Today’s Webcast: Using Social Media in Your Hospital or Health System: What You Need to Know
Welcome! Hospital and health care executives have a unique role to play in social media execution. Recognizing the importance of social media is the first step in taking your hospital into the digital world. But which platforms should we use? What are the legal implications? How do we define success? These questions and many others are answered in this guide. A Hospital Leadership Guide to Digital & Social Media Engagement will help you and your organization navigate through the healthcare social media world. You can explore the guide using the topic...
HospitalSocialMedia.tumblr.com

• Getting Started
  • 5 Steps To Get Started
  • Setting Up An Infrastructure
  • How To Set Up An Infrastructure
  • Resource Allocation
  • Establishing Clear Policies
  • Benefits And Challenges Of An Open Network
• Engaging Patients
  • Creating Communities
  • Addressing Negative Comments
  • Determining Return On Investment
• Engaging Employees
  • Opportunities To Engage
• Legal Focus
  • HIPAA
HIPAA requirements to protect personally identifiable patient information **apply to social media.**

- Applies 24/7
- Applies when staff are **on** and **off** the job
- Applies to social media of the organization and personal social media
A HIPAA-compliant patient authorization (in writing; signed by patient or patient’s representative) is required for use/disclosure of personally identifiable patient information (PHI) outside of treatment, payment and health care operations.

- Social media is NOT treatment, payment or health care operations.
Protected health information (PHI) includes the fact that an individual is treated by a particular provider, even if no other details about the patient’s condition or treatment is revealed.
HIPAA does not limit or restrict the patient’s right to use/disclose their own PHI.
A provider’s obligation under HIPAA to protect patient privacy continues even after the death of the patient.

- Compliance required for 50 years following the death of the individual.
There is no special HIPAA exception allowing a provider to use/disclosure of PHI for matters of public record or during disaster situations.
Proper de-identification of PHI requires more than just removing the patient’s name.

- Even identifiers of the patient’s relatives, employer, or household members must be removed.
- A provider must not have actual knowledge that the information could be used alone or in combination with other information to identify the individual.
A breach of PHI, including through social media, must be reported to the patient, media (in some circumstances) and HHS.
Updated Guidelines for releasing information on the condition of patients (February 2003) http://www.aha.org/content/00-10/updatedguidelines0302.pdf

Guidelines for Releasing Patient Information to Law Enforcement (July 2005) http://www.aha.org/content/00-10/guidelinesreleasinginfo.pdf

Connect with AHA!

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Facebook: facebook.com/Ahahospitals
YouTube: /AHAhospitals
Paul Gruensfelder
Manager, Social Media and Digital Marketing

@Paul_DigitalAdv
Barnabas Health

New Jersey’s largest integrated health care delivery system
Aggregate social audience

- 50+ social media properties
- 40,000+ aggregate audience
- 2.1m+ gross social impressions in 2014
Our Approach
Where to start

Identify goals

Conduct a SWOT

Research audience scale and necessary growth

Determine resources

Establish channel ownership

Develop content strategy
Social Media Content Goals

What do consumers expect from our content? (Based on quantitative analysis of our posts)

- They want to be educated.
- They want to be entertained.
- They want to engage on an individual level.
Social Media KPI

Audience growth DOES matter,

Engagement rates are important BUT,

So are website visitors.

So are online and offline conversions.

So are conversations.

Patients do more than “like” Facebook pages and posts.
Barnabas Health is the New Jersey’s health care leader and the destination for health and wellness care.
Strategy - Create

Where are our patients going to see our messages?

What types of content do they expect to see there?

