

Using Social Media for Better Patient Outcomes

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MIIAA Annual Forum

Pullman Hotel, Sydney, October 22-23, 2015

The Millennial Generation: Challenges as Doctors and Patients



What are the considerations?

- Life. Be in it.
 - Digital strings attached
- The Wisdom of the Mob?
 - Social Media and rating doctors
- The IT Crowd
 - Social Media and health team connectedness
- Patients Like Me
 - Social Media and illness communities

The Millennial Generation: Challenges as Doctors and Patients



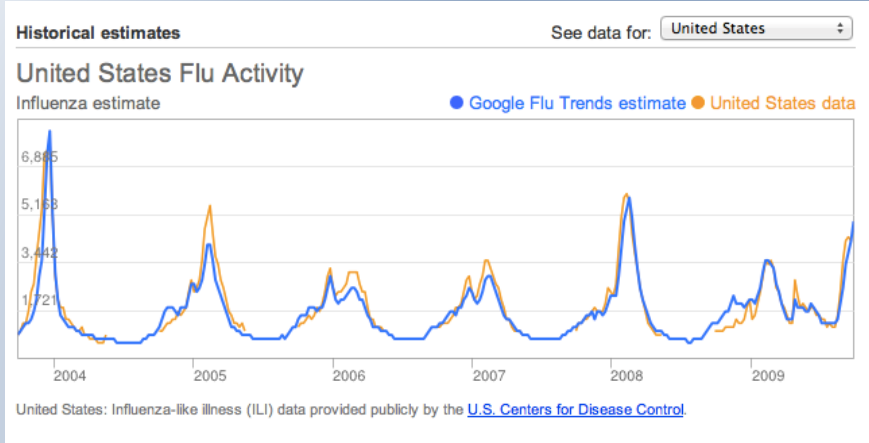
Life. Be in it.

- Go where the patients are.
- Their lives (at least of some) have such a significant social media component that it cannot be ignored
- As a data source it can significantly improve our heuristics and symptom interpretation

The Millennial Generation: Challenges as Doctors and Patients



Life. Be in it.



The Millennial Generation: Challenges as Doctors and Patients



Life. Be in it.

hellohealth®

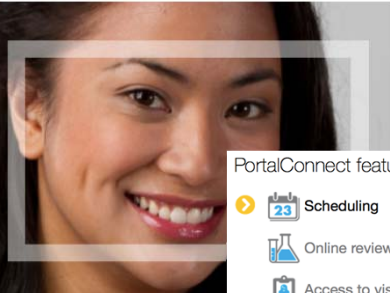
News & Events

Blog

Hello Health enables you to engage in your own healthcare with your provider, **online**.

Ask your doctor about Hello Health today!

If your doctor already offers the convenience of Hello Health to their patients, **be sure to contact them** for information on how to sign up.



PortalConnect features

- Scheduling**
- Online review of labs reports
- Access to visit notes
- Secure messaging
- Video chat
- Prescription renewal
- Mobile app

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Life. Be in it.

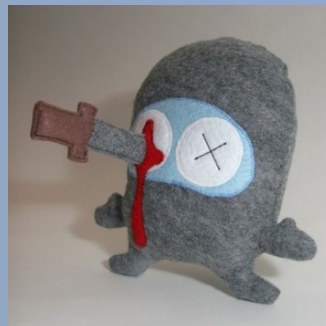
- *Hello Health*, a Brooklyn, NY based company
 - Wanted to connect better with their patients
 - Wanted a more comprehensive view of their patients health
 - Wanted their patients to engage with them about all aspects of health
 - Wanted to prioritise preventative health
- How would you help them connect better with patients?
- What might they be able to do to learn more about their patients?
- How might they help their chronic asthmatics and Type 2 diabetics?

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The Wisdom of the Mob?

- Rating of doctors by patients
 - Widespread
 - Attaches a megaphone to word-of-mouth
- Ratings of doctors by doctors
 - specialistdoctors.com.au
 - Is this an effective alternative to patient ratings?

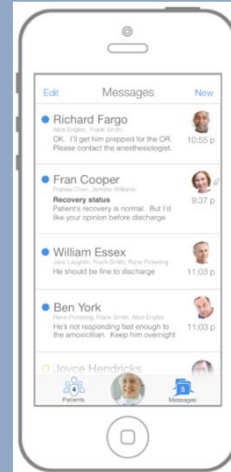


The Millennial Generation: Challenges as Doctors and Patients



The IT Crowd

- Instant and enduring connectedness
- Security
- Collaboration
- Broadening international connections and advice
- Opportunity and information
- Increased efficiency in the workplace



The Millennial Generation: Challenges as Doctors and Patients



The IT Crowd

re • Three reasons why secure text messages shouldn't be part of the EMR • Five sleek mobile applications to increase patient engagement

The Millennial Generation: Challenges as Doctors and Patients



Patients Like Me



- Online patient communities.
- Data analytics from user-submitted information.
- Building a 'patient lexicon'

"Because of PatientsLikeMe, we are better able to recognize warning signs... [and] keep things in perspective. In short, PatientsLikeMe empowers us."

"PatientsLikeMe has provided me with new friends- people who are experiencing the same problems as I am."

"I joined because I didn't want to feel alone anymore. Simply put. And I knew that I could be helpful [by sharing] my experience."

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Discussion and conclusions

“Patient reported outcomes are crucial to the healthcare conversation. The more information we can share about what life is like for patients every day, the more questions we can ask each other, and the better we can help patients live well with the disease they have.”

Sally Okun @ TEDMED