

Why Susannah Fox of the Pew Internet Project Believes the Future of Healthcare is Mobile

Here's a fascinating video on how the Internet is transforming healthcare. Susannah Fox from the Pew Internet and American Life Project spoke in September 2010 at [Mayo Transform 2010 : Thinking Differently About Health Care](#). The transcript of her talk is [here](#). If you have an interest in where healthcare is going and where your medical group needs to be, take 15 minutes and listen to Susannah Fox.

This is My Application for a Spot on the Advisory Board for the Mayo Clinic Center for Social Media



Image via Wikipedia

Recently the Mayo Clinic launched its Center for Social Media and announced the names of 13 well-suited social media stars

to sit on its volunteer external advisory board. An additional 12 people will be chosen from nominations and applications. This post is my application.

I've been writing about social media in healthcare since I read [Phil Bauman's groundbreaking "140 Healthcare Uses for Twitter"](#) almost two years ago. The exciting potential for social media in healthcare settings is also cause for apprehension among administrators and clinical staff. What once was so hidden, so cloistered, so proprietary, so inscrutable is now emerging into the sunlight and is becoming collaborative, transparent, open, consumerist and available. It's refreshing and scary.

I started my career in healthcare as a temp receptionist in an orthopedic office over 25 years ago. I have been a consultant, a private practice manager of small practices, a Chief Operating Officer of a very large practice. I've worked with physicians and care providers of all kinds in settings both rural and urban, for-profit and not-for-profit, and I have done most everything in healthcare except serve on the Mayo Clinic Center for Social Media Advisory Board. (hint)

For the talent portion of my program, I will be interviewing myself live.

Q: Tell us something interesting about yourself.

A: I was Butler County (PA) Junior Miss of 1976 (a brains pageant with some physical fitness thrown in for good measure.)

Q: What is your greatest regret?

A: I wish I had taken touch typing in high school.

Q: Are you a cat person or dog person?

A: A cat person but I get along well with dogs.

Q: Favorite charity?

A: My brother is a missionary in Ukraine and his organization

(www.muchhope.org) helps disadvantaged children with food, clothing, healthcare and education.

Q: How do you feel about shameless plugs?

A: I find them tacky, but ultimately necessary.

Q: What social media apps do you use?

A: Twitter, Facebook, LinkedIn, YouTube, GoAnimate, Wellsphere, WordPress Blog

Q: What is your favorite social media app for healthcare?

A: Ummm. Pass.

Q: Why you?

A: Why not me? I'm a patient, a mom, a wife, a healthcare manager, a social media groupie, a blogger, a reader, a thinker, a cartoonist, a learner, a writer, an observer of life. Every board needs me.

Q: What is the future of social media in healthcare?

A: Mobile, for sure, and I think QR codes have tremendous promise.

Q: What is your favorite social media app for healthcare?

A: Facebook. The potential is unlimited.

Q: Last question: "healthcare." One word or two?

A: One.

NOTE: If my beloved readers wish to support my appointment to the MCCSM Advisory Board, please Tweet about me with the hashtag #mccsc, leave a comment on the MCCSM blog [here](#), or send an email of support to socialmediacenter@mayo.edu. Thank you!