

DSHS Grand Rounds

April 16

Friends, Followers and Retweets: The Impact of Social Media on Patients and Providers

Presenter: Michelle Malizia, MA, Assoc. Director, National Network of Libraries of Medicine, South Central Region, Houston Academy of Medicine-Texas Medical Center Library



Logistics

Registration for free continuing education (CE) hours or certificate of attendance through TRAIN at:

<https://tx.train.org>

Streamlined registration
for individuals not requesting CE hours
or a certificate of attendance

1. webinar: <http://extra.dshs.state.tx.us/grandrounds/webinar-noCE.htm>
2. live audience: sign in at the door

For registration questions, please contact Annette Lara,
CE.Service@dshs.state.tx.us

Logistics (cont.)

Slides and recorded webinar available at:
www.dshs.state.tx.us/grandrounds

Questions?

There will be a question and answer period at the end of the presentation. Remote sites can send in questions throughout the presentation by using the GoToWebinar chat box or email GrandRounds@dshs.state.tx.us.

For those in the auditorium, please come to the microphone to ask your question.

For technical difficulties, please contact:
GoToWebinar 1-800-263-6317(toll free) or 1-805-617-7000

Disclosure to the Learner

Requirement of Learner

Participants requesting continuing education contact hours or a certificate of attendance must register in TRAIN, attend the entire session, and complete the online evaluation within two weeks of the presentation.

Commercial Support

This educational activity received no commercial support.

Disclosure of Financial Conflict of Interest

The speakers and planning committee have no relevant financial relationships to disclose.

Off Label Use

There will be no discussion of off-label use during this presentation.

Non-Endorsement Statement

Accredited status does not imply endorsement by Department of State Health Services - Continuing Education Services, Texas Medical Association, or American Nurses Credentialing Center of any commercial products displayed in conjunction with an activity.



David Lakey, MD
DSHS Commissioner
is pleased to introduce today's
DSHS Grand Rounds speakers

Friends, Followers and Retweets: The Impact of Social Media on Patients and Providers



Michelle Malizia, MA, Associate Director
National Network of Libraries of Medicine, South Central Region
Houston Academy of Medicine-Texas Medical Center Library

Friends, Followers and Retweets: The Impact of Social Media on Patients and Providers



Michelle Malizia, MA
Associate Director
National Network of Libraries of Medicine South Central Region
Houston, TX

Learning Objectives

A hand holding a white marker is positioned on the right side of the green chalkboard, appearing to have just finished writing the title.

Participants will be able to:

- Describe the importance of social media on the provision and management of healthcare services.
- Compare social media tools and how they can be used in a healthcare setting.
- Understand how patients use social media to manage their health.



WHAT IS SOCIAL MEDIA?

