

Is Social Media an Ace or a Feather for Patients? Lessons from the Field

Neil Seeman
CEO, Health Strategy Innovation Cell
June 21, 2011
Meeting of the Minds, 2011

Text messaging is "so 2008"

TECHNOLOGY | JUNE 9, 2011

Carriers Sweat as Texting Cools Off

New Messaging Apps from Apple, Others May Hit Fees

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Text



By ANTON TROIANOVSKI

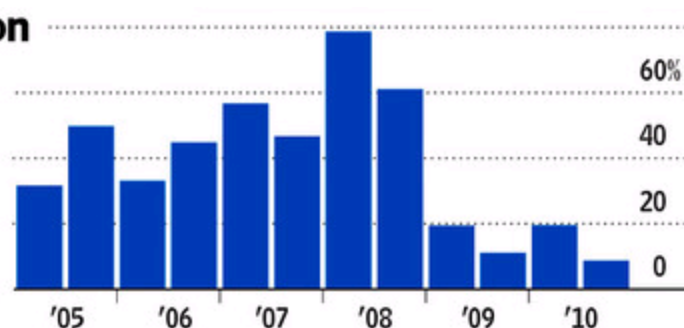
Growth in the volume of text messaging is slowing sharply, just as new threats emerge to that lucrative source of wireless carrier profits.

Lull in the Conversation

U.S. carrier text-message volume growth measured every six months, change from the previous period

Source: CTIA

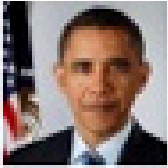
Photo illustration by The Wall Street Journal;
Photo: Jon Protas/The Wall Street Journal



The (free) status update is killing text messaging

Barack Obama

Just Fans



Barack Obama Encouraged to see this going around today: "No one should die because they cannot afford health care, and no one should go broke because they get sick. If you agree, please post this as your status for the rest of the day."

6 hours ago · [View Feedback \(74,373\)](#)

How is Social Media being used in healthcare?

- Community engagement
- Peer support for patients and caregivers
- Research outreach
- Education and advocacy (e.g. smoking cessation)
- Sentiment tracking (e.g. brand monitoring)
- Philanthropy (e.g. campaigns on Facebook)
- Citizen feedback (e.g. ratemds.com)
- Research collaboration for grant applications

How does Social Media benefit healthcare?

- Demonstrable evidence of outreach benefits
- Demonstrable evidence of fundraising benefits
- Clear benefits of emotional support benefits
- No systematic evidence of clinical benefits
- No clear evidence of formal integration of Social Media into quality improvement cycles, or the value of doing this

Our Findings: Healthcare is a slow adopter

- No formal QI integration of Social Media in North America
- Relatively little implementation of Social Media policies or strategies, though this is changing in response to crises
- Many organization-specific Social Media initiatives (e.g. patient groups) are organically created by members of the public
- The main stumbling block to adoption is the lack of best practices to enable organizations to become less risk averse

Some slow uptake is due to ethical concerns

- Are we 'snooping' on private conversations?
- Are we capturing personal identifiers?
- Are we ethically soliciting comments of patients?
- Are we ignoring the people who don't talk online?

Some slow uptake is due to ROI questions

- Should we devote scarce resources to explore this?
- Will we be damaged by embracing public discussion?
- Will we reach our target clients through Social Media?
- Do our clients even use these Social Media tools?
- How will we monitor the quality of discussions?
- What about stigmatized client populations?

Our e-Toolkit and products answer these questions

- We have designed our products to be user friendly
- We have sought to develop emerging best practices
- We have enabled collaborative discussion tools
- We have enabled Social Media integration
- We have addressed ethics issues and ROI to take a balanced view of the opportunities, limits and ethics issues in Social Media adoption in healthcare organizations

Designed for beginners and early adopters...

Do you know how to use Social Media to increase the quality of health delivery?

We are all learning. Social Media tools provide new, meaningful channels of communication, are easy to access, easy to use, and are relatively low cost. [Read more](#)



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Welcome!

