

SOCIAL MEDIA & MOBILE TECHNOLOGY IN HEALTHCARE PROVIDERS

A LOOK INSIDE TODAY'S HOSPITALS AND HOW THEY ARE USING SOCIAL MEDIA AND MOBILE TECHNOLOGIES TO IMPROVE BUSINESS PERFORMANCE

SOCIAL MEDIA IN HEALTHCARE PROVIDERS TODAY

When most people first consider social media in healthcare, they hesitate. They worry about breaching the private relationship between patient and doctor. They are unsure about what the benefits and risks might be, and why a hospital or care delivery team would ever engage in such a medium. This paper is intended to address these concerns.

The emergence of social networks has not just changed how people communicate and share information with one another. It has the power to fundamentally change healthcare in ways that are just beginning to be discovered. The social network is no longer just an interesting technological showcase; it is a cultural phenomenon and the most disruptive technological force in society today. Here are some facts regarding adoption that we find notable.

As of July 2011, there were 750 million people on Facebook worldwide. Two hundred-fifty million of those people access Facebook from a mobile device and are thus constantly connected to the social network. Every day, hundreds of thousands of new users establish their presence on Facebook. They create and update profiles where they contribute personal information, including their name, birthdate, location, education, employer, check-ins, interests, contact information, event RSVPs, and so much more. Importantly, the individuals are not prompted to update this information. They do it willingly as a natural part of their social interaction and networking.

Twenty percent of Americans use social media websites as a source of health care information¹. Facebook topped the list of available websites, with 94% of respondents indicating they have used the popular social media platform to gather information on their healthcare, followed by YouTube and Twitter with 32% and 18% respectively. Patients are now seeking out information on their own, and not just from doctors: they're talking to each other. Within their social community, they are publishing their own personal stories, of pregnancy, battles with cancer, and experiences with their doctor. More targeted sites like PatientsLikeMe.com allow patients to share information and learn from communities of patients that share similar health conditions.

Increasingly, healthcare providers are playing a part in this, too. A September 2011 survey by Frost & Sullivan² indicates that the use of social media is very high among provider organizations, with 84% reporting they use social media for personal purposes, 75% use it for professional purposes within their institutions, and 68% use it for both personal and professional reasons.

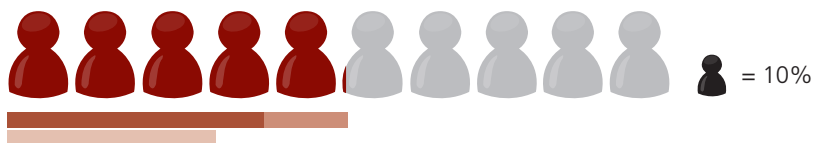
- For those who use social media for professional purposes, only 1/3 use it as a part of their professional obligations.
- Seventy-four percent of respondents identify social networking sites (e.g., Facebook, MySpace, LinkedIn, etc.) as the most popular type of social media tool used for professional reasons

Consider Mayo Clinic, which has jumped into social media wholeheartedly. Mayo runs a Twitter feed with some 200,000 followers, maintains several blogs and supplies videos to a dedicated YouTube channel, says Lee Aase, Director of Mayo's Center for Social Media. Launched one year ago, the center tend to Mayo's multiple social media outlets, as well as providing resources for others in the industry. The center's adjoining Social Media Health Network is a dues-based membership group that numbers nearly 80 health care organizations, including Inova and Catholic Health Partners

Health Data Management, September 2011

¹ National Research Corp's Ticker survey, 2011.

² Frost & Sullivan recently conducted a web-based survey in conjunction with the Institute for Health Technology Transformation (iHT2) to understand trends in the use of social media within U.S. provider institutions



■ **53%** of Institutions use social media ■ **60%** of respondents perceive social media as meeting/exceeding institutional expectations
■ **38%** use dedicated social media staff ■ **19%** use external party social media staff

The most popular reason cited in healthcare for the institutional use of various social media tools is related to marketing and brand awareness and business development purposes. Hospitals today are using social media primarily to push information to their audiences, including other providers and patient communities, in new and innovative ways. They are using Twitter and Facebook to broadcast preventative measures and wellness tips, to debunk medical myths, and to create awareness on diseases and their service offerings. Despite all this information being shared, social media in healthcare today does not include medical record data. It is not intended or designed to be a medium for care delivery, nor any patient-specific communications between a patient and their doctor.