Audience: Usage of Social Media

facebook

flickr



Linked in

Vine



Pinterest

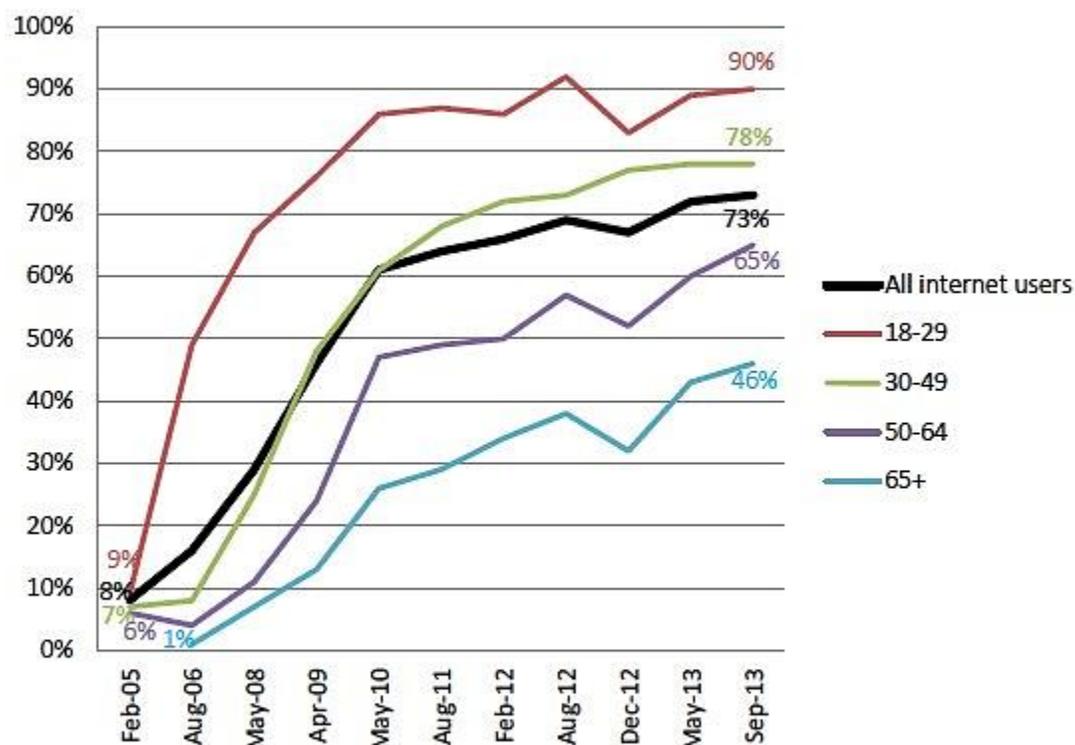




POPULARITY OF SOCIAL MEDIA

National: Usage of Social Media

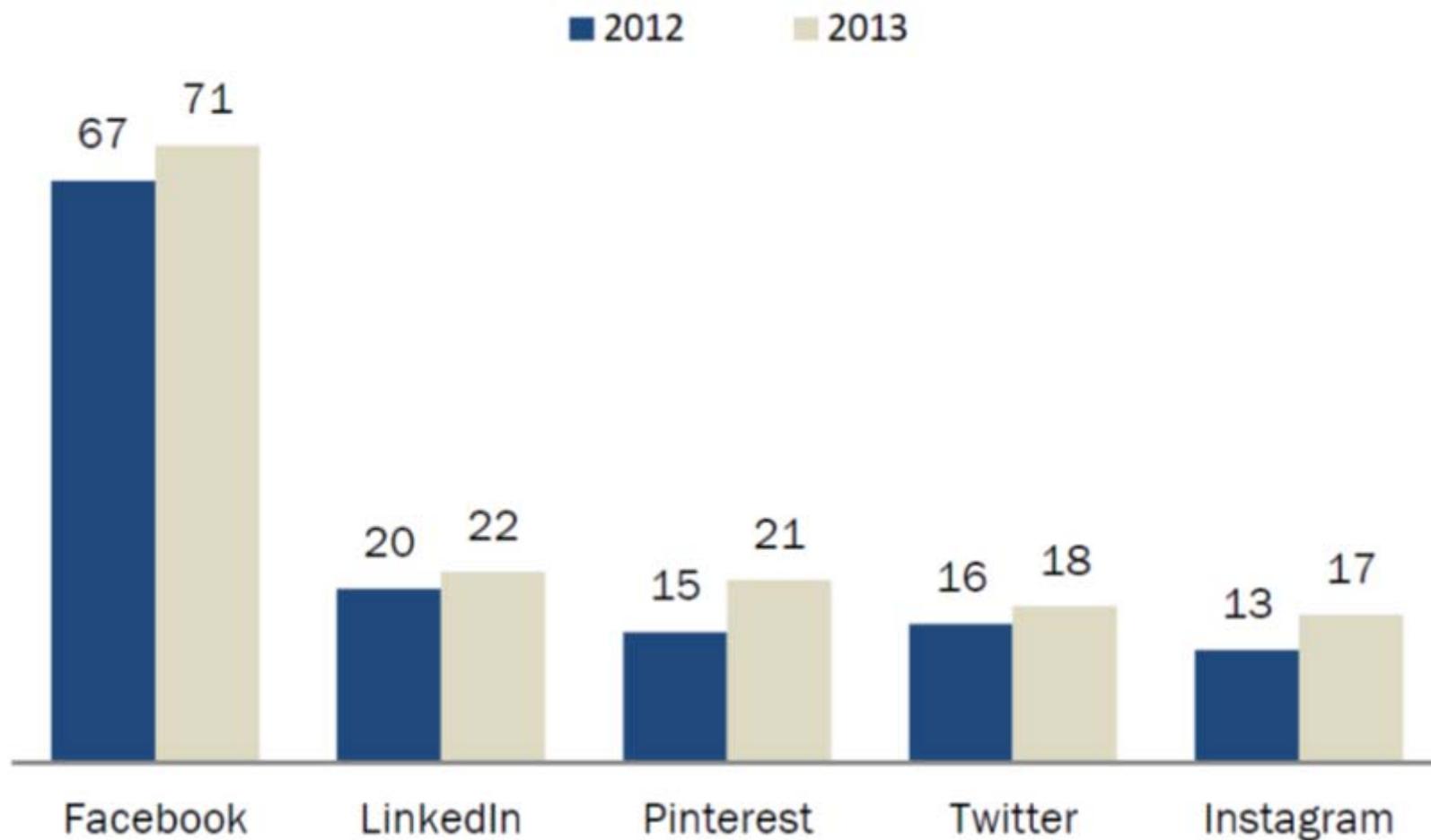
Social networking site use by age group, 2005-2013
% of internet users in each age group who use social networking sites, over time



