

Going social

engaging for digital health

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i3 Digital Health Strategy

Digital health requires a change in mindset

Purpose

Drive a change in mindset towards engagement online

Goal

Exceptional and safe online behaviour and experience

Principles



Human Centred Design: Engage staff and patients to go online first, in ways they prefer. Align online behaviour with our values. Design with the user



Data Driven: Track and improve digital experiences using multi channel analytics. An open approach: open standards, open data, open source and open innovation



Community and Clinician Led: Develop and support online communities of peers

Vision

Best digital experiences supporting best care

Awareness

1

Grow awareness of digital health opportunities among staff and patients

Evaluation

2

Evaluate DHTs and preferred platforms

Engagement

3

Co-design digitally enabled models of care with staff and patients

Advocacy

4

Promote and scale successful approaches

i3 Digital Health Ecosystem



Why the Mayo Clinic Embraces Social Media in Healthcare

Friday 18 November 2016, 12.30 – 1.30pm

Institute of Innovation & Improvement, North Shore Hospital, Waitemata DHB



Farris Timimi,
M.D.


is an Assistant Professor of Medicine at the Mayo Clinic College of Medicine, and a Consultant in Cardiovascular Diseases at the Mayo Clinic. He serves as Medical Director for the Mayo Clinic Social Media Network. He also serves as the Cardiology Physician Education Coordinator for the Internal Medicine Residency and as the Program Director for the Advanced Heart Failure and Transplant Fellowship Program. In addition, Dr. Timimi is the physician lead for the Division of Cardiovascular Disease One Voice initiative, as well as the institutional lead for patient-family advisory councils.

@FarrisTimimi 



Lee Aase

is director of the Mayo Clinic Social Media Network, which provides training resources, educational and networking events and a collaboration platform for health care professionals who want to safely and effectively apply social and digital strategies to fight disease, promote health and improve health care.

@LeeAase 

Mayo Clinic Social Media Network
socialmedia.mayoclinic.org



Dr. Farris Timimi M.D.
The Mayo Clinic

“Physicians have a moral obligation to create and disseminate accurate health information, using the language of their patients, in the places their patients go to look for it.”

“The benefit to social media engagement isn’t just about the doctor gaining a better understanding of the patient’s needs. It’s also about enabling an emotionally engaged patient to become truly invested in his care ... a factor that has proven to be important in getting the most out of his treatment.”

i3 Approach to Social Media

- Recognise and embrace the opportunity
- Engage leadership and communications team
- Using health media with patients and each other
- Align online behaviours with our values:

Everyone Matters

- Engage with others and listen
- Be transparent

Best, better, brilliant

- Be relevant & accurate
- Share the good work of others

With Compassion

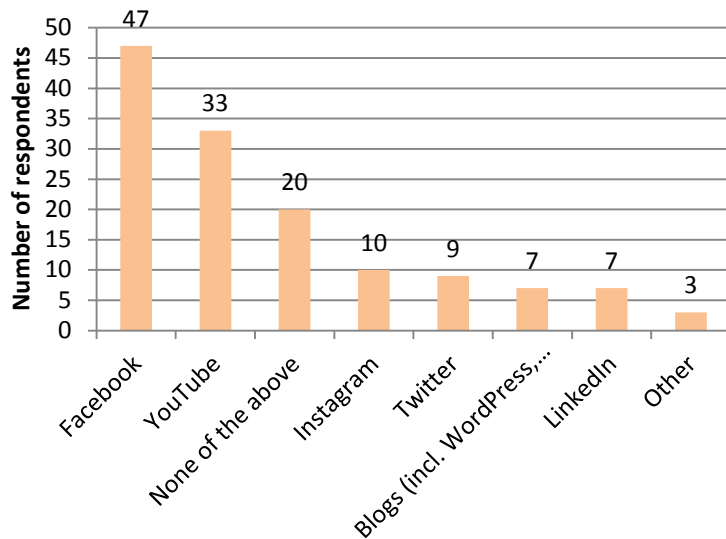
- Be respectful
- Using your best professional judgment

Connect

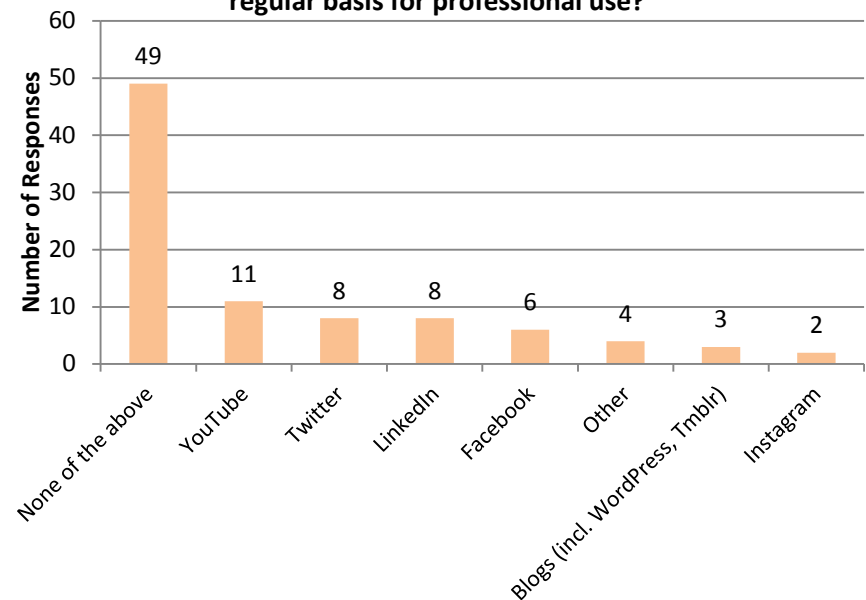
- Connect personally, do not hide your identity
- Respect professional boundaries
- Be prepared to accept & monitor comments

Social Media Usage Survey of Waitemata DHB Clinicians

Which of the following social media do you use on a regular basis for personal use?



