

Building Patient Connections With Technology and Social Media

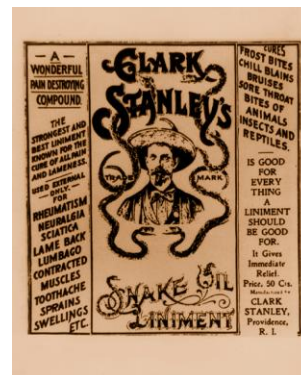
Priya J. Bansal, MD, FAAAAI

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(Very) Brief History of Medical Marketing

- Until the mid-1970's, marketing of medical practices was frowned upon
 - "no advertising" rule in AMA code of ethics, 1847-1975
 - Judicial rulings in the 1970's established professional advertising as a form of free speech
- However, many physicians still have a negative view of marketing, and equate it with "selling out"



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Why use social media?

- Increase visibility and awareness of your practice in the community
 - Reputation
 - Differentiation
 - Brand association
 - Economic development
 - Client education
 - Network growth
 - Build trust
 - Innovate
- Advertise services/changes quickly
- Recruitment- hiring and firing

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Change is Happening Very Quickly

- It took nearly 40 years for computers to become mainstream (an entire lifetime for some new allergists!)



- It took Facebook only 6 months to add 100 million people!
- Patients expect their physicians to keep pace with these changes, and to be where they are

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“Where they are” is online!

74% of internet users engage on social media. 80% of those internet users are specifically looking for health information

90% of respondents from 18 to 24 years of age said they would trust medical information shared by others on their social media networks

41% of people said social media would affect their choice of a specific doctor, hospital, or medical facility.

60% of social media users are the most likely to trust social media posts and activity by doctors over any other group.

Almost 22 percent of parents use Facebook and 20 percent use YouTube to search for healthcare related topics.

3-4 billion people are now using the internet



Source: <https://getreferralmd.com/2013/09/healthcare-social-media-statistics/>

Inventory and Audience

- Inventory
 - How often is it updated?
 - What information is posted?
 - What do patients and staff use it for?
- Audience
 - Younger vs older members
 - What is used by which person?

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Social Media Is Geared Towards a Younger, Tech-Savvy Demographic



Older patients

- More likely to accept physician's recommendation at face value – will go to the specialist recommended by PCP
- Generally have more comprehensive insurance coverage, able to see the recommended doc



Younger patients

- More suspicious of healthcare providers, in general – will "Google" physician, read online ratings, check with friends before scheduling
- More restrictive insurance – need to stay "in network", so referrals have less weight

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Multi-Media Approach

- Videos
- Pictures
- Audio
- Presentations
- Post timely and relevant content

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Search allergists - what comes back?

- Google
- Yelp
- HealthGrades
- Vitals

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Grab Attention

- 5 second rule - if people don't find what they are looking for quickly, they will move on
- Make a good first impression
- Try to have a search feature to locate content quickly
- Keep it short and simple-short, conversational sentences that are easy to comprehend
- Keep it current and local

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Search Engine Optimization

- Most searchers never get past the top 10 search results
- Make your website search engine friendly. Search engines need to be able to “spider” and catalog your website
- Keywords are important!
 - Think like a patient and come up with the list of keywords that he/she would use

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Search Engine Optimization

- Web designers can help you incorporate those keywords, descriptions, and tags to help you get found
- Generate content that is filled with these keywords frequently
- Use tools such as Google Analytics to help tell you how many people came from another web site or which search terms are the most effective

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What about site reviews?

- Try to claim as many sites as you can. If you claim it as yours, you are able to respond in most cases.
- Check to make sure the review is yours. Maybe it is for a practitioner that is no longer there, or was never there to begin with. If so, get it removed.
- Never engage in patient specifics. The manager should apologize for a negative experience and follow up with a call.

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BLOOMINGDALE, IL 60108

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Allergies

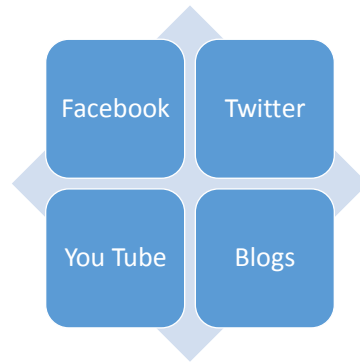
Do you have allergies?