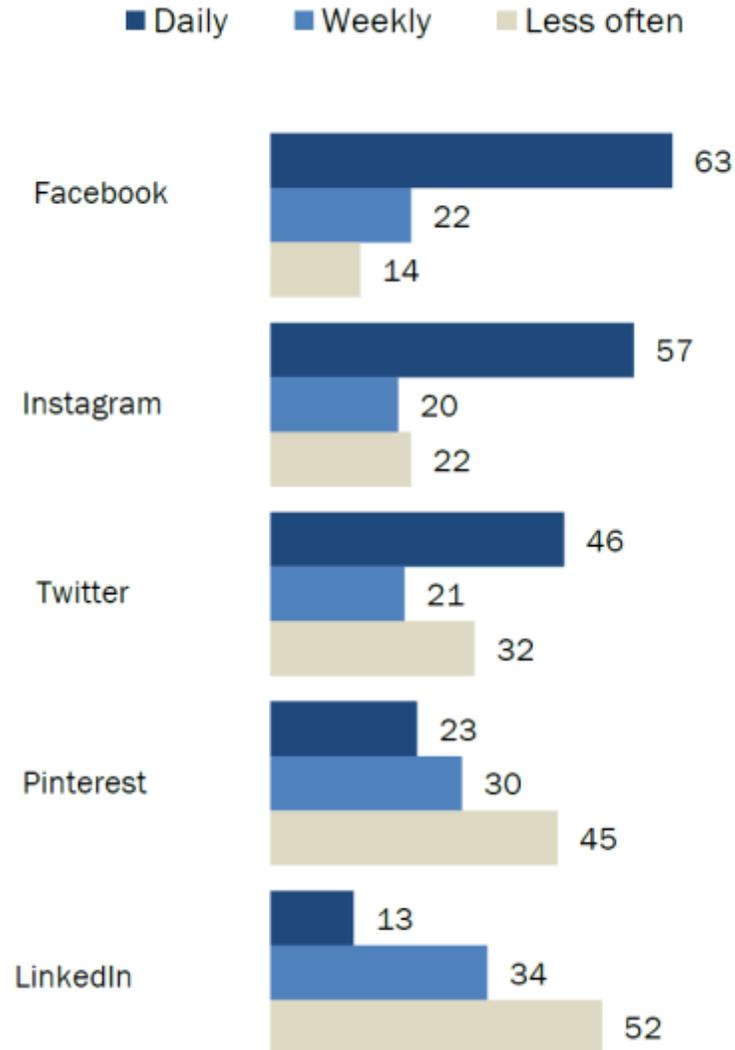
Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/- 1.6 percentage points.

