Purpose
To guide participants in developing strategies for integrating electronic technologies and social media into business management.

Objectives
• To present the current state of social media integration into medicine and health care with translations to physical therapist practice management.
• To introduce technology-based strategies for business management designed to improve market position.

Technology State of Physical Therapy
• Pls stand
• Personal Tech Index
  – Remain standing if you have a personal email account.
  – Remain standing if you have a separate work/business email account.

Social Media Index
• Remain standing if you have at least one (1) social media account
• Remain standing if you have at least two (2) social media accounts
• Remain standing if you have three (3) or more social media accounts

Clinic/Practice Technology Index
• Remain standing if your practice/department/clinic has a website
• Remain standing if your practice/department/clinic website links to social media
Clinic/Practice Technology Index

- Remain standing if the website has a patient portal
- Remain standing if your patient portal has secure access to patient-specific data input and retrieval

Technology Evolution

- Electronic and information technology are not new
  - Electronic and information technology
    - Information technology and any equipment or interconnected system or subsystem of equipment used in the creation, conversion, or duplication of data or information
      - Telecommunications products, World Wide Web sites, multimedia, and office equipment such as copiers and fax machines
        - Architectural and Transportation Barriers Compliance Board
          - Accessed 6/13/2013

Integration in Health Care

- In spite of knowledge of better health outcomes and practice efficiencies associated with new technology, health care remains the slowest industry to adapt to, and integrate new technology into patient care and practice management
  - Constraints: Time to implementation; Patient privacy; Regulatory guidance


Web 2.0: Technology Revolution

- Image via: http://novaspivack.typepad.com/RadarNetworksTowardsAWebOS.jpg
- http://www.youtube.com/watch?v=YEp0e69b4Ag

Health Care Evolution

- http://www.youtube.com/watch?v=YEp0e69b4Ag
Social Media is a Strategic Initiative

What do most companies do wrong when they enter the social world? No, it’s not that they’re being fake, or don’t “get it.” It’s that they don’t really know their objectives.”


Social Darwinism and Survival of the Fittest

• Social media is becoming a part of the environment and will continue to do so
• Increasing popularity of social media in the environment suggests that it is an important need for survival
  – Desired outcome is increases in two-way communication with “customers”
  – Desired fit:
    • Credibility
    • Authenticity (or transparency)
    • Trust

Strategic Management

- Informal and formal evaluation of a business relative to its:
  - Processes
  - Environmental changes
  - Competition
  - Goals and directions

Bringing the Social Media Revolution to Health Care

- Mayo Clinic
  - Gold Standard
  - Bringing the Social Media Revolution to Health Care
  - “How-To” and strategic reasons to integrate social media into health care marketing and communications

CDC Social Media Toolkit

- SOCIAL MEDIA COMMUNICATIONS STRATEGY WORKSHEET
  - Use this worksheet to help you strategize about your audience, and the potential social media tools and channels you may want to use for your campaign or communication activity.

Four-Step Approach to the Social Strategy

- P People
  - Assess “customer” social activities
    - On-line survey
    - Survey station in practice
- O Objectives
  - Decide what you want to accomplish
    - Focus group with Prezi
    - Blog with stakeholders
- S Strategy
  - Plan for how relationships with “customers” will change
    - Health care managers blog
- T Technology
  - Decide which social technologies to use

Guidance Documents

- APTA
  - Standards of conduct in the use of social media
    - HOD 06-12-17-16 [Position]

- AMA
  - E-9.124 Professionalism in the Use of Social Media
    - http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3058640/

SOCIAL MEDIA IN PRACTICE MANAGEMENT
Health 2.0/Medicine 2.0
Changing practice culture
Information sharing via Web 2.0 strategies
Patient empowerment


Improve Patient/Client Communication

- Patients prefer a patient/provider messaging system over phone calls (Liederman 2003)
- Patients want secure electronic communications with providers (Wallwiener 2009)
  - Convenient; time-saving; useful
- Positive effectiveness associated with social media interactions (Hamm 2013)

Improve Quality of Patient Care via Social Media Strategies

- Improves communication and collaboration with patients
- Assists patients to better understand their conditions
- Assist care coordination
- Increases patient participation in care
- Provides patients with additional social support


Better Outcomes and Reduced Costs

- Increased patient involvement in care (Empowerment)
- Patient engagement: improved health outcomes and reduced costs
- Required strategies:
  - Individualized
  - Build skills and confidence to support level of activation of the patient
  - Consider policy for increasing patient participation in care


Health Outcomes and Social Media in Chronic Disease Management

- Engagement/participation
- Social interactions
- Effect on disease-specific knowledge
- Psychosocial impacts
- Physical condition impacts


Social Media supporting EBP Practice

- Links expert to decision making
- Real time information exchange
- Knowledge translation and management
- Formal communication
- Information communication
- Increases context exposure
Professional Development

• Efficient and effective tool for educating and informing practicing physicians (McGowan 2012)
• Interest in development of virtual communities of practice to reduce isolation and promote professional development (Barnett 2013)