Asthma

WELCOME TO ASTHMA & ALLERGY CENTER

We are dedicated to the health and well being of all our patients. This website is designed to engage our patients in their health care plan. We have an integrated approach to patient care. This means we want to maximize your experience. I have been a doctor for almost thirty years.

The Big 4



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Facebook

- <https://www.facebook.com/business/overview>
- Overview presented at that website
- Facebook helps you connect, be discoverable, be timely and tailored, and be insightful
- Do not ever share patient information
- They have ways to boost your post that do cost money
- Pictures naturally boost post
- Schedule your posts

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Twitter



Social networking and microblogging service that enables its users to send and read messages known as tweets.



Tweets are text-based posts of up to 280 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers.



Don't get hung up on the number of followers you have. It is better to have a small number of engaged and interactive followers than a large number of "ghosts".

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Why Twitter?

- Real time network
- 336 million monthly active users
- 500 million tweets sent per day
- 80% of users access it via a mobile device
- Helps you learn what is going on around you
- Helps drive awareness
- Helps to build connections

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The building blocks of Twitter

Understanding the landscape of Twitter is key to making an impact on the platform. You'll need to understand the language and terminology used so that you're able to interact with customers and engage in conversations seamlessly. Here are some definitions to get you started:



1 Tweet

A Tweet is a message posted on Twitter, consisting of 140 characters or less. It can contain text, photos, links and videos. It's important to note that whenever you include any of these things they will be counted as a link and automatically take up to 22 characters.

2 Reply

Click 'reply' to respond to a Tweet. Replying to a Tweet is a nice way to build relationships with your followers and join in conversations.

3 Retweet

A Retweet is where you choose to take a Tweet from someone else and Tweet it to your own followers. You can either do this directly with the Retweet button or you can add your own message and include the letters "RT" ahead of the content that you are Retweeting.

4 Favorite

Favoriting something is a great way of acknowledging or showing your appreciation for a Tweet. It can also be useful to use as a bookmarking tool if you want to easily find a Tweet again.

5 Hashtag

A hashtag is any word, or phrase without spaces, beginning with the # symbol. People use hashtags to organize conversations and make it easier to find all content related to a given topic. Click on a hashtag to go directly to the search results for that term.

6 Mention

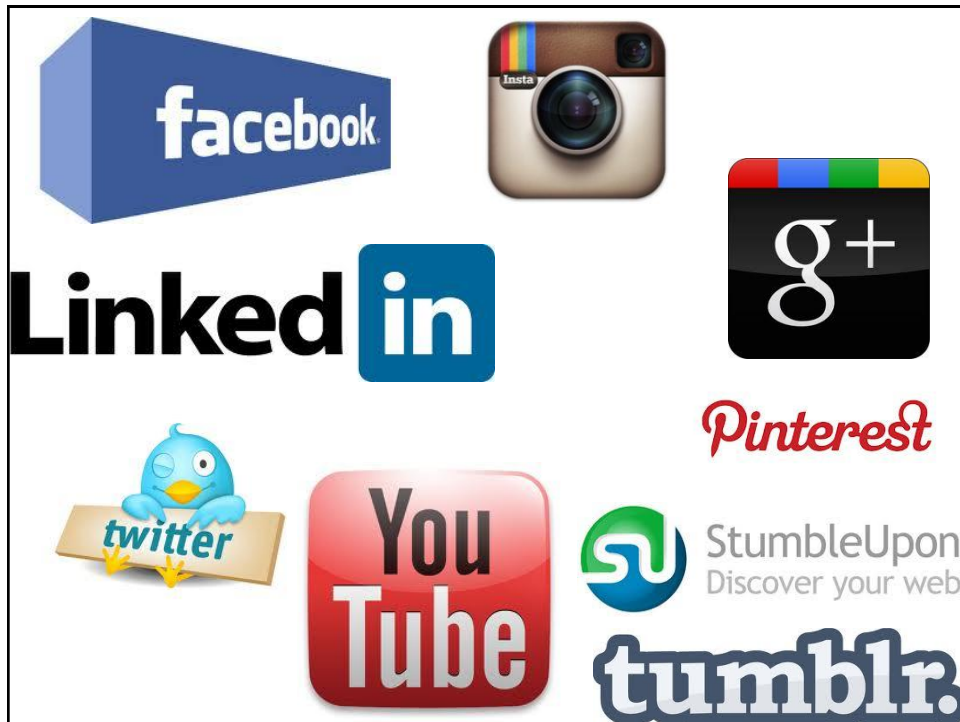
Bring a Tweet to another person's attention by including their @username in your message. You could use it to ask someone a question, to thank them or simply to highlight a piece of content.