Social Media Sites, 2012-2013

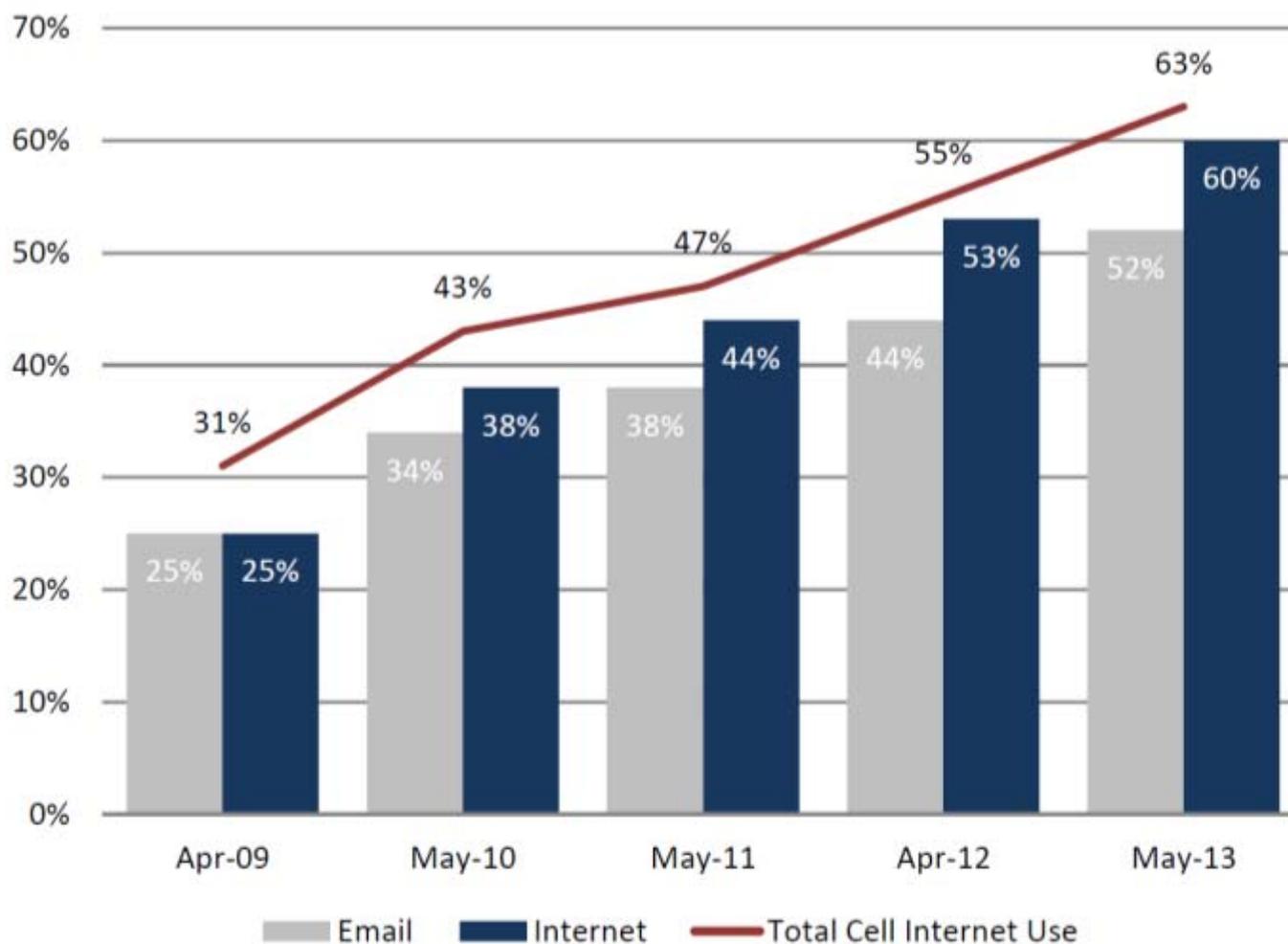
% of online adults who use following social media