How will we respond to feedback?
Content Generation

Content Generation Committee – Chaired by Director, Strategic Marketing

Determine Topics

Identify Marketing Channels

Create and Repurpose

Execution

Aligns with and supports overall system, service line and hospital integrated marketing communications

Empirical feedback from social media audience and website analysis
## Strategy – Create
### Content Matrix

| #     | Day of Week | Topic | Status / Exacting Control Issues PB | Topic / Services Line Suggested | AP | Sr. Exec. C | VP | GM | CHG | PO | SN | SNM | CTP | DN | BLG | CHP | FHC | PCH | CBO | CHSC | BHC | BHMC | BHC R | D/B | OB | HR Mosaic |
|-------|-------------|-------|------------------------------------|--------------------------------|----|------------|----|----|----|----|----|----|-----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 01/21/2018 | Mon | Start Your Year off With Good Health - 05 day challenge | Status | | | | | | | | | | | | | | | | | | | | | |
| 01/22/2018 | Mon | Start Your Year off With Good Health - 05 day challenge | Status | | | | | | | | | | | | | | | | | | | | | |
| 01/23/2018 | Tue | The importance of a healthy lifestyle | Status | | | | | | | | | | | | | | | | | | | | | |
| 01/24/2018 | Wed | The importance of a healthy lifestyle | Status | | | | | | | | | | | | | | | | | | | | | |
| 01/25/2018 | Thu | The importance of a healthy lifestyle | Status | | | | | | | | | | | | | | | | | | | | | |
| 01/26/2018 | Fri | The importance of a healthy lifestyle | Status | | | | | | | | | | | | | | | | | | | | | |
| 01/27/2018 | Fri | The importance of a healthy lifestyle | Status | | | | | | | | | | | | | | | | | | | | | |

*Note: All days of the week follow the same template.*

**Related**:
- [ pulmonary function testing ]
- [ physical therapy ]
- [ nutrition ]
- [ exercise ]
- [ mental health ]
- [ sleep ]
- [ stress management ]
- [ weight loss ]
- [ smoking cessation ]

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**Related Topics**
- [ healthy eating ]
- [ staying active ]
- [ mental wellness ]
- [ cardiovascular health ]
- [ immune system support ]
- [ sleep hygiene ]
- [ stress management ]
- [ weight management ]
- [ smoking cessation ]

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**Important Notes**
- [ pulmonary function testing ]
- [ physical therapy ]
- [ nutrition ]
- [ exercise ]
- [ mental health ]
- [ sleep ]
- [ stress management ]
- [ weight loss ]
- [ smoking cessation ]

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**Key Strategies**
- [ healthy eating ]
- [ staying active ]
- [ mental wellness ]
- [ cardiovascular health ]
- [ immune system support ]
- [ sleep hygiene ]
- [ stress management ]
- [ weight management ]
- [ smoking cessation ]

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**Contact Information**
- [ Pulmonary Function Testing]
- [ Physical Therapy]
- [ Nutrition]
- [ Exercise]
- [ Mental Health]
- [ Sleep]
- [ Stress Management]
- [ Weight Loss]
- [ Smoking Cessation]

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**Additional Resources**
- [ pulm function testing ]
- [ physical therapy ]
- [ nutrition ]
- [ exercise ]
- [ mental health ]
- [ sleep ]
- [ stress management ]
- [ weight loss ]
- [ smoking cessation ]

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**Important Dates**
- [ pulmonary function testing ]
- [ physical therapy ]
- [ nutrition ]
- [ exercise ]
- [ mental health ]
- [ sleep ]
- [ stress management ]
- [ weight loss ]
- [ smoking cessation ]

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**Supportive Tools**
- [ pulm function testing ]
- [ physical therapy ]
- [ nutrition ]
- [ exercise ]
- [ mental health ]
- [ sleep ]
- [ stress management ]
- [ weight loss ]
- [ smoking cessation ]

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**Collaborators**
- [ Pulmonary Function Testing]
- [ Physical Therapy]
- [ Nutrition]
- [ Exercise]
- [ Mental Health]
- [ Sleep]
- [ Stress Management]
- [ Weight Loss]
- [ Smoking Cessation]

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**Conclusion**
- [ summary of key points ]
- [ action steps ]
- [ next steps ]
- [ follow-up ]
- [ feedback ]
- [ assessment ]
- [ evaluation ]
- [ improvement ]
- [ continuous improvement ]

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**References**
- [ pulm function testing ]
- [ physical therapy ]
- [ nutrition ]
- [ exercise ]
- [ mental health ]
- [ sleep ]
- [ stress management ]
- [ weight loss ]
- [ smoking cessation ]

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**Footer**
- [ Barnabas Health logo]
- [ webcasts]
- [ SHSMD logo]

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Strategy – Create Social Media Posts

Start Your Week With Good Health – Know Your BMI
You know your weight but do you know your Body Mass Index (BMI)? Learn more about BMI and calculate your BMI here: http://ow.ly/GPdJY.

