

WE WANT TO TAKE YOUR SOCIAL MEDIA PULSE

Want to learn more about the power and potential of social media for health-care quality improvement and stay ahead of the 2.0 curve? So do we. Join our network by sending your questions, concerns and experiences.



THE CHANGE FOUNDATION
HEALTH CARE DESERVES OUR FINEST THOUGHT

innovation cell
making sense of online patient conversations

OVER →

As this exciting project gets off the ground, we want to hear about your social media practices and policies so we can learn from your comments, concerns, and experiences. **We want to incorporate your experience into our project, enriching the content and relevance of our timely work.**

Patients are tweeting, blogging, chatting and otherwise sharing their personal health-care stories and experiences in various online communities across the emerging 2.0 universe. As health-care leaders, providers, planners and advisors, how do we make sense of this largely unexamined and unprecedented avalanche of real-time, hot-topic, open source patient narrative? Is this noise or news?

The Change Foundation and the Health Strategy Innovation Cell have partnered on a project, **Using on-line patient dialogue to drive health-care improvement**, to study how to harness the power of social media for better health care. We will work with partners like Providence Healthcare and others to develop and support a network of best practices on how to use social media as a quality improvement tool. We're asking: how can health-care organizations integrate what they are hearing and learning from online conversations to map meaningful patient-centred change in our system? And on the flip side, what are the accountabilities, boundaries and limitations of this fast-changing connective medium?

PLEASE TELL US

- Is your organization using social media to connect with patients, families, and caregivers?
- What's your level of interest in using social media as a quality improvement tool?
- Do you have an organizational social media policy in place?
- Do you think you need one?

Send your answers, questions, comments to: info@innovationcell.com.

Learn more about this project by reading [Invitation to Partner and Using online patient dialogue to drive health-care improvement](#) at www.changefoundation.com.

“Technology does not drive change, it enables change.”

PAUL SAFFO