

Social Media Reinvents the Interview: Joe Hage Interviews Me Via Twitter Chat

I had a great time recently when **Joe Hage of Medical MarCom** interviewed me during a Twitter Chat. The topic was how medical device reps could help specialty physicians market to primary care physicians. You can read the **interview** here at Joe's blog.

So, what is a Twitter Chat? It's a one-hour event that gathers together Twitter users with a specific interest to share a discussion 140 characters at a time.

Twitter chats are organized by hashtags, and in this case, the discussion was marked by the hashtag #MedDevice. #MedDevice is facilitated by Joe Hage (@MedicalMarCom is Joe's Twitter name) who is the founder and CEO of a medical devices marketing consulting firm specializing in marketing communications, marketing strategy, lead generation, web development, and social media.

To take advantage of a good Twitter Chat, you can use a tool to isolate the tweets relating to that chat from other discussions on Twitter. I use TweetChat (www.tweetchat.com) so I can concentrate just on the discussion at hand. TweetChat also automatically adds the hashtag at the end of every tweet so the participants don't have to.

For more information on Twitter, **read my post here.**