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This site has been designed by [The Health Strategy Innovation Cell](#) and [The Change Foundation](#) to help healthcare organizations understand the possibilities of using [Social Media for Quality Improvement \(QI\)](#).

There are different paths to navigate the site depending on your familiarity with Social Media. Here are some of the journeys you can take:

1. **If you are new to Social Media** you can learn [the basics](#) and how healthcare organizations are using sites like Facebook, Twitter, YouTube and other tools to engage with the populations they serve.
2. **If you currently use Social Media** you can jump to the [environmental scans](#) to expand your

...with summaries and Facebook/Twitter integration

Social Media use in Healthcare **for Quality Improvement**

A Partnership Project of The Change Foundation and The Innovation Cell

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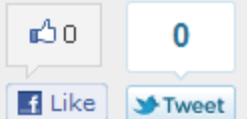
Updated Jan 6, 2011 · 08:52

in [healthcare](#) [telephony](#)



SUMMARY POINTS:

- Social Media is an umbrella term used to describe these newer collaborative and interactive communication and community-building tools.
- Social Media tools provide new, meaningful channels of communication, are easy to access, easy to use, and are relatively low cost.



We highlight Social Media for Quality Improvement

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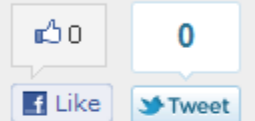
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Updated Jan 6, 2011 · 08:54



SUMMARY POINTS:

- Research has documented the potential power of listening to patient and caregiver stories on open-access Social Media sites as an ethical way to complement the collection and reporting of patient and caregiver satisfaction.
- It is a working hypothesis -- there are no longitudinal studies, as the field is so new -- that using Social Media will support the quality improvement cycle at healthcare organizations.



The Promise of Quality Improvement (QI) through Patient Centred Care

This work is cemented on patient-centred care as it embraces two overarching principles: sharing power and connecting at an emotional level (Mead and Bower, 1982). Building from these principles, according to Stewart et al. There are six core components of patient-centred care: Exploring disease and the patients' illness experience; Understanding the whole person to find common ground; Finding common groups (problems, goals, roles) towards Mutual Decisions; Incorporating prevention and health promotion; Enhancing the patient-physician relationship; and Being realistic.

Improving quality can result in more patient-centred care. It makes a demonstrably positive difference to the patient's experience of care, to their health, and to the efficiency of care (Stewart et al, 2007). The Plan-Do-Study-Act (PDSA) methodology has been used as one of the scientific methods of choice to

We look at best practices under many areas...

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 - [Directory of Canadian Healthcare Organizations using Social Media](#)
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SUMMARY POINT:

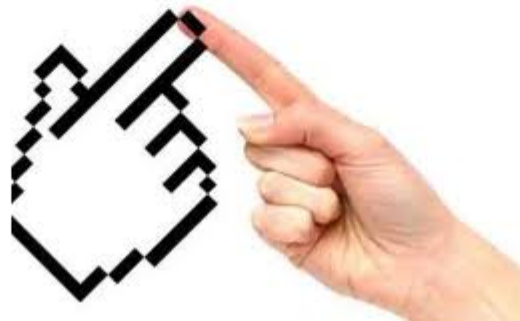
- There are innumerable resources on the World Wide Web on the topic of Social Media. In order to make this site dynamic and relevant to you, we base our recommendations on sources that enjoy the most trust among Social Media users. See the "What's Hot" tool for this "real-time literature review".



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PUTTING THE FINGER ON THE PULSE - 'Emerging Best Practices for Quality Improvement'



Internet

...and focus on our two field partner experiences

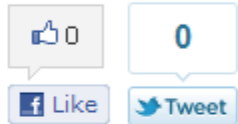
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Updated Jan 6, 2011 · 10:05



Our field partners had different areas of interest. CAMH focused on Social Media for communications...

We have developed three explorations for CAMH to illustrate the use of Social Media for QI in the CAMH setting.

