

# The Social Media Conversation

As social media matures and more healthcare groups gain experience using it, we understand more about it and the role it will play in the future of healthcare.

Last week, Abraham and I gave a program called “Starting the Conversation: An Introduction to Using Social Media In Healthcare” to a group of healthcare managers. We discussed social media’s potential to influence patient satisfaction, which is expected to influence reimbursement.



You can download our program **here**.

Resources from the presentation:

**AMA Social Media Guidelines**

**Ohio State Medical Association Social Media Policy**

**CDC Social Media Toolkit**

**Dose of Digital Wiki of Healthcare Communities and Websites**

**Pew Internet and American Life Project**

**Mayo Clinic Center for Social Media**

**Manage My Practice Social Media Posts**

**“Found in Cache” Social Media resources for health care professionals by Ed Bennett**

**Five Simple Rules for Social Business**

**Brian Solis Definition of Social Media**