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

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: 8 Things You Need to Know

1. HIPPA 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

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.
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.
Barnabas Health

More Info

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]

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@Ahaadvocacy
@Protectcare
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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

Where to start

Identify goals
Conduct a SWOT
Research audience scale and necessary growth
Determine resources
Establish channel ownership
Develop content strategy

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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.

Strategy

Tactical Executions

Create
Converse
Curate

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

Determine Topics
Identify Marketing Channels
Create and Repurpose
Execution

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

Content Generation Committee – Chaired by Director, Strategic Marketing

Content Matrix

Empirical feedback from social media audience and website analysis

Barnabas Health is the New Jersey’s health care leader and the destination for health and wellness care.
Strategy – Create

Social Media Posts

For seniors, is it more than the blues?

Is it more than the blues?

“Life is better healthy” video series

Leveraging Partnerships

Over 500 comments

Up more than 10% YOY.

Tremendous feedback from patients and physicians.

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.

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.

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.

Who do we want to reach with Social Media?

- Employees
- Patients & Families
- General Public
- General Public
- General Public
- General Public

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

Employees

# WeAreBrooks

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

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
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