The Case for Social Media in Healthcare

Lee Aase, Director, Mayo Clinic Social Media Network
@LeeAase
Learning Objectives: You will be able to

• Describe the continuity between traditional media and social networking and modern social media tools

• Discuss the growth of social media and why this trend must be recognized in the 21st Century workplace

• Cite positive examples of healthcare engagement in social media

• Articulate personal guidelines for involvement in social media platforms, and identify resources to support appropriate use and to mitigate risks
Agenda

• Mayo Clinic History as Context

• The Evolution of Media

• Examples of Positive Social Media Applications

• Mayo Clinic’s Newer Innovations, Priorities

• A Preview of the May 16 Sequel
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<td>Johns Hopkins Hospital, Baltimore</td>
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<td>Massachusetts General Hospital, Boston</td>
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<td>5</td>
<td>UCSF Medical Center, San Francisco</td>
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Why?
Social Networking in Mayo Clinic’s History

Social Networking: Creating & strengthening relationships through communication
“(In 1905) McClure’s Magazine…recounted the story of that country doctor and his brother, and of St. Mary’s Hospital, which handled more surgical cases annually than any other hospital in the United States, more than even the great Johns Hopkins.”

(The Doctors Mayo, Helen Clapesattle, p. 289)
Mayo Clinic’s Original Social Networkers
“By the end of the 1920s Dr. Will could say he had studied surgery in every town in America and Canada of one hundred thousand population or more, and had crossed the Atlantic thirty times.”

(The Doctors Mayo, Helen Clapesattle, p. 405)
Countries Dr. Will Mayo Visited
## Countries Dr. Will Mayo Visited

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Social Networking is part of Mayo Clinic’s DNA…

… and is part of the DNA of healthcare!
Once Upon a Time, Three Networks Dominated the Media Landscape in the United States
Every day, these guys would define the news...
... while local affiliates and newspapers sold scarce audience access at monopoly prices
Then one day Ted Turner launched the cable TV revolution...
And one of these guys invented the Internet...
The means of news production and distribution were democratized...
Twin revolutions fragmented audiences, causing major economic upheaval

• Hundreds of cable channels, exponential growth in Web sites

• Mass media came under economic pressure leading to
  • Demise of TV doctor
  • Papercuts
Until finally, the Big 3 TV share of audience crashed...

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Google Rakes In More Ad Dollars Than U.S. Print Media

Advertising revenue in billion U.S. dollars

- U.S. Newspapers*
- U.S. Magazines
- Google (worldwide)

* Excludes advertising on newspaper websites

Source: Google, NAA, PIB

In the first six months of 2012, Google raked in more ad revenue than U.S. print newspapers and magazines combined.
Facebook went public at 20x the value of *The Wall Street Journal*…
...and has quintupled since 2012
Learning the Laws: Moore’s and Metcalfe’s
Eye (or Ear) Openers to Digital Opportunities

FREE
THE FUTURE OF A RADICAL PRICE
CHRIS ANDERSON

WIKINOMICS
Don Tapscott and Anthony D. Williams

COGNITIVE SURPLUS
CLAY SHIRKY

Creativity and Generosity in a Connected Age
Sources: ESPN heading for more painful layoffs
Moving Mayo Clinic from Social Networking to Social Media
Information Sources Behind Preference for Mayo Clinic

- Word of Mouth
- News Stories
- Internet
- Advertising
- Direct Mail
- Hospital Ratings
From Syndicated Media…

…to “New” Media (Podcasting)
Involuntary “Representation” in Social Networks

myspace.com/MayoClinic
Mayo Clinic

What's on your mind?

Share

Athletes and Heat
In 2008, six student athletes died on the field because of the heat. Four were in high school and two were in college. Mayo Clinic sports medicine spe...Read More
Length: 1:54

10 hours ago · Comment · Like · Share

4 people like this.

Write a comment...


Yesterday at 8:07am · Comment · Like · Report

Mayo Clinic
I've always enjoyed reading. Browsing through bookstores and antique shops looking at books both old and new fascinates me...
Traveling from Rochester, Minnesota, to Indianapolis after a week at Mayo Clinic. In this photo, I am in Chicago for my connecting flight.