What is Social Media?

- Refers to the means of interactions among people in which they create, share, exchange and comment contents among themselves in virtual communities and networks
- 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](#)
- Examples include personal blogs, social networks and content networks

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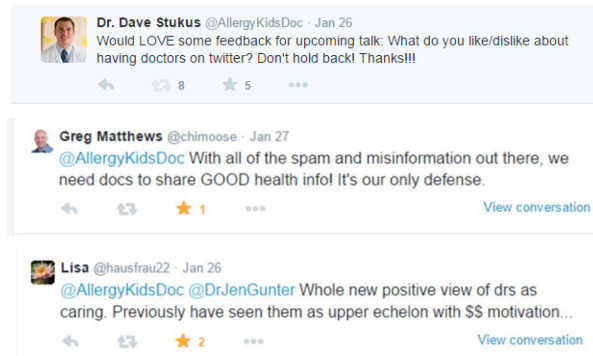
Why should physicians care?

- As of 2018, social media has become one of the most powerful sources for news updates
- Social Media (SoMe) offers practically unlimited engagement opportunities:
 - Colleagues
 - Collaborators
 - Patients
 - End users of research findings
 - Policy makers
 - Voters!

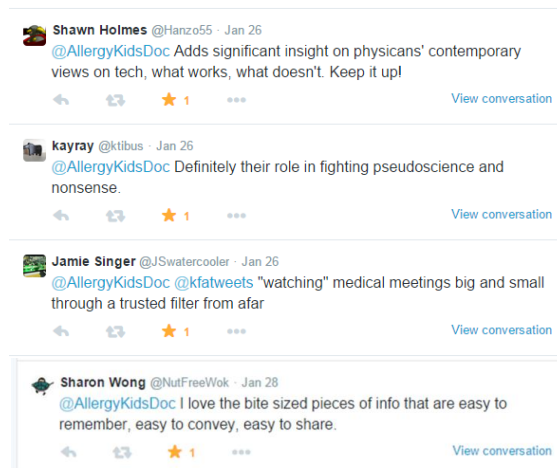
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Why Should Doctors Engage with Social Media?




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Gina M. Lee, M.Ed. @MennettLeeLLC · Feb 26
 @AllergyKidsDoc access (via tweets) 2 events and materials wouldn't otherwise have access 2 (ex. AAAAI, education materials)

Gina M. Lee, M.Ed. @MennettLeeLLC · Feb 26
 @AllergyKidsDoc access 2 Drs that are most up-to-date on current best practice, given rapidly changing landscape of food allergy

Steven Cutbirth @SvenC · Jan 26
 @AllergyKidsDoc I love the accessibility to healthcare experts. Its fascinating to get an inside look into doctor interactions.

Missy Berggren @MarketingMama · Jan 26
 @AllergyKidsDoc I generally assume docs on twitter are thought-leaders & forward thinkers who like to learn & keep an eye out for trends.

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Why Should Doctors Engage with Social Media?

- GOOD health info
- Positive view of doctors
- Significant insight
- Trusted
- Expert
- Learn
- **Accessibility**
- Thought leaders
- Forward thinkers

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Strategies for Social Media Success

- How are you going to present yourself?
 - As an individual
 - As a practice
- Think about your handle very carefully
- Who is responsible for updating content and replying
 - Nothing worse than an inactive user
 - Need to find a 'voice' and let that grow
- What is the reason for joining social media?
 - Interaction with patients
 - Promotion of your practice
 - Staying in tune with the 'pulse'

