

BRIDGING THE GAP OF NURSING RELATIONSHIP WITH OTHER HEALTHCARE PROFESSIONALS THROUGH SOCIAL MEDIA

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SOCIAL MEDIA OVERVIEW

Internet-based tools for connecting people, sharing and discussing information among peers.

Over 3billion users

The term most often refers to activities that integrate technology, social interaction, and the construction of words, pictures, videos for expression of any kind



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SOCIAL OVERVIEW

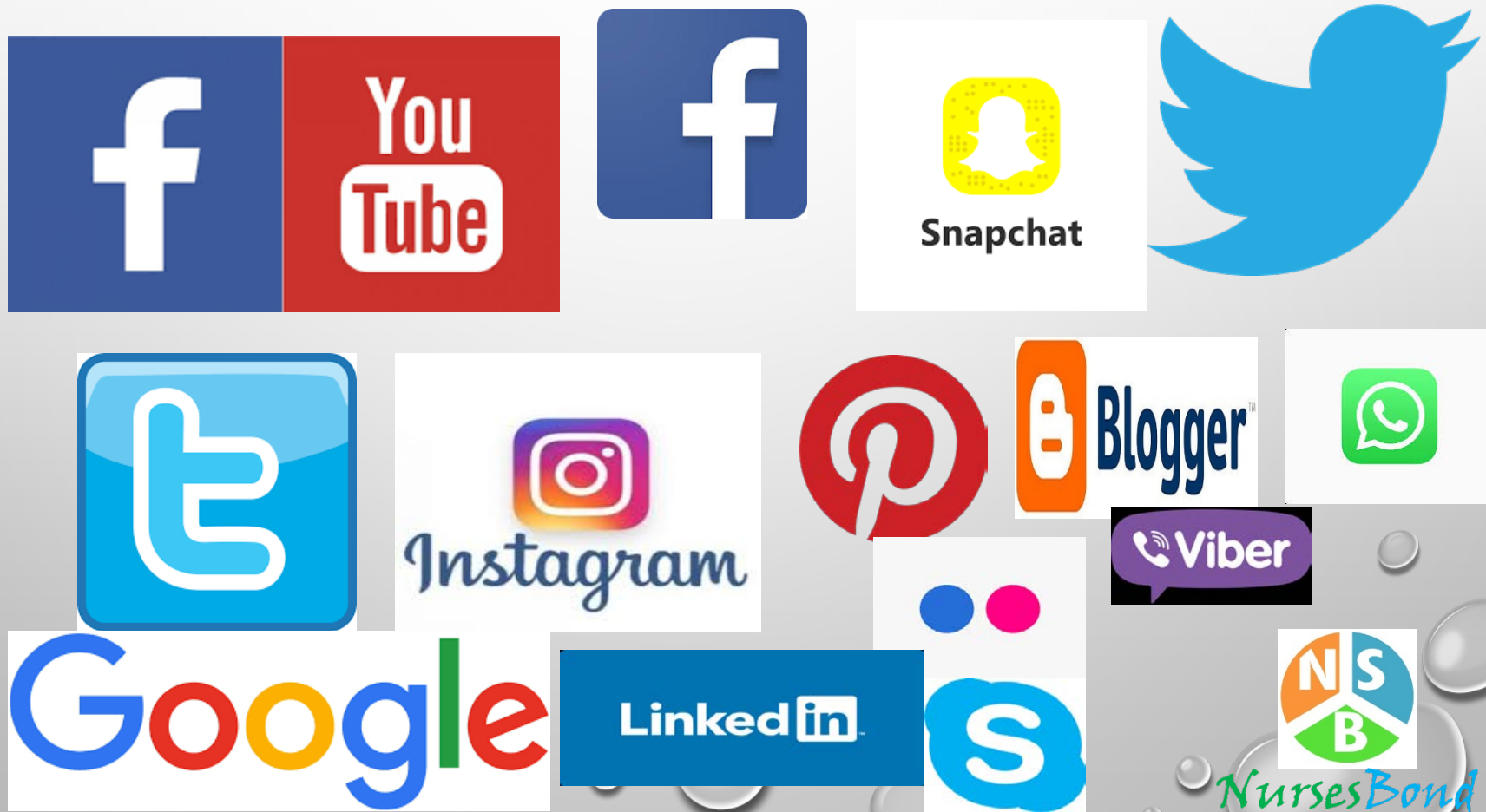
SOCIAL MEDIA NETWORKS
HAVE LINKED THESE
BILLIONS OF PEOPLE
RANGING FROM OLD
FRIENDS,
FANS,CUSTOMERS, TO
COMPLETE STRANGERS

IT HAS MADE
COMMUNICATION A LOT
SMOOTHER, FASTER AND
EASIER



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● CAN YOU RECOGNIZE ANY OF THESE?



PLATFORMS

Via text
on a
mobile
phone

Through
the web
(www)

On
social
network

Blogs

Online
video



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BENEFITS

Connecting
people

Spreading information

Reducing communication
gap

Creating awareness

Advertising and marketing



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DO PEOPLE ALSO LOOK FOR HEALTH INFORMATION ON SOCIAL MEDIA?



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FROM WHO?