Frequency of Social Media Usage



Internet Usage by Cell Owners

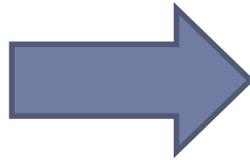


Source: Pew Research Internet Project: <http://www.pewinternet.org/2013/09/16/cell-internet-use-2013/>



IMPORTANCE OF SOCIAL MEDIA IN HEALTHCARE

Communication Changes



Shift in Demographics



Evidence of Effectiveness?



- Anecdotal
- Text Messaging
- Videos for health education

Expansion of Audience





SOCIAL MEDIA TOOLS IN HEALTHCARE

Twitter



- Twitter chat
- Live tweeting
- Disease/incident updates
- Town halls

<https://twitter.com/TexasDSHS>

Image credit: Norebo (<http://www.norebbo.com/tag/twitter/>)

Facebook



- Health education
- Updates
- Press releases
- Comments

Image credit: Norebo (<http://www.norebbo.com/tag/facebook/>)

YouTube



- Lectures
- Education videos
- How to
- Be aware of Section 508 compliance

LinkedIn



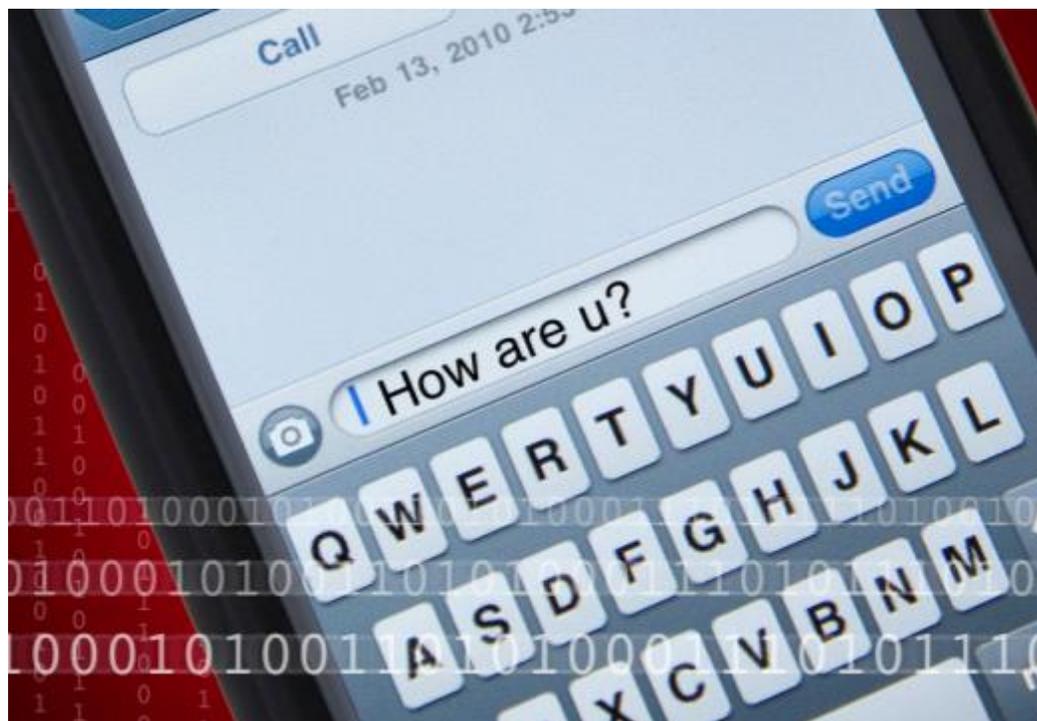
- Connections
- Press releases and education
- Professional networking

