

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