- **Exploration 1:** Mental Health and Addictions Institutions: Reputation and QI
- **Exploration 2:** Social Media Strategies and Tools for Monitoring Mental Health and Addictions Conversations Online
- **Exploration 3:** Measuring Social Media Engagement in Mental Health and Addictions

The goal of these explorations was to develop recommendations based on the emerging best practice guidelines on enhancing quality improvement using Social Media. We expect many of these lessons and insights can be applied to other settings beyond mental health and addictions.

...Providence Healthcare had a deep interest in collaborative innovation using Social Media

- Having undertaken this journey with the Providence Healthcare team, we have developed two field explorations for Providence Healthcare to illustrate the potential use and power of Social Media for QI.

[1. Social Media tools to Improve Patient Engagement and Awareness](#)

[2. Social Media Strategies to Facilitate a Corporate Culture Shift toward Continual Collaborative Innovation](#)

The goal of the explorations is to develop recommendations suggesting emerging best practices on enhancing quality improvement using Social Media tools in healthcare settings, for Providence and other organizations considering this issue.

- [1. Social Media tools to Improve Patient Engagement and Awareness](#)
- [2. Social Media Strategies to Facilitate a Corporate Culture Shift toward Continual Collaborative Innovation](#)

[< 3. Measuring Social Media Engagement in Mental Health and Addictions](#)

up

[1. Social Media tools to Improve Patient Engagement and Awareness >](#)

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Comments

Post new comment

Our e-Toolkit is forward-looking...

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Related Items

[Healthcare Marketing: Making the Case for Social Media - Online ...](#)

[MARKETING YOUR HOSPITAL](#)

[The State of Social Media Marketing «](#)

[Enabling Healthy Decisions](#)

[Immediate Release](#)

[5 Examples of Social Media in Healthcare Marketing | EMDMA](#)

[Social Hospital](#)

[Healthcare Social Media Plan](#)

Future State for healthcare delivery organizations using Social Media for Quality Improvement (3-18 months)



We expect that the mass public adoption of Social Media tools will take place among healthcare organizations in 2011 and 2012. Our systematic scans, notably the rate of growth of Social Media usage by healthcare organizations in 2010 alone, is testament to this. This trend offers new quality improvement opportunities for patients/clients. For us it is not difficult to envision patients/clients using Social Media tools on their mobile phones at their healthcare organizations, and for different purposes (e.g., to receive blood test results of their loved ones or to review their charts). The following are some potential scenarios that could be achieved by organizations that adopt some or all of the recommendations described in our field partner explorations.

1. Healthcare organizations revise their corporate values to include the values of Social Media:

Social Media is about people, just like healthcare organizations. Social media democratizes who gets to be part of the conversation about how to improve healthcare quality. Consistent with Social Media values, healthcare organizations revise their corporate values to reflect the reality of the Web — individuality, equality, openness, meaningful communications, valuable cooperation, continuous learning, mutual understanding and collaboration, solidarity, universal access, ownership and control, multilingualism and the need to change for a better future. These values can help healthcare organizations re-define every measure of impact currently used to measure improvement (e.g., measuring the uptake in the community of a wiki to design an annual strategic plan).

2. Healthcare organizations use Social Media tools to share personalized information with their patients/clients:

Dedicated communications professionals at each organization tailor information for the clients they serve

...and highlights levers for uptake and sustainability of Social Media for Quality Improvement

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SUMMARY POINT:

- Quality legislation and peer-reviewed research have embraced conditions of success for healthcare quality improvement. The use of Social Media in healthcare organizations can therefore be leveraged to support these conditions of success for quality improvement.

Like 0
0
Like Tweet

Ensuring uptake and sustainability

Converting these Social Media recommendations and desired future 3-18 month state into a sustained organizational change initiative requires communicating the quality improvement benefits of the change across the organization. In healthcare, well-recognized thematic conditions for all successful quality improvement initiatives [have been established](#) after careful, systematic international review (*). Further, quality legislation such as Ontario's *Excellent Care for All Act*, 2010 have embraced these conditions of success. Below we show how our field partner explorations in the use of Social Media support these recognized conditions for sustained quality improvement.