Image and Video Sharing



- Flickr
- Picasa
- Instagram
- Vine

Text Messaging



- Incident awareness
- Test results
- Medication reminders

<http://www.dshs.state.tx.us/healthytexasbabies/text4baby.aspx>

Blast from the “Past” - Blogs



- Department oriented
- Topic oriented
- Individual

Social Media Use by DSHS



DSHS Press Office
@TexasDSHS
Texas Department of State Health Services
Austin, TX · dshs.state.tx.us

TWEETS 340 FOLLOWING 304 FOLLOWERS 2,183 [Follow](#)

Tweets

DSHS Press Office @TexasDSHS · Mar 28
Common sense health precautions about fish and the oil spill:
dshs.state.tx.us/news/updates.s...
Expand Reply · Retweet · Favorite · More

DSHS Press Office @TexasDSHS · Mar 12
DSHS to close Galveston Bay to oyster harvesting due to elevated Dinophysis.
It's just temporary: bit.ly/1cyOAMX.
Expand Reply · Retweet · Favorite · More

DSHS Press Office @TexasDSHS · Feb 21
Registration is now open for the ASH Dash 5K Bunny Run! On the historic grounds of Austin State Hospital April 19. ashvolunteers.org/wp/events/2012...

<http://www.cdc.gov/socialmedia/tools/>

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

SEARCH

CDC A-Z INDEX ▾

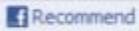
Social Media at CDC

- Social Media at CDC
- Guidelines & Best Practices +
- Tools -
- Widgets
- Buttons and Badges +
- Social Networking +
- Image Sharing +
- Online Video
- Campaigns
- Data & Metrics +

Get Email Updates

To receive email updates about this

CDC Social Media Tools

 Recommend
  Tweet 1
  Share

Why Social Media?

CDC uses social media to provide users with access to credible, science-based health information when, where, and how you want it.

A variety of social media tools are used to reinforce and personalize messages, reach new audiences, and build a communication infrastructure based on open information exchange.



Social Media Options

 Blogs Read a CDC blog on a topic ranging from occupational health to HIV prevention and control.	 LinkedIn Join CDC on LinkedIn, a professional network, connecting you with partners and key resources.
 Buttons and Badges CDC uses buttons and badges, or graphic	 Mobile Stay informed on the go with health and safety

Developing a Social Media Policy



Developing a Social Media Policy



- Who is your audience?
- What do you want to achieve?
- What are their needs?
- Who is responsible?
- What is appropriate?

Other Social Media Concerns



- Technology changes
- New applications
- Discontinued apps
- Archiving of information



CONSUMER (PATIENT) USE OF SOCIAL MEDIA

Use: Obtain Information



- Disease management
- Reviews
- Watch videos

Use: Obtain Support



- Find others with same issues
- Follow a friend's experience
- Join an online forum