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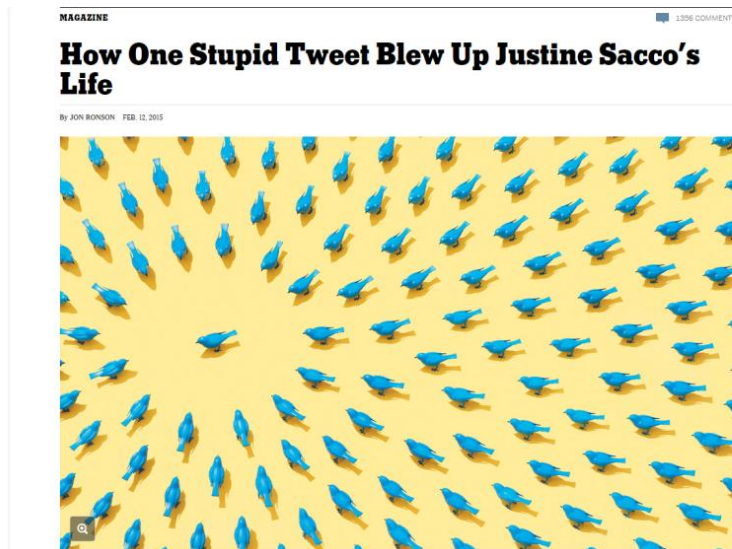
Let's Start with What **NOT** to Do

- Do not discuss politics or religion
 - Too risky, will alienate a subset of your followers/friends
- Do not send the same message over and over and over
 - People are really good at spotting spam and will RUN
 - Can promote your practice/content within reason
- Do not leave your account unattended for long stretches of time
- Don't follow then unfollow once they follow you back
- Before you hit 'send': Always remember – if you put something out there, the *entire* world can see it and it **NEVER** goes away

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The Bad Side of Social Media



Now What SHOULD You Do

- Get involved! Join the conversation, even if it seems like no one is listening...they will soon enough
- Start following others who you'd like to emulate
- Post/Retweet content from others that you think your followers will find worthwhile
 - The content originator may notice and return the favor
 - Can copy and retweet as yourself or just retweet other's posts
 - Makes you less 'selfish'
- Engage with and thank those who follow or retweet your posts

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What Else Should You Do?

- Schedule tweets/posts
 - Try different times of day/week
 - Can use analytics to help or judge for yourself
- Stay current
 - Post messages about latest research
 - Comment on hot topics/media stories
 - Join live Twitter chats
- Stay relevant
 - Develop your own voice
 - Pretend like the 'plagiarism' police are always watching
- Provide content
 - Links to helpful sites (AAAAI)
 - News articles
 - Journal articles/abstracts

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What Can You Do RIGHT NOW???

- Start tweeting from the meeting
- Use # to follow others and put in your own tweets

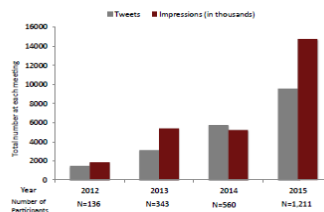


FIGURE 1. Twitter activity during annual AAAAI meetings. *N*, Number of unique participants who used the meeting hashtag each year. To maintain consistency with numerical axis labeling, the number of impressions is graphed as thousands, with total number equaling millions.

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Most Importantly...

- **Have FUN!**
- You'll get out only what you put in
- Develop new relationships with colleagues from around the world
- If you choose, let your followers learn about you
 - Nothing wrong with getting personal
 - Patients may connect with you on another level if you have similar interests
- Mix it up!
 - Pictures
 - Videos
 - Inspirational quotes

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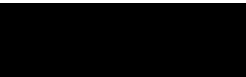


One Example: How Do I Use Twitter?

- Provide evidence-based information regarding allergic & pediatric conditions
 - Focus a lot on misconceptions & myths
 - Comment on hot topics
- I share my sarcastic and silly side
 - Talk about parenting, kids, messing up dinner, stepping on legos
- I follow many of our colleagues from around the world
 - Learn new information
 - Latest journal articles
 - Follow along at all the meetings – **FANTASTIC!!!**
- I interact
 - Occasionally poll followers
 - Respond to questions
 - NEVER give personal medical advice