Peppy Lanie Love that smile 😊
Like · Reply · 2 · May 27 at 9:36pm

Marty Clawson replied · 1 Reply
Peppy and Marty, thank you. The young man who transported me between my American Airline flights in Chicago took the photo. He was being funny...hence, the smile! 😁
Like · Reply · 1 · May 29 at 11:59am

Write a comment...
The loving and caring people Mayo Clinic. I could never forget my Radiation team. They were all OUTSTANDING.
Adopting Free Platforms and Low-Cost Tools

- 2007 - Facebook
- 2008
  - YouTube
  - Flip Cameras
  - Twitter
  - Blogs
Amplifying Word-of-Mouth

- 91% said “good things” about Mayo Clinic after visits
  - Average of 43 heard “good things”

- 86% recommended Mayo Clinic
  - Average of 24 advised to come
  - Average of 6 actually came
Increasing Patient Volumes

From: Ruben A. Mesa, MD
< Mesa.Ruben@mayo.edu >
Date: Wednesday, February 10, 2010 1:16 PM
To: Lee Aase < aase.lee@mayo.edu >
Subject: Re: Update on YouTube and appointment requests/consults

There is hardly a new out of state consult I see which does not mention the video(s). How many came initiated by the video(s) is unclear but the impact has been huge. I would conservatively say the videos have been mentioned by 50 external direct consults, of which a solid percentage the video played a role in them coming. My sense is people hear about my work in the field, consider a consult, then when they see the video it seals the deal.
Cost-Effective Knowledge Sharing and Reputation Enhancement
Accelerating Knowledge Diffusion among Patients and Medical Professionals
Phillies outfielder credits Mayo Clinic surgeon for comeback chance

Jayson Werth, the rightfielder whose two home runs last night helped send for the Philadelphia Phillies to their second straight World Series, has come back from a career-threatening wrist injury thanks to Mayo Clinic orthopedic surgeon Richard Berger, M.D., Ph.D.

Earlier this year, Jayson told his story on our Sharing Mayo Clinic blog. Here are excerpts of his story, in his own words:

The first day of spring training 2005, I was hit by a pitch. Originally it was diagnosed...as an evulsion fracture. I was out two weeks, and then two weeks turned into two months, and my pain wasn't really where the evulsion fracture was...I played two-thirds of the season, I would say—didn't play very well, played with pain...it was rough, I was injured.

At the end of the year, the hand specialist for the Dodgers did a surgery that didn't help. I was actually worse after the surgery...
Surgeon separates Phillies player from his pain

It was all in the wrist for right fielder

By Mary Boryla Marcus Out Velero

It was all in the wrist for right fielder. James Hoch got this hand length of the day of a year's worth of pain into a two-month period. "It's a good sign," he said. "It's a good sign."

"It's a good sign," he said. "It's a good sign."

"It's a good sign," he said. "It's a good sign."
My E-Patient Twitter Success Story

When I arrived at the Mayo Clinic in Rochester, Minnesota a few weeks ago, I was asked: "Who referred you to us?" My answer was not traditional: "Twitter."

For the past five years, I've suffered with pain in my right wrist on a daily basis, despite regular treatment from an orthopedic surgeon. I was diagnosed with an LT ligament tear and told that my only surgical option was a partial fusion of my wrist - a treatment he did not yet recommend and I was unable to accept as a solution. At the time, I remember having a conversation with my father: "You hear about these ballplayers tearing things and coming back to play the next season," he said. "It seems like there should be a better solution than that."

I was in pain. I couldn’t open jars myself or turn doorknobs with my right hand.

I was frustrated. I didn’t have much time with my surgeon and I didn’t feel like I was getting the answers I needed.

I wanted more.

Then, two things happened that changed the direction of my treatment.

