

Military Health System (MHS) Taps Into Social Networking Tools in Healthcare

✘ **Nextgov.com's** Bob Brewin reported June 8, 2009 that the Military Health System (MHS) has added social networking tools to its web portal serving 1.4 million people on active duty. The social networking tools are designed to connect with the 18-24 year-old demographic which makes up a large portion of the active duty personnel.

In addition to MySpace, FaceBook, and Twitter, Brewin notes:

The agency also uses sites such as YouTube to reach to the younger age group with videos on subjects ranging from prosthetic legs to golf therapy clinics for combat wounded veterans to a short profile of an occupational therapist who works with combat-wounded veterans.

The video on prosthetic legs had the most views last month. The second-most-viewed video was a 2008 video on the Bataan Memorial Death March at White Sands Missile Range, N.M., which features Army medic Staff Sgt. Matthew Sims, an indication that troops crave more than just medical information. Kilpatrick said MHS posted 66 videos on YouTube in May, with the top five viewed 3,785 times.

The portal has been available for about two years, but the Twitter feed was just launched in March.

The MHS web portal is impressive as is their stated mission: *The Military Health System mission is to provide optimal Health Services in support of our nation's military mission" anytime, anywhere.*