- DOCTORS
- NURSES
- OTHER HEALTHCARE PROFESSIONALS
- PEERS' HEALTH HISTORY AND EXPERIENCE

DATA HAS SHOWN THAT HEALTHCARE PROFESSIONALS CONTINUE TO BE THE FIRST CHOICE FOR MOST PEOPLE WITH HEALTH CONCERNS.



**DO HEALTHCARE
PROFESSIONALS
HAVE A CHOICE?**



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“We don’t have a choice on whether we **DO social media, the question is how well we **DO** it.”**

– Erik Qualman



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"Don't use social media
to impress people; use it
to impact people."

DaveWillis.org



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STATISTICS

80% OF INTERNET USERS ARE
SPECIFICALLY LOOKING FOR HEALTH
INFORMATION, 74% OF THEM ENGAGE
ON SOCIAL MEDIA



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STATISTICS

42% OF INDIVIDUALS VIEWING HEALTH INFORMATION ON SOCIAL MEDIA LOOK AT HEALTH-RELATED CONSUMER REVIEWS.



WHY DO CLIENTS SEARCH SOCIAL MEDIA FOR HEALTH RELATED ISSUES

32% OF US USERS POST ABOUT
THEIR FRIENDS AND FAMILY'S
HEALTH EXPERIENCES ON
SOCIAL MEDIA



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2ND OPINION INFLUENCE

Information on social media can have a direct influence on patients' decisions to seek a second opinion or choose a specific provider,

particularly for people who are coping with a chronic condition or managing their diet, exercise or stress



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HEALTHCARE PROVIDERS ENGAGEMENT ON SOCIAL MEDIA

62.6% of U.S. hospitals have Twitter accounts

At least 3,000 hospitals have a company page on LinkedIn

There are about 695 hospitals on YouTube

53% of physician practices in the United States have a Facebook page

HEALTHCARE PROVIDERS – PATIENTS INTERACTION THROUGH SOCIAL MEDIA

• COMMUNICATION



HEALTHCARE PROVIDERS – PATIENTS INTERACTION THROUGH SOCIAL MEDIA

88% of physicians
use the Internet
and social media
to research
pharmaceutical,
biotech and
medical devices

Doctors are
increasingly using
social media for
communicating with
patients



HEALTHCARE PROFESSIONALS INTERACTION THROUGH SOCIAL MEDIA

- NETWORKING
- DESTRESS AFTER YOUR 12-HOUR SHIFT
- SPREAD AWARENESS (#)
- INFORM FELLOW HEALTHCARE PROFESSIONALS ABOUT CURRENT TRENDS IN HEALTHCARE CARE



- WHICH IS THE MOST EFFECTIVE SOCIAL MEDIA TOOL FOR ENHANCING HEALTHCARE COMMUNICATION?

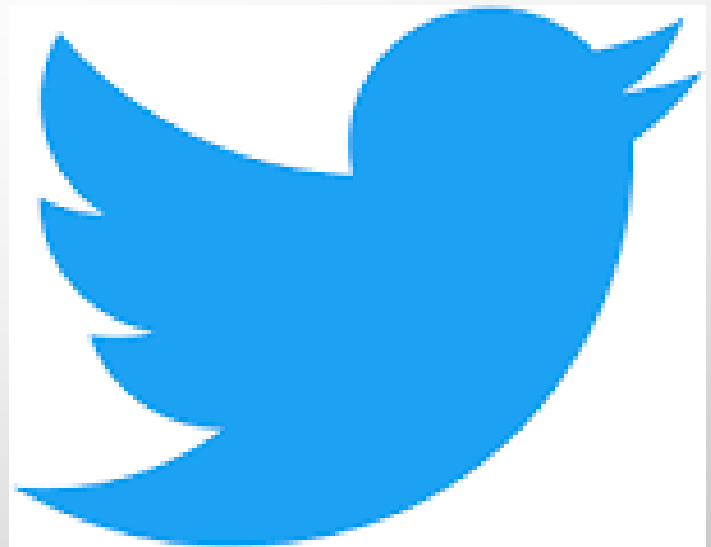


EACH TOOL HAS ITS PURPOSE

- FOR CONTENT SHARING AND BUILDING COMMUNITIES
- THERE ARE 27.4 MILLION PEOPLE OVER THE AGE OF 55 ENGAGED IN SOCIAL NETWORKING, AND 19 MILLION OF THOSE USE FACEBOOK



- FOR NETWORKING AND EDUCATION.
- USEFUL FOR HEALTHCARE PROFESSIONALS INTERACTION



- BUILDING AND ENGAGING YOUR PROFESSIONAL NETWORK



DESIGNED FOR HEALTHCARE PROFESSIONALS

- HEALTHCARE PROFESSIONAL
NETWORK FOR NURSES,
STUDENTS AND OTHER
HEALTHCARE PROFESSIONALS



BENEFITS OF
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Nurses to nurses networking

Students to nurses
networking

Nurses to other healthcare
professionals networking

Students to other healthcare
professionals networking

3 STEPS TO BECOME A MEMBER

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...Let's get together

**HEALTHCARE PROFESSIONAL
NETWORK**

THANK YOU



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