

Welcome!

Today's Webcast: Using Social Media in Your Hospital or Health System: What You Need to Know



HospitalSocialMedia.tumblr.com



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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

Search

HOSPITAL USE OF SOCIAL & DIGITAL MEDIA

[Getting Started](#)

[5 Steps To Get Started](#)

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- 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 and Social Media



HIPAA: 8 Things You Need to Know

1 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



HIPAA: 8 Things You Need to Know

- 2 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.



HIPAA: 8 Things You Need to Know

- 3 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: 8 Things You Need to Know

- 4 HIPAA does not limit or restrict the patient's right to use/disclose their own PHI.



HIPAA: 8 Things You Need to Know

- 5 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.

HIPAA: 8 Things You Need to Know

- 6 There is no special HIPAA exception allowing a provider to use/disclosure of PHI for matters of public record or during disaster situations.



HIPAA: 8 Things You Need to Know

- 7 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.

HIPAA: 8 Things You Need to Know

- 8 A breach of PHI, including through social media, must be reported to the patient, media (in some circumstances) and HHS.



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.



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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.



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Strategy

Tactical Executions

Create

Converse

Curate

Barnabas Health is the New Jersey's health care leader and the destination for health and wellness care.



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Strategy - Create

Where are our patients going to see our messages?

What types of content do they expect to see there?

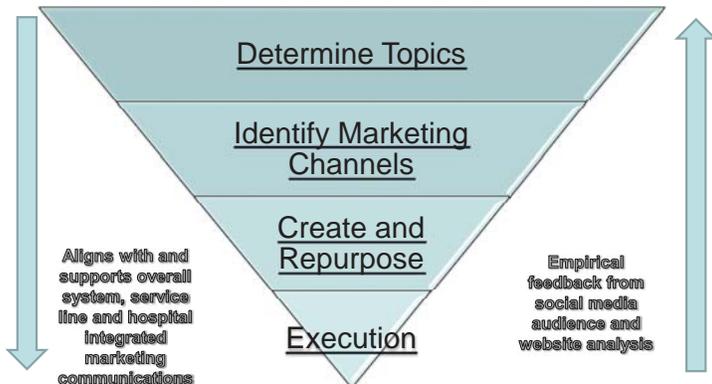
How will we respond to feedback?



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Content Generation

Content Generation Committee – Chaired by Director, Strategic Marketing



Barnabas Health

Strategy – Create

Content Matrix

Item	Asset/Link	Date	Channel	Priority	Owner	Status	Q1	Q2	Q3	Q4	YTD	Q1	Q2	Q3	Q4	YTD	Q1	Q2	Q3	Q4	YTD	Q1	Q2	Q3	Q4	YTD
1



Barnabas Health

Strategy – Create Social Media Posts

Barnabas Health Shared publicly · Jun 23, 2015
In recognition of National Safety Month, Barnabas Health reminds parents to keep their children safe by following these precautions

Barnabas Health December 16, 2014
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/TZDnc>

Barnabas Health August 8, 2014
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/_Heart/leaf_730250...

Barnabas Health (Barnabas Health) Mar 15
Risk factors and screening methods for colorectal cancer ow.ly/K6t7H

Barnabas Health Behavioral Health Center

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Strategy – Create Blog

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

Summer suggestions for eating heart smart from the Barnabas Health Centers

SHSMDU webcasts **Barnabas Health**

Strategy – Create “Life is better healthy” video series



Strategy – Create Leveraging Partnerships

New Jersey Marathon April 17
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/HG623s>

Why Your Body Needs Water
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

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Strategy – Create Doctor's Day

- Over 500 comments
- Up more than 10% YOY.
- Tremendous feedback from patients and physicians.

To our more than 5,700 physicians for helping to build a healthier New Jersey. **Barnabas Health**

Click Here To Thank Your Doctor

To: Debra R Tarantino MD
I cannot say how thankful I am I found you. You took one apart and put me back together again. It could have been me. Thank you. You may be the best one ever!!! www.barnabashealth.org Thank you!

To: Thomas E Hackett DO
Thank you doctor after my surgery I had a very short hospital stay. A very quick recovery time and very little pain and minimal scarring which I am all. Appreciated you. You were recommended to me as "the best" and I agree completely.