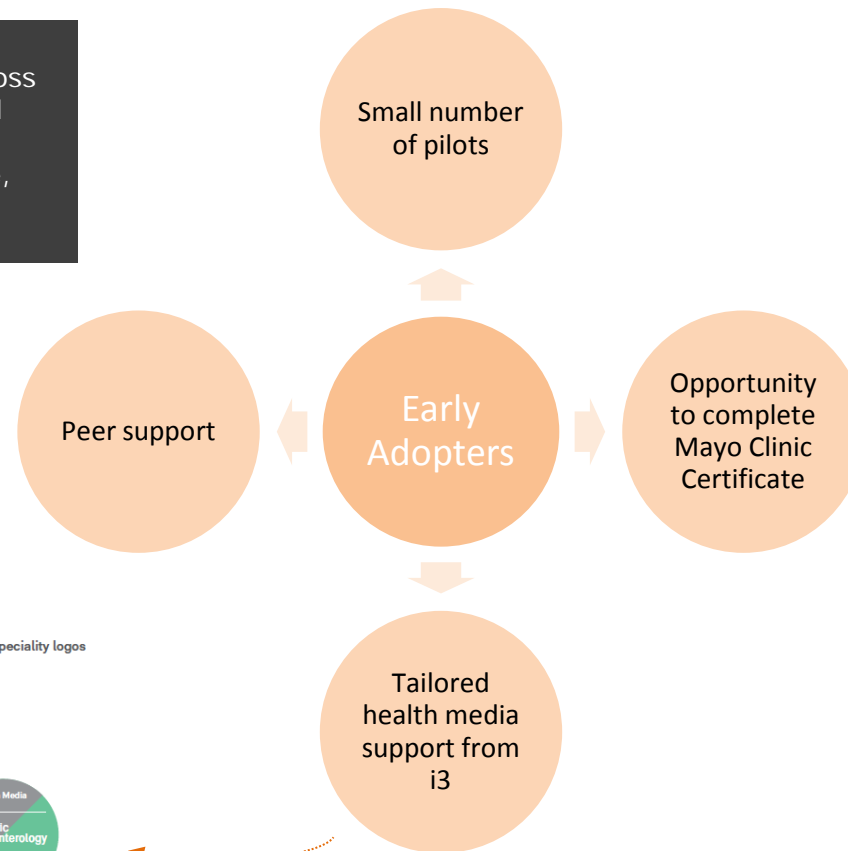
Which of the following social media do you use on a regular basis for professional use?



- 78 Doctors completed the survey (45 male, 33 female), across a wide range of services
- **Personal use** - most popular social media platforms used were Facebook (61%), YouTube (43%) and Instagram (13%)
- **Professional use** - 65% did not use any of the listed social media types on a regular basis as part of their clinical role.

Social Media “Champions”

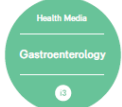
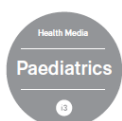
Our approach at i3 will enable cross functional teams to exploit digital health opportunities — beginning with small pilots to test, evaluate, iterate and adopt



Health Media logo



Speciality logos



Secondary speciality logos



In association with the
Mayo Clinic Social Media
Network
socialmedia.mayoclinic.org

RESEARCH @i3

The Impact of Social Media on Healthcare

↻ Maureen Jansen Retweeted



Head and Neck Cancer
@HeadNeckNZ



Our network is supporting
[#headandneckcancer](#) people
every day

Anti-Cancer Club @anticancerclub

The value of social networks in
[#cancer](#) bit.ly/2jkh3ff

10/10/17, 7:50 PM

2 Retweets 2 Likes



- Justin Jang, Master of Bioscience Enterprise, University of Auckland
- Investigate the use of online health communities through social networking sites (SNS) and how it can support healthcare delivery and general health

The Impact of Social Media on Healthcare - Preliminary Findings

From a **patient** perspective:

- Online platform facilitates sharing of patient experiences
- Collective power delivers a united opinion
- Builds mutual relationships with healthcare professionals
- Exposure to other people's experiences / treatments

...And greater 'credibility factor' of content by involving clinicians.



Next Steps

- Build i3 social media presence and health media brand
- Scope a digital health pilot in ORL service (including virtual clinics, patient preferences for health media platforms, peer support, chatbots, VR/AR, online booking, PERCy, i3 website etc)
- Digital patient experience workshop with e-Patient Dave October 30



Contact Us



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[@i3waitematadhb](https://twitter.com/i3waitematadhb)