What are the risks?

One risk is that of doctors and care coordinators communicating private information to patients using a social networking site like Facebook. This would be a breach of etiquette, patient rights, and U.S. healthcare law. Social media in today's form is not intended to be a mechanism for care delivery or clinical communications between a patient and their doctor.

The information that is shared by patients today includes opinions, questions, and voluntarily submitted details about their condition. Providers are not using social media to develop "friends" or deliver patient care. Rather, they are using it to create brand awareness and communicate with their captive audience of followers on Fan Pages.

Business are struggling to figure out what to do with social media

<p style="font-size: small;">Companies know that they need to have a social strategy...</p>	<p style="font-size: small;">...but they are not sure how to do it...</p>	<p style="font-size: small;">...although they agree that they will need a platform to be successful.</p>
<p>72% of executives</p> <p style="font-size: x-small;">agree that the customer has evolved so rapidly that we are forced to have a social media presence</p>	<p>79% of executives</p> <p style="font-size: x-small;">agree that their biggest obstacles are that Social media impact and best uses are not yet fleshed out</p>	<p>89% of executives</p> <p style="font-size: x-small;">89% of executives agree that their needed solutions are a streamlined technology platform or infrastructure that does not burden our IT department</p>

Source: RSR Benchmark Report: Social Media's Impact on Customer Engagement, May 2011

However, the greatest risk for a hospital might be in not developing a strategy for social media. Because patients are already sharing opinions and experiences on social media forums, a hospital's brand and reputation are at risk if this is not closely monitored. The healthcare provider has an obligation to monitor and, in some cases, defend themselves from the attacks posted online (see Inova Hospital story, inset).

Just days after starting his job in April 2010 as Director of Digital Communications and Marketing at the delivery system, Chris Boyer was startled to get the news that a baby had been stolen from one of the Fall Church, Va.-based Inova's maternity ward.

Fortunately, this was not exactly true.

What really happened was that a hospital visitor overheard hospital personnel running a test-called a Code Pink-of a security system designed to prevent the crime. Thanks to the power of social media, the visitor was able to Tweet that a baby had gone missing and shared the news with the wider online community.

Boyer was using a social media monitoring service and spotted the Tweet within minutes of its posting. He immediately called the hospital to confirm all the babies were still there, and just as quickly responded on Twitter with the facts. He won Kudos from Inova's CEO for his prompt response, but even so there's no telling if any damage was done to the six-hospital health system's reputation.

Health Data Management, September 2011

And while many healthcare providers are beginning to use social media, most are not sure of the best path forward. According to the May 2011 RSR Benchmark Report: Social Media's Impact on Customer Engagement, 79% of executives (across all industries) don't know how to do it. They are deploying niche social media tools in isolated departments, without a holistic strategy. Eighty-nine percent of business executives agree that they need a streamlined technology platform to execute on their social strategy

Mobile Apps For Healthcare Providers

While healthcare providers are struggling to define their social media strategy, many are already developing mobile applications (primarily for Apple OS and Android operating systems). Hospital administrators and clinicians are mobile in their job duties. Nurses, doctors, and home health care agents spend significant portions of their day with patients or in transit between patients. They are not behind a desk with much frequency. Not surprisingly, mobile apps for internal hospital use are very popular. These apps allow administrators and physicians to see scheduling, census, supply cost, and medical records while on the move (see Novation's mobile supply chain applications).



Purchasing teams across U.S. hospitals buy thousands of unique items each day, such as knee implants, drug-coated stents, and latex-free gloves. Healthcare purchasing is not an easy place to be as high costs are unsustainable. The lack of pricing structures has historically made it difficult for hospitals to make smarter shopping choices.

Working closely with MicroStrategy, Novation developed powerful supply chain applications for the iPhone and iPad that have revolutionized the way hospitals perform price benchmarking. The apps are used regularly by both VHA, a national network of not-for-profit health care organizations, and UHC, a national alliance of the nation's leading nonprofit academic medical centers.

