC.gov overall
- **16,334,751 page views** to the CDC Homepage
- **68.8%** of visitors spent *0-5 minutes* on CDC.gov overall
- [More](#)

### Most Popular Topic Pages on CDC.gov:

1. CDC Homepage, Search, A-Z
2. BMI Calculators
3. Food Safety
4. Salmonella
5. Traveler's Health

- [More](#)

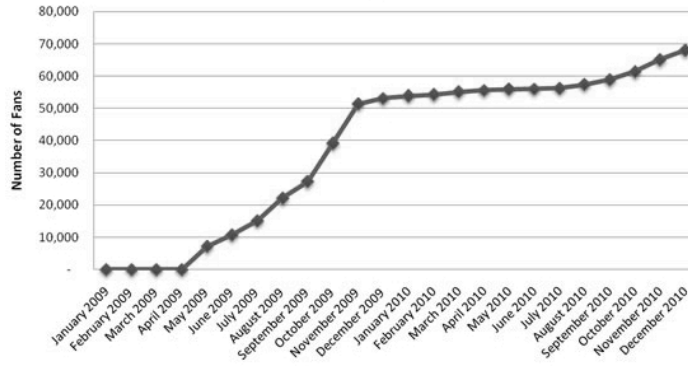
# CDC DASHBOARD

## Most Popular Pages (2010)

| Rank | Page Title  | Page Views |
|------|---|------------|
| 1    | Search Results  | 26,569,801 |
| 2    | Centers for Disease Control and Prevention  | 16,334,751 |
| 3    | CDC A-Z Index   | 7,404,628  |
| 4    | Healthy Weight: Assessing Your Weight: BMI: Child and Teen Calculator   DNPAO   CDC     | 6,072,160  |
| 5    | Healthy Weight: Assessing Your Weight: BMI: Adult BMI Calculator: English   DNPAO   CDC | 4,668,280  |
| 6    | Travelers' Health   CDC   | 2,994,645  |
| 7    | STD Facts - Genital Herpes  | 2,881,432  |
| 8    | Vaccines: Pubs/VIS/main page  | 2,621,791  |
| 9    | Healthy Weight: Assessing Your Weight: Body Mass Index (BMI)   DNPAO   CDC              | 2,589,833  |
| 10   | Vaccines: Recs/Schedules/Child Schedule main page                                       | 2,532,548  |

# CDC DASHBOARD

**CDC Facebook Friends  
(2009 - 2010)**




# TEXT4BABY



Home
About
Partners
News
Contact

**She's One Smart Mom, She's Got text4baby**




**Text BABY to 511411**

**Envia BEBE al 511411 para Español**

Get **FREE** messages each week on your cell phone to help you through your pregnancy and your baby's first year.

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition.



Click 2 Register

How It Works

FAQs

## **FOUND IN CACHE**

**<http://ebennett.org/june-2011-list-update/>**

## **CASE SHOULD HOSPITALS ALLOW?**

- × Social networking in hospitals: A nuisance and liability, or "important adjunct" to traditional communication?
- × <http://www.thestandard.com/news/2009/10/14/social-networking-hospitals-risky-nuisance-or-important-adjunct-traditional-communication>

## **HOSPITALS CAN BLOCK FACEBOOK**

- × But NOT the 21<sup>st</sup> Century
- × Phil Baumann (August 13, 2010)
- × <http://healthissocial.com/healthcare-social-media/hospitals-can-block-facebook-but-not-the-21st-century/>

## **HOSPITAL MISSING OPPORTUNITIES**

- × On Facebook: Results of the first ever study on how hospitals use Facebook
- × Verasoni AhHa and Simon Associates Management Consultants.
- × February 28, 2011
- × <http://verasoni.com/ahha2/2216>

## **MISSED OPPORTUNITIES**

- × “Hospitals have yet to grasp the role of Facebook with respect in terms of connecting with patients, build healthcare communities or develop their hospital brand.”
- × “Children’s Hospitals appear to be clear leaders.”

## **SOCIAL MEDIA CONCERNS**

- × <http://healthissocial.com/healthcare-social-media/hospital-social-media-policy>



## SOCIAL MEDIA POLICES

× <http://youtu.be/GufTuZ3-YRo>

## ONWARD... CU THRU YOUR PREGNANCY

### Opportunities

Provide info, support & interact with consumers & families

Create a brand and interact with the community

### Challenges

Selling Idea to C-Suite and colleagues

Address privacy, confidentiality, risk & access

## CU MIDWIFERY PRACTICE



# CU thru your Pregnancy

## PARTING THOUGHTS

If Healthcare + Social = Social Health  
(Today),

THEN social health (today) = Health  
(future)