Start Your Week With Good Health - Know Your BMI
You know your weight but do you know your Body Mass Index (BMI)?

If you’re a caregiver, the holidays can present unique challenges. Barnabas Health Home Care and Hospice offers a resource guide to help you navigate through this challenging time: http://ow.ly/F2Ssr

For seniors, is it more than the blues? http://ow.ly/O677p

Eating with your heart in mind can help prevent cardiovascular disease. Try this delicious cantaloupe soup recipe for a cool start to a summer meal! http://healthlibrary.barnabashealth.org/.../HeartHeal.../30,260...

Is it more than the blues?

Risk factors and screening methods for #colorectal #cancer http://ow.ly/Kol7H

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Strategy – Create Blog

Sizzling Hot or Heat Exhaustion? Beat the heat: understanding heat illness

In order to beat the heat, it's important to look out for your health and the health of those around you. While hot weather can be dangerous for anyone, people aged 60 and older are especially vulnerable to its threat due to underlying health conditions that make them less able to adapt to heat.

Heat Cramps: The mildest form of heat-related illness, heat cramps consist of painful muscle cramps and spasms.

Heat Exhaustion: Exhaustion occurs when the body has been losing essential fluids and salts, leaving the body unable to cool itself. Symptoms of heat exhaustion include pale, moist skin; cramps; fever; nausea; vomiting; dizziness; headache; fatigue; and anorexia. If left untreated, heat exhaustion can lead to heat stroke.

Heat Stroke: The most severe form of heat illness, this life-threatening condition occurs when the body's heat-regulatory system is damaged by heat exposure. Symptoms include warm, dry skin; high fever; rapid heartbeat; nausea; vomiting; confusion; disorientation; stupor; and convulsions. Seek immediate medical attention.

To do: Move to a cool area to rest, drink water and sports drinks, stretch muscles if they are cramped, remove clothing, place wet towels on skin or immerse the body in cold water, place ice bags on the temples and groin areas. If symptoms are not relieved or you believe someone is experiencing heat stroke, call 911 or seek immediate emergency medical attention.
Strategy – Create

“Life is better healthy” video series
Running is a great way to get in shape, but it can also lead to injuries. Barnabas Health explains common injuries and how preventing them can keep you on track toward achieving your fitness goals.

http://goo.gl/HGs23s

Did you know that water accounts for 60 percent of an adult's body weight and about 74 percent of a newborn's body weight, making it the largest single substance in the human body? Barnabas Health explains why we need water, as well as the causes, symptoms and dangers of dehydration.

http://goo.gl/CA2kn8

The Institute of Medicine (IOM) suggests that the average healthy woman drink about nine cups a day of liquids and the average man about 13 cups a day.

BARNABASHEALTH.ORG
Strategy – Create Doctor’s Day

Over 500 comments

Up more than 10% YOY.

Tremendous feedback from patients and physicians.
Strategy – Create
The Pink Crusade
Strategy – Create

The Pink Crusade
Strategy – Create
The Pink Crusade

Did you know exercise helps fight breast cancer? ow.ly/Cr8hf

Did you know?
Exercise helps fight breast cancer.

For more breast health information visit our health library at healthlibrary.barnabashealth.org

Barnabas Health
Oct 1 at 11:25am

Schedule Your Mammogram Today
One out of eight women will be diagnosed with breast cancer. Every two minutes, there is a new breast cancer diagnosis.
The majority of women diagnosed with breast cancer have no family history.
At Barnabas Health, we treat more patients with breast cancer than anyone in New Jersey. We see it every day. We know what it can do to families.
The vast majority of breast cancer survivors are the ones who caught the cancer early.
And every single patient who caught it early did so through some kind of screening. A mammogram. Or breast self-exam.
Mammography is the primary imaging tool used to detect breast cancer that cannot be felt during regular breast examinations. Yearly mammograms are recommended starting at age 40 and continuing for as long as a woman is in good health.
That’s why we’re on a crusade. The Pink Crusade. We’re doing everything we can to remind you, to convince you, to urge you to get your mammograms.
Early detection saves lives. Schedule your mammogram today.
To schedule your mammogram, visit www.barnabashealth.org/thepinkcrusade

The Pink Crusade
Breast Cancer Awareness Month

Barnabas Health
Strategy – Create
The Pink Crusade
Negative reviews happen.
But maybe not as much as you’d think.
People are talking anyway.
Weigh in, make it right, and show that you’re genuine and sincere.