First, my mother told me she saw something about wrist ligament damage in USA Today. My father's foreshadowing, it turns out, was spot on. The article turned out to be about baseball player Juan Uribe and the treatment of a not particularly well-known wrist ligament injury: a UT split tear. Second, I noticed an alert on my Twitter aggregator: In coordination with the USA Today article, @MayoClinic was hosting a #wristpain Twitter chat with Dr. Richard Burger, the surgeon who discovered the UT split tear. When I read the article and the tweet, I knew I had to participate.

When I arrived at the Mayo Clinic in Rochester, Minnesota a few weeks ago, I was asked: "Who referred you to us?" My answer was not traditional: "Twitter."
The tide is shifting with this (for the better!). I presented this once again at a plenary session of the annual meeting of the American Society for Surgery of the Hand in Boston last week as an invited speaker. It was very well received, and a number of surgeons have adopted this into their practice. Social media has driven this into practices in less than 2 years, when it takes 17 years on average. Great work, Lee!

Thanks!

Dick
UT Split Repair Procedures

- 2007
- 2008
- 2009
- 2010: 38
- 2011
Lessons

• The Continuity of Media
  • YouTube, Twitter and Blogs were essential to success
  • Massive impact through integration with traditional media

• The Importance of Mindset
  • Resourcefulness and Experimentation
  • Altruism and serving the audience
Making Valuable Information Accessible Freely
I am an outpatient
I am a patient at  □ Rochester Methodist Hospital  □ Saint Marys Hospital

Comments: After being given no diagnosis and sent from Doctor to Doctor for our daughter, who was vomiting up to 12 times daily and experiencing abdominal pain, I researched her symptoms online. I found Dr. Fischer's in formation online and called to schedule an appointment. We were here for 5 days and met and worked with several of the most caring, compassionate, knowledgeable, professional, and wonderful doctors I have ever had the pleasure of meeting. Thankfully, my daughter was finally given a diagnosis and we have started treatment for her. Dr. Fischer is Fantastic!!!

Optional
Name: Christine and Robert Laimore
Address: 702 S. 3402
City, State, ZIP: Lake Arrowhead, CA 92350
Mother of Teen Finds Cure for Mystery Disease Online

POTS, which StrikesGirls in Their Teens, is Often Misdiagnosed, But Curable in 80 Percent of Cases

BY SUGAR DONALDS JAMES
July 15, 2010

Hayley Laimon’s mystery illness began on her 14th birthday last year when she threw up after a fun-filled day at Disney World. For nine months as it went undiagnosed, she dropped out of school, disengaged from life and dwindled to 70 pounds.

“At first we thought maybe it was too much junk food or possibly the flu, but the throwing up continued,” said her mother, Christine Laimon of Arrowhead Lake, California. “If she tried to eat, it came right back up.

Hear more of Christine Laimon’s story.
Dear Dr. Fisscher,

My 14 year old daughter, [redacted], has been positively diagnosed with POTS. This was on Monday, Feb 21st, [redacted] here in NJ. She was prescribed 0.1mg of fludocortisone once a day. This morning she does feel a noticeable improvement. She describes so far as medium, on a scale of small, med, or a lot of improvement.

This was a normal, healthy teen who got sick suddenly. After many thorough exams, she was deemed healthy but still feeling sick. Most believed it was persistent dehydration or anxiety. It was documented in previous exams that her pulse rate did change on sitting vs. standing. [redacted] even noticed it herself.

If I did not find your video on "YouTube", I do not know how long this would have gone on. I had googled "tachycardia", "orthostatic", "teenage female" and some of her other symptoms. What a great public service your video is, and that you leave a contact number. I cannot thank you enough for it.

If you have calls from NJ, I think [redacted] was a great experience.

Thank you and God bless you,
Improving Health by Promoting Screening

10 Years After Katie Couric's Colonoscopy: What You Need to Know

It's been 10 years since Katie Couric courageously underwent a live colonoscopy on the "Today" show -- an effort to encourage screening after her husband died of colon cancer in 1998. Millions watched and learned that the procedure is relatively easy...
Mayo to livestream a colonoscopy to boost screenings

By Allie Shah Star Tribune | FEBRUARY 26, 2016 — 6:02PM

The Mayo Clinic is jumping into the emerging trend of livestreaming medical procedures via the mobile app Periscope with a live broadcast Tuesday morning of a colonoscopy.