1. A "Reputation and Quality Improvement" strategy using Social Media

We incorporate dynamic collaboration and feedback tools to enable best practices development...

HOME | WHAT'S HOT | SEARCH

Welcome to the Healthcare Social Media "Chat Lab"



If you search information on social media in healthcare, you may be overwhelmed



How do you know which discussions matter most to people and why?



In real-time, our peer-reviewed tool organizes discussions by their global intensity level



Our Chatmeter scores the intensity of social media information for healthcare on the Web

1 Select chatter level by pressing the icon or the hottest topics (more chatter means more people in healthcare found the information of value)



A lot of chatter

2 Browse through the social media resources that have been filtered for your



Cleveland Clinic

More information at ccf.org

...and we invite healthcare organizations to help guide each other about how they are using Social Media

Overview

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Users of this site are able to edit the following list. For a full editable version of this table please visit <http://goo.gl/8O8L> and fill in all of the required fields. If you want to learn more about our methodology used to create this editable list, please browse to the bottom of this page.

CanadianHealthCare SocialMedia Scan : All centres

ORGANIZATION TYPE	ORGANIZATION NAME	FL
Agency	Child Development Resource Connection Peel	ht
Agency	The National Eating Disorder Information Centre (NEDIC)	ht
Association	BC Lung Association	ht
Association	Lions Society of BC	ht
Association	Victoria Health Centre	ht
Association	Canadian Diabetes Association	ht
Association	Health Sciences Association of British Columbia	ht
Association	Diabetes Quebec	ht
Association	Diabetes Quebec	ht

Published by [Google Docs](#) – Updated automatically every 5 minutes

Ed Bennett of University of Maryland Medical Center has set up a Google Group to discuss Health Care Social Media. In addition conversations on social media in healthcare happen at scheduled times on twitter following the hashtags #hcsml (USA), #hcsmlca (Canada), #hcsmla (Latin America) and #hcsmlmeu (Europe).

METHODOLOGY

This project encourages more dialogue on this topic

Comments

Post new comment

Your name:

neil

Comment: *



Thank you to the core team...

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From the Innovation Cell

- **Alton Ing**, Director of Simplicity
- **Carlos Rizo**, Chief Imagineer
- **Karen Born**, Fellow-at-large
- **Fulisha Mobeen**, Innovation and Marketing Manager
- **Neil Seeman**, Director and Primary Investigator

From The Change Foundation

- **Hasmik Beglaryan**, Senior Research Consultant
- **Sine MacKinnon**, Director of Communications
- **Andrew MacLeod**, Project Lead - Strategic Engagement and Information Technology
- **Cathy Fooks**, President and CEO



...and to our advisors

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Members included:

- **Melanie Barwick** – Associate Scientist and Director of Knowledge Translation in the Child Health Evaluative Sciences program of Sick Kids' Research Institute, Psychologist at The Hospital for Sick Children
- **Sonika Lal** – Policy Analyst, healthcare Access Strategy Unit, Health System Strategy Division, MOHLTC
- **Wendy Katherine** - Manager (Acting), Population Health and Integration Strategy Unit, MOHLTC
- **Paula Blackstien-Hirsch** – Lead, Centre for Healthcare Quality Improvement
- **Marina Englesakis** – e-patient, Information Specialist, UHN
- **Rob Fraser** – Graduate Nursing Student, University of Toronto & Founder, nursingideas.ca
- **John Sharp** – Manager, Clinical Research Informatics, The Cleveland Clinic
- **Tim Sturgill** – Emergency Physician at Emergency Physicians' Medical Group
- **Peter Szota** – Executive Director, Grand River Community healthcare organization
- **Joe Peters** – Partner, Ascentum, Ottawa
- **Pat Campbell** – CEO, Echo: Improving Women's Health in Ontario
- **Joanna Zuk** – Senior Communications Officer, Association of Ontario Midwives

Thank you!



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