"We consider our mobile apps very successful with regards to price benchmarking in health care and supply chain markets today. Hospital personnel using their iPhone or iPad have the opportunity to make fast decisions by switching products or accessing lower pricing on the products they plan to purchase."

— Guillermo Ramas, Vice President of Strategy & Product Development, Novation

However, employees are not the only target audience for mobile apps. Marketing departments are driving new mobile apps as well, to engage their patients more effectively. It is here, in the patient domain, where the greatest opportunities for new business value exist. Today, these mobile apps are intended to improve branding and communication with patients, as well as provide patients tools to improve their experience with the health system. These apps are accessible from their mobile devices anywhere at any time, reducing the friction between the organization and their customer. Examples of popular application functions include.

- Disease-specific content (e.g. frequently asked questions regarding maternity, cancer, and joint replacement surgery)
- Tools to manage personal health, including diet calculators, phone-based pedometers, and body mass index (BMI) calculators
- Active updates on population health concerns, including H1N1, air quality conditions (pollen, ozone) and tips to control the impact of these
- Marketing of provider-sponsored events, including blood drives, flu shots, and discounted diagnostic screenings (e.g. pulmonary embolism detection, heart scans)
- Physician biographies, and interactive mapping tools to find a doctor

Mobile apps are providing new value to patients, engaging them in new ways with meaningful and customizable benefits. Meanwhile, social media strategies developing from the idea stage in a separate business unit of the hospital. Both initiatives are intended to drive similar business results – increased market share, increased patient satisfaction, and improved revenue performance. However, in most cases these initiatives are emerging in parallel. Hospitals are lacking a cohesive strategy for merging and monetizing these strategic projects.

MicroStrategy Mobile, Cloud, and Social media technologies allow healthcare organizations to merge their mobile app and social media presence to create business value that is far greater than what either can provide independently

MicroStrategy and Facebook Are the Answer


Fortunately, MicroStrategy has built the foundational technologies that allow hospitals to bring social media and mobile together into a singular vision.



Facebook's social graph, which represents the largest social media user base in the world today, can be leveraged within the mobile app. When integrated, the app will become more valuable, ensuring that your hospital broadcasts messages to patients in such a way as to drive interest and promote daily interactions between that patient and your organization, putting your organization front and center in their mind. Fan Pages of your healthcare organization represent those in the population that want to stay connected with your health system.

A compelling Facebook mobile app can provide more targeted, deeply personalized messaging to patients and members. The Facebook authentication scheme not only reduces the barriers to entry (no one wants to remember another password), but also learn more about their patients. It also provides the patient a much more unique app experience, including such benefits as (but not limited to):

- Personalized reminders for diagnostic screenings, including colonoscopy, mammograms, and cholesterol levels
- Education and awareness on diseases and conditions specific to the patient
- Scheduling of appointments with a primary care or specialty physician
- Customized offers for new or specialty services (i.e. massage therapy, physiotherapy, walk-in clinics)
- Post-care surveys of the patient, immediately after their appointment, to determine their satisfaction with their physician encounter



These capabilities require you to leverage the demographic data from your Facebook followers. To make this happen, MicroStrategy has built three products. MicroStrategy Gateway for Facebook, MicroStrategy Wisdom, and MicroStrategy Alert.

Gateway for Facebook is a bi-directional, cloud-based Friendly service that allows companies to pull deep Facebook fan data into their existing enterprise IT environments and applications, and it lets enterprise use this data in a wide variety of ways. The social graph data is converted into a relational data structure, making it instantly suitable for enterprise reporting through Wisdom. This allows the healthcare enterprise gain incredible insight into the demographics, locations, habits, and preferences of their patients, and it promises to let their enterprise applications interact directly with their Facebook fans on a one-to-one basis. Alert, when embedded into your hospitals mobile app, creates the access to the aforementioned data and provides the patient with a new way of organizing all of their Facebook content.

To learn more about how to use MicroStrategy, including MicroStrategy Gateway for Facebook, MicroStrategy Wisdom, and MicroStrategy Alert products, register and download part 2 of this series, "[Strategies for Monetization of Social Media Mobile Apps in Healthcare Providers.](#)"

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