Live from Rochester, Minn. it's ... a colonoscopy.

By Dennis Douda

#ScopeScope: LIVE Periscope Colonoscopy from Mayo Clinic

March 1, 2016

This year, 135,000 new cases of colorectal cancer are expected to be diagnosed in the U.S., making it the third most common cancer. It's the second leading cause of cancer death. However, it is also one of the most preventable cancers. With March being Colorectal Cancer Awareness Month, Mayo Clinic live-streamed a colonoscopy, just to show how simple this life-saving procedure can be. Here's Dennis Douda for the Mayo Clinic News Network.
Mayo Clinic streamed a colonoscopy live on Periscope on March 1, the first procedure at Mayo Clinic broadcast to a non-medical audience. The #ScopeScope kicked off Colorectal Cancer Awareness Month, to highlight the need for appropriate screening. Here’s more background on colorectal cancer screening options: http://mayocl.in/1Y18PpS

159K Views

Like  Comment  Share  Buffer

Amy Davis, Dana Wirth Sparks and 1K others

Top Comments *

337 shares
#80by2018 Colorectal Cancer Awareness Campaign
Facebook Live
In Review: Beneficial Applications of Social Media

• Building a specialty or sub-specialty practice
• Enhancing conversation quality and improving efficiency
• Speeding knowledge diffusion
• Promoting screening and prevention
• Raising your personal profile by being smart in public
Developing Deeper Relationships
WELCOME TO MAYO CLINIC CONNECT

Ask questions. Get answers. Connect.

Mayo Clinic Connect is an online community where you can share your experiences and find support from people like you. You'll also receive trustworthy information from Mayo Clinic experts.
Brain Tumor

Welcome to a place where you can meet people living with brain tumor or caring for someone with brain tumor concerns. Join the discussion! Ask your questions, share your story, or just say hello.

Add yourself to the member list and click the + Follow button to receive email notifications when new messages are posted to the brain tumor group.

DISCUSSIONS

START A DISCUSSION

GBM Resection
Latest reply 1 day ago by @cbrice

Daily pain
Latest reply Wed, Feb 22 at 2:39pm CST by @rajincajunmom

Inoperable Brain Tumor
Latest reply Tue, Feb 21 at 7:36pm CST by @spammy

#MayoClinicNeuroChat on Brain Tumors
Latest reply Wed, Feb 15 at 5:37pm CST by @lindaib

When will I feel like myself again?
Latest reply Mon, Feb 13 at 11:24am CST by @czarkowski1270
Mayo Clinic Connect Mentors

Cynaburst, Mentor
Dawn, Mentor
Jen, Mentor
John Bishop, Mentor
Katherine, Mentor
Kari Ulrich, Mentor
Martin, Mentor
predictable, Mentor
Rosemary, Mentor
safetyshield, Mentor
Scott, Mentor
Teresa, Mentor

More about Connect Moderators and Volunteer Mentors
Members use the community to

• Understand their condition & help manage it
• Find out about treatment options, experts & care centers
• Get peer support to succeed in behavioral change
• Mentor
• Advocate and search for research
• And more
Including Mayo Clinic Provider Expertise
How To Save Money on Your Medications

By Mayo Clinic Transplant Pharmacist @mayoclinictransplantpharmacist

Hi! This is Christina, transplant specialty pharmacist, and Erin, social worker, here at Mayo Clinic. Through our jobs, we’ve had the opportunity to meet with hundreds of patients who are hoping to have a transplant or have had one. Each patient is unique, but one thing they all have in
Video Q&A about Childhood Cancer

#AsktheMayoMom

Childhood Cancer Awareness

Thu, Sep 7, 2017
11:00am to 11:30am CT

Posted by Mayo Clinic
6,376 Views
The Surgeons Club for Social Media in Healthcare
The Mayo Clinic Social Media Network

• The Mayo Clinic Social Media Network (#MCSMN) exists to improve health globally by accelerating effective application of social media tools throughout Mayo Clinic and spurring broader and deeper engagement in social media by hospitals, medical professionals and patients.