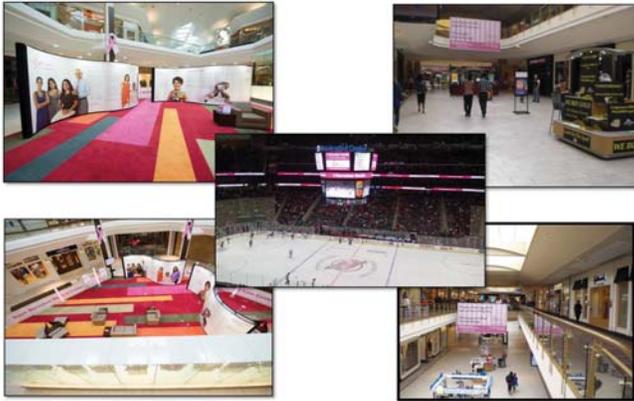
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Strategy – Create The Pink Crusade



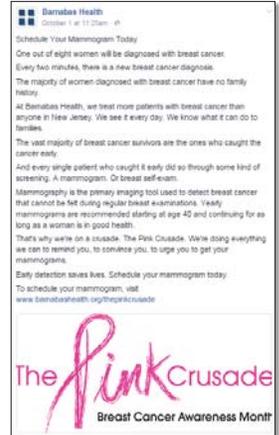
Strategy – Create

The Pink Crusade



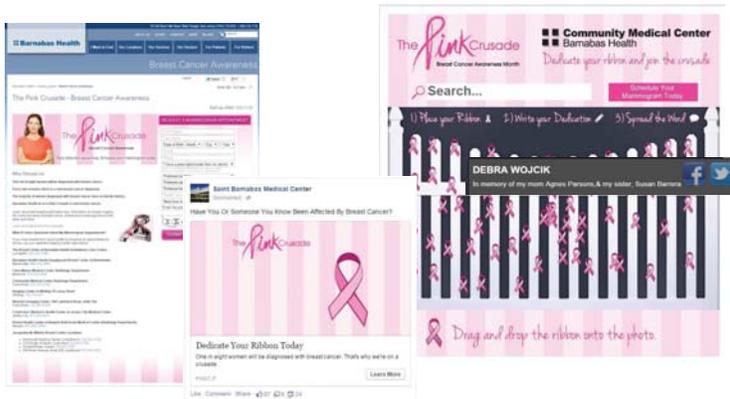
Strategy – Create

The Pink Crusade



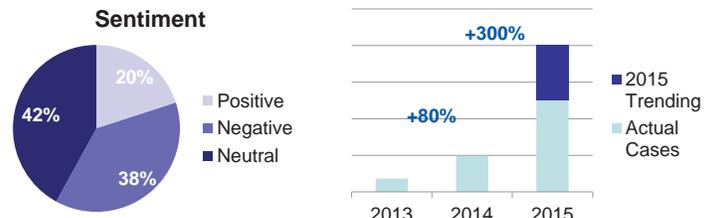
Strategy – Create

The Pink Crusade

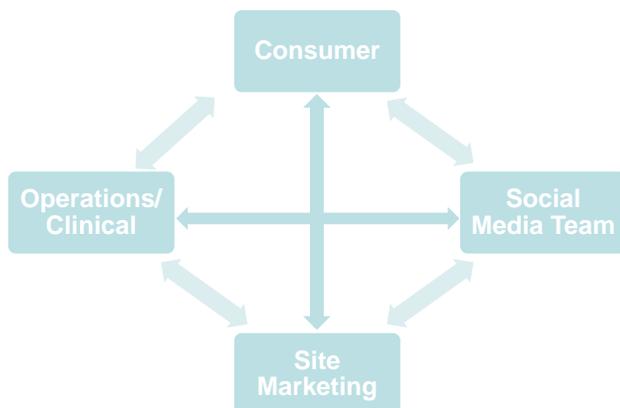


Strategy - Converge

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.



Strategy - Converge



Strategy - Converge

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.

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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.



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Summary

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.



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BROOKSSM Rehabilitation



Digital and Social Media:
Employee Engagement the First Tier of
Influence

9/15/2015

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Brooks Rehabilitation

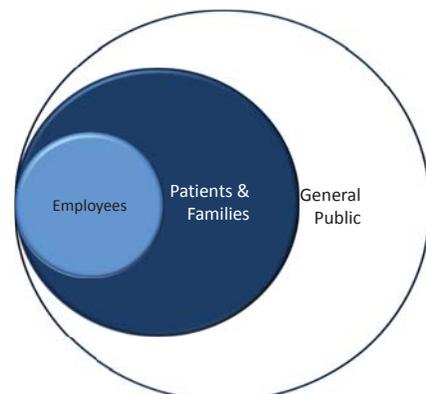
- System Includes:
 - Inpatient Hospital
 - Skilled Nursing /Short-term Rehab
 - Home Health Care
 - Physician Group Practice
 - Rehabilitation Research
 - Outpatient Therapy
 - Assisted Living & Memory Care
 - Community Programs
- Specialty Clinical Programs
 - Brain Injury
 - Spinal Cord Injury
 - Stroke
 - Orthopedics
 - Pediatrics
- Community Programs
 - Adaptive Sports
 - Healthy Living
 - Clubhouse
 - Neuro Recovery



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BROOKSSM
Rehabilitation

Who do we want to reach with Social Media?



3

BROOKSSM
Rehabilitation

Who is Closest...

...to your brand?
...to your mission?
...to your values as an organization?

Employees



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



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(6months)
- Paid amplification – 1,177,605



Total Page Likes as of Today: 15,970



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?



<http://hospital-social-media.tumblr.com/>

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