USING SOCIAL MEDIA IN YOUR PRACTICE

BRIAN L. STEIXNER, MD
DIRECTOR, INSTITUTE FOR MEN’S HEALTH, JERSEY UROLOGY GROUP
CHIEF, DIVISION OF UROLOGY, ATLANTICARE REGIONAL MEDICAL CENTER
SOCIAL MEDIA IN 2016 - WHERE ARE WE NOW?

- 70% of Americans own smart phones and use Social Media (19% have dedicated health apps)
- 58% of US adults looked into health information online in last year
- 35% made their own diagnosis, 53% talked to a clinician about it, 41% were correct!
- 42% of people said Social Media would affect their choice of a doctor, hospital or medical facility