• Our Mission: Lead the social media revolution in health care, contributing to health and well being for people everywhere.

• Makes resources developed for Mayo Clinic staff available to peers, and generates revenue to support mission.
#MCSMN: A Catalyst for Health Care Social Media

- Guidelines
- Best Practices
- Platforms
- Training
- Consultation
FREE Basic membership: socialmedia.mayoclinic.org
News You Can Use

How to Choose a Social Media Management Tool
Social Media Today

Jul 28 2017

The Future of Social Media Is Here: These Are the Trends You Need to Know
HubSpot

Jul 28 2017

Twitter Added Zero Users Last Quarter
recode

Jul 28 2017

Top 10 Reasons for Using Social Media [Study]
Social Media Today

Jul 27 2017

How We Increased the Readership of Buffer’s Blog to Over 1.5 Million Visits
Buffer Social

Jul 27 2017

View All
Mayo Clinic Social Media Network

Mayo Clinic Resources

Welcome to MCSMN

A professional social network for people and organizations using online digital communication tools to enhance health care delivery and advance careers.

Ask questions. Get answers. Share new ideas.

- Learn how to get started.
- Contact Dan Hinmon, Community Director

Resources from Mayo Clinic:
- Criteria for Mayo-Branded Social Sites
- Mayo Media Release Form
- Social Media Guidelines for Mayo Clinic Employees
- Mayo Clinic Verified Twitter Accounts
- Making the Case for Employee Access to the Internet
- Mayo Clinic Connect Promotional Toolkit

Discussion Categories
The following are guidelines for Mayo Clinic employees and students participating in social media.

Social media includes personal blogs and other websites, including social networking platforms like Facebook, LinkedIn, Twitter, YouTube or others. These guidelines apply whether employees and students are posting to their own sites or commenting on other sites.

1. Follow all applicable Mayo Clinic policies. For example, you must not share confidential or proprietary information about Mayo Clinic and you must maintain patient privacy. Among the policies most pertinent to this discussion are those concerning patient confidentiality, government affairs, mutual respect, political activity, Computer, E-mail & Internet Use, the Mayo Clinic Integrity Program, photography and video, and release of patient information to media. (Rationale)

2. Write in the first person. Where your connection to Mayo Clinic is apparent, make it clear that you are speaking for yourself and not on behalf of Mayo Clinic. In those circumstances, you should include this disclaimer: "The views expressed on this blog/website are my own and do not reflect the views of my employer." Consider adding this language in an "About me" section of your blog or social media profile. (Rationale)

3. If you identify your affiliation to Mayo Clinic, your social media activities should be consistent with Mayo's high standards of professional conduct. (Rationale)

4. If you communicate in the public internet about Mayo Clinic or Mayo Clinic-related matters, you must disclose your connection with Mayo Clinic and your role at Mayo. (Rationale)

5. Be professional, use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behavior reflect poorly on Mayo, and may result in liability for you or Mayo Clinic. Be respectful and professional to fellow employees.
Mayo Clinic Social Media Guidelines

1. All policies apply in social
2. Speak for yourself
3. Be professional
4. Be transparent
5. Practice mutual respect
6. Get your work done
7. Don’t “friend” patients
8. Don’t “friend” direct reports
9. Don’t endorse for Mayo
10. Mayo logo is profile no-go
Social for Healthcare Certificate from Mayo Clinic and Hootsuite
In Review: Beneficial Applications of Social Media

• Building a specialty or sub-specialty practice
• Enhancing conversation quality and improving efficiency
• Speeding knowledge diffusion
• Promoting screening and prevention
• Raising your personal profile by being smart in public
Coming Next: Have You Googled Yourself Lately?

• May 16 AASLD Webinar

• How social media can help you take charge of your online reputation
Let’s Discuss!

• @LeeAase on Twitter
• aase.lee@mayo.edu
• socialmedia.mayoclinic.org