### Sentiment

- **Positive**: 42%
- **Negative**: 20%
- **Neutral**: 38%

### Cases

- **2013**: +80%
- **2014**: +300%
- **2015**:

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**Strategy - Converse**
Strategy - Converse

Operations/ Clinical

Consumer

Social Media Team

Site Marketing
What do patients expect when they reach out directly on social media?

Be responsive.

Be respectful.

Be empathetic, but not necessarily apologetic.

Follow-up appropriately.

...All While Maintaining Your Brand Voice.
What to do next?
Improvise and Adapt

Don’t be afraid to try new things, but if you do, commit. Your patients will let you know if they like it or not.

Test. Test. Test. – Make decisions with data.

Goals may change, make adjustments to strategy and tactics, processes and resources as needed.
Social media takes time and resources.

Social media is not a means to an end.

Social media is adaptable and malleable.

*Social media is social.*
Digital and Social Media:
Employee Engagement the First Tier of Influence

9/15/2015
Brooks Rehabilitation

- **System Includes:**
  - Inpatient Hospital
  - Skilled Nursing /Short-term Rehab
  - Home Health Care
  - Physician Group Practice
  - Rehabilitation Research
  - Outpatient Therapy
  - Assisted Living & Memory Care
  - Community Programs

- **Specialty Clinical Programs**
  - Brain Injury
  - Spinal Cord Injury
  - Stroke
  - Orthopedics
  - Pediatrics

- **Community Programs**
  - Adaptive Sports
  - Healthy Living
  - Clubhouse
  - Neuro Recovery
Who do we want to reach with Social Media?

- General Public
- Patients & Families
- Employees
Who is Closest...

...to your brand?
...to your mission?
...to your values as an organization?
Patients and Families
Engage Your Base

• Engage your base to reach the community at large
  • The average FB user has 338 friends
  • By engaging your base you can earn exposure with their circles
  • Earn the opportunity to engage people who don’t have as much connection to your brand
Content is King

• Maximizing amplification
  – Create good content
    • Relevant
    • Well written
    • Meaningful
    • Image Driven –
      – Stock photos vs. real photos
  • Video
    – Likes, comments, shares
    – Opens door to tier two
    – Boost successful posts to hit tier three
Build Good Content

Social Media

Patient Stories

Events/Activities

Staff Profiles

Brooks strives to have a life-changing impact on our patients, but often times these patients end up impacting us.

Going Home is Bittersweet | Brooks Rehabilitation

Join us on January 31st at the Brooks Family YMCA. We will be hosting a fun, free, educational event for parents and children of all ages and abilities!

Brooks clinician Jodi Morgan recently received a special honor from the Jacksonville Area Speech Pathology Association. Jodi was awarded the organization’s Personal Achievement Award for her role in the development of the Speech-Language Pathology Program at Jacksonville University. Congratulations Jodi!
Messaging Focus

- Patient Stories & Community Programs
- Staff Profiles
- Industry & Marketplace Innovation
- Research & Academic Activities
Dr. Ngo

Organic Reach – 4,000
Thanksgiving

Organic Reach – 7,000
OT Month Campaign

Organic Reach
21,000
Numbers

- Organic Impressions from FB – 693,204 (6 months)
- Paid amplification – 1,177,605
Wrap Up

- Use Digital Media Platforms to build good will for your organization
- Establish your base, it begins with employees, patients, and families
- Engage your base through good content
- As your base engages with the posts the content gets amplified
- A good strategy is to boost successful content through paid ads
Questions?
Thank you!

http://hospitalsocialmedia.tumblr.com/

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