Social Life of Information

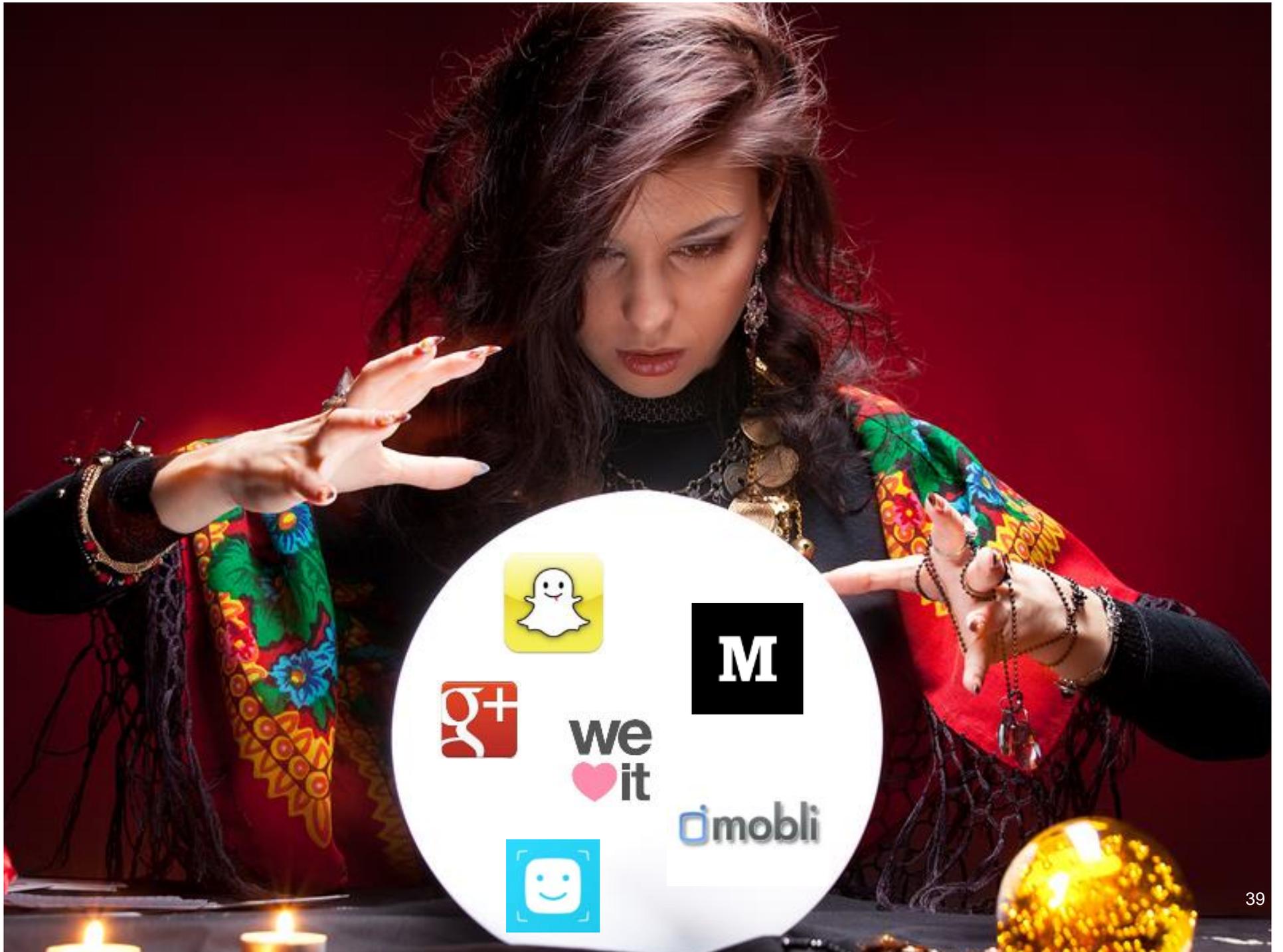
% of internet users who have interacted with their health online:

In the past 12 months, have you...	No chronic conditions	1 chronic condition	2+ chronic conditions
	(a)	(b)	(c)
Signed up to receive email updates or alerts about health or medical issues?	8	15 ^a	14 ^a
Read or watched someone else's commentary or experience about health or medical issues online?	25	29 ^c	21
Gone online to find others who might have health concerns similar to yours?	15	19 ^c	13
Downloaded forms online or applied for health insurance online, including private insurance, Medicare, or Medicaid?	11	12	13
Posted a health-related question online or shared your own personal health experience online in any way?	6	9	11 ^a
Used the internet to do any of these	40	45	39

http://www.pewinternet.org/~media/Files/Reports/2013/PewResearch_DiagnosisDifference.pdf



The Future?



Before you make the leap



- Time
- Content
- Audience



Thank You!

Contact information:

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michelle.malizia@exch.library.tmc.edu

713-799-7880

Questions and Answers



Ed House
Chief Operating Officer
Texas Dept. of State
Health Services

Remote sites can send in questions by typing in the *GoToWebinar* chat box or email GrandRounds@dshs.state.tx.us.

For those in the auditorium, please come to the microphone to ask your question.

Our Next Grand Rounds

April 23

**Pain Management:
Evidence Based Strategies**

**Presenter: Jeffrey Higginbotham, MD,
Pain Management Specialist**