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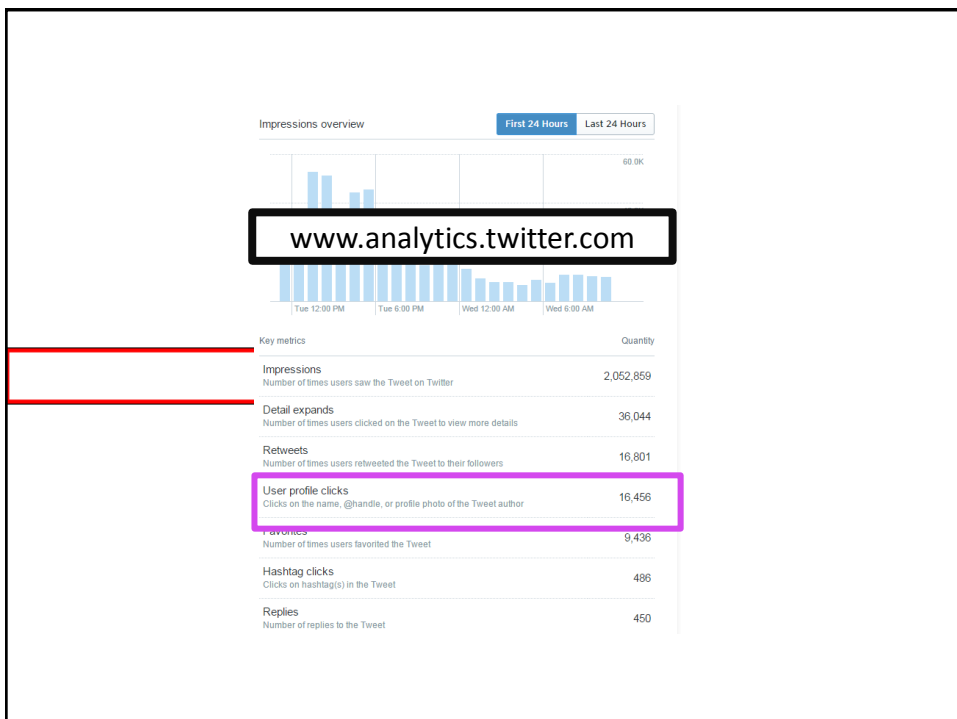
Actual discussion:
 Parent "I want #Ebola vaccine for my child"
 Doc "There isn't one, but we have #flushot"
 Parent "We don't believe in that"

11:05 AM - 4 Nov 2014

16,801 RETWEETS 9,436 FAVORITES

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You Tube



Free video sharing web site which lets users upload, view, and share video clips, the service utilizes Adobe Flash technology to display video.

The wide variety of site content includes movie and TV clips and music videos, as well as amateur content such as videoblogging.

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Mayo Clinic You Tube Channel



<http://www.youtube.com/user/mayoclinic>

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Blogs



Blend of the term **web log** - Over 156 million public blogs in existence.

Usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites.

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What Value Does the Blog Provide?



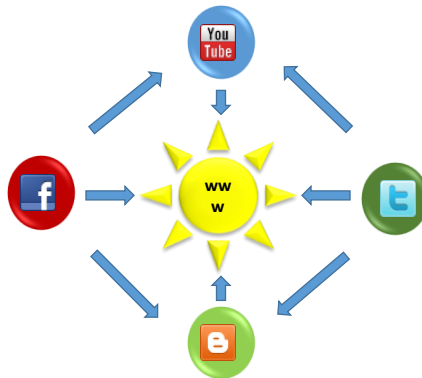
•Your blog is a great way to get your message out:

- Advocacy
- Practice offerings
- Patient education
- New developments

•It gives current and prospective patients a feel for your “persona” as a physician and creates a sense of connection with you and your practice.

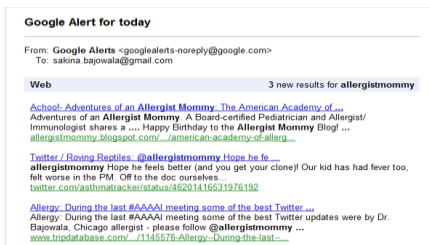
If you have a group practice, providers can share blogging duties!

“Your Website Should be the Sun Around Which Your Social Media Planets Orbit”



Monitor Your Reputation

- Easiest way is by setting a Google Alert for your practice and providers
- <http://www.google.com/alerts>

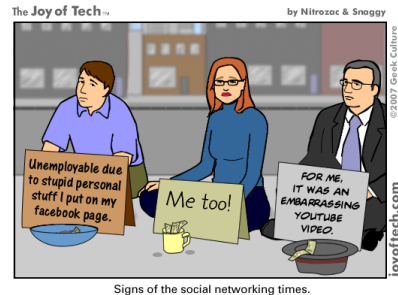


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Social Media Guidelines

- **AMA Policy: Professionalism in the Use of Social Media**
 - <http://www.ama-assn.org/ama/pub/meeting/professionalism-social-media.shtml>
- **Social Media Office Policy**
 - http://imaging.ubmmmedica.com/all/editorial/physicianspractice/pdfs/SM_Policy.pdf