*HIMSS Social Media Work Group(2012) White Paper: Healthcare  
"Friending" social Media: What is it. How is it used and what  
should I do? Healthcare Information & Management Systems  
Society*

## **PARTING THOUGHTS**

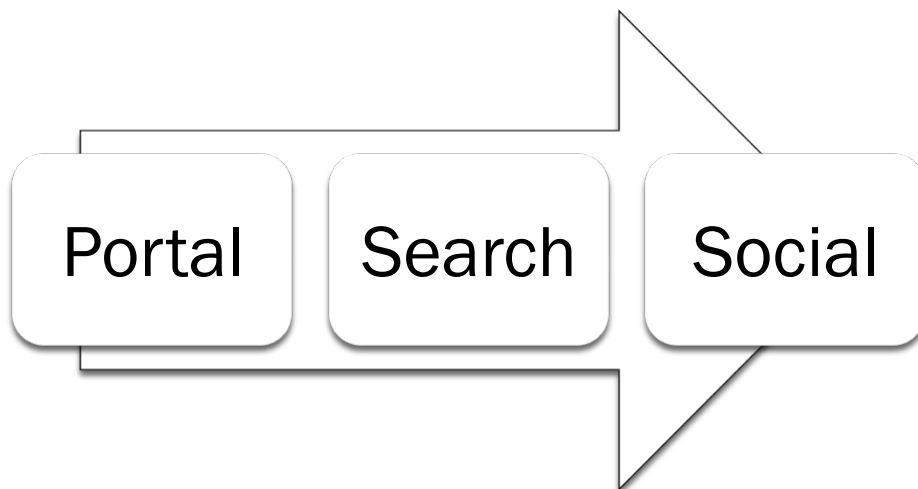
How ideas spread....how does something become viral....  
Emotional Resonance is the key....

“ Social has become the new starting  
point...”now how people get their content

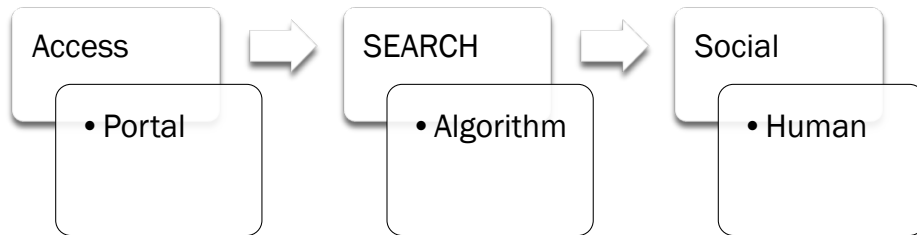
Impact on how you organize your content...what  
happens if an industry becomes social?

Jonah Peretti, CEO Buzzfeed on Charlie Rose  
<http://www.charlierose.com/view/interview/12308>

## **PARTING THOUGHTS: PERETTI (2012)**



## PARTING THOUGHTS-PERETTI (2012)



## PARTING THOUGHTS: PERETTI (2012)

Sharing

Emotion      Human  
Interaction

## THE CHALLENGE

- × It is clear from both the statistics and the current uses that there is no returning to a pre-social media healthcare, and that health care will continue to move forward and incorporate more uses of social media.....

### × ***The only question is WILL YOU?***

- × *HIMSS Social Media Work Group(2012) White Paper: Healthcare "Friending" social Media: What is it. How is it used and what should I do? Healthcare Information & Management Systems Society*

## WILL YOU?

- × As an Educator, will you explore how to best way to incorporate social media experiences for your students?
- × As an Educator, will you become a mentor to help students learn how to effectively use social media?

## **WILL YOU?**

- × As a Researcher, will you be the one who develops & tests the new theory of social health in nursing?
- × As a Researcher, will your research trajectory focus on the impact of social health on patient outcomes, health status and well being?

## **WILL YOU?**

- × As a Clinician, will you explore the potential of social health with your colleagues?
- × As a Clinician ,will you explore how you can engage and enhance team-based care?
- × As a Clinician, will you explore how you can engage your patient and their families in social health practices?

## **WILL YOU?**

- × As an Informatics specialist, CNIO, CNO, will you help to eliminate unnecessary barriers for the exploration of social health?
- × As an Informatics specialist, CNIO, CNO will you create and support an culture of innovation that will support the development and research of social health?

## **THREE MESSAGES**

- × Social media is here and now—and has become the new starting point on the web
- × If Healthcare + social = Social Health (Today), THEN social health (today) = Health (future)
- × Health care will continue to move forward, the only question is will nursing?

## E PATIENT DAVE

- × . Give me my damn data
- × . Rap song by e-patient dave
- × . [http://youtu.be/0b4li7N\\_7Ck](http://youtu.be/0b4li7N_7Ck)

## QUESTIONS





**THANK YOU**

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Nursing