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Ideas for Videos

- | | |
|---|--|
| • Video Introduction <ul style="list-style-type: none"> • Who, What, Why? • Welcome to our practice! | • Hot Topics <ul style="list-style-type: none"> • LEAP guidance • New Biologics |
| • Repetitive Education <ul style="list-style-type: none"> • Inhaler technique • Epinephrine autoinjector technique • Skin Testing | • Informed Consent <ul style="list-style-type: none"> • Oral challenge • Immunotherapy • Desensitization |

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Important Tips for Newbies

- Keep it Focused
 - Create a written outline of talking points to stay on track and on message
 - Only one topic per video
- Keep it Short
 - The most engaging videos are less than 3 minutes in length
 - Multiple short videos are better than a few long ones
- Professionalism Matters
 - Observe HIPAA regulations
 - Dress for the occasion
 - Keep background simple and uncluttered
- No Analysis Paralysis
 - There is no expectation for perfection – be conversational, not scripted
 - Comfort on camera will come with practice, so keep recording and sharing!

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Where to Publish

- YouTube – your online video library
 - First, create your YouTube Channel
 - <https://support.google.com/youtube/answer/1646861?hl=en>
- Facebook – embed from YouTube channel, or use Facebook Live on the fly!
- Website – embed from YouTube channel
- Instagram – best for short announcements

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Creating Your YouTube Channel

- *Follow these instructions to create a channel that can have multiple managers or owners.*
- You can use a Brand Account to create a channel that has a different name but that's still managed from your Google Account. Learn more [about Brand Accounts](#).
- Sign in to YouTube on a computer or using the mobile site.
- Go to [your channel list](#).

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Creating Your YouTube Channel, Continued

- Choose to create a new channel or use an existing Brand Account:
 - Create a new channel by clicking **Create a new channel**.
 - Create a YouTube channel for a Brand Account that you already manage by choosing the Brand Account from the list. If this Brand Account already has a channel, you can't create a new one—you'll just be switched over to that channel if you select the Brand Account from the list.
- Fill out the details to name your new channel and verify your account. Then, click **Done**. This creates a new Brand Account.
- To add a channel manager, follow the instructions to [change channel owners and managers](#).
- Learn more about using a channel with a [business or other name on YouTube](#).

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Basic Steps

1. Shoot the Video (landscape mode)
2. Edit using a free video editor for Apple or Android
 - Add a title, transitions, effects (optional, but easy)
 - Free apps for handheld devices include FilmoraGo, Quik Video, and iMovie
 - <https://filmora.wondershare.com/video-editor/android-video-editor.html>
 - Apps for desktop include Windows Movie Maker, iMovie, and more
 - <http://www.techradar.com/news/software/applications/the-best-free-video-editor-1330136>
3. Publish to YouTube
 - Add keywords and description (important!)
4. Share from YouTube to other platforms
 - Website
 - Facebook
 - Twitter
5. Build your video library quickly by adding just one video a month

Advanced Steps for Editing

- Intro music - You can fade it in and out
- Background music if you wish
- In the lower third of the screen - titles/labels
- In a slideshow, small picture of yourself/specialty/your name at the beginning
- Exit screen containing a call to action - for more info, call-, to schedule an appointment- call, like us on Facebook at



Advanced Steps to Editing, Continued

- Exit screen containing a call to action
 - for more info, call 555-555-5555
 - to schedule an appointment, call 555-555-5555
 - like us on Facebook at -----
- Link to other videos you may have
 - you can see an example of this by watching one of our patient education videos

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Facebook Live

- Once comfortable or if you like to speak “on the fly”
- Live videos can be a maximum of 4 hours, so don’t worry about the max!
- Gives the ability to interact with your followers and connect instantly
- Wifi connection is best, but 4G will work
- If you give a notice, it will help followers interact - 1 day notice is good if you can.

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Facebook Live, Continued

- Offer a good description - will get more people to tune in
- People can tap the follow button to follow the next time you go live
- You can respond to comments live and acknowledge people by name
- Try to stay live for 10 minutes
- Have a closing line to say goodbye
- Show a skill, teach a topic - do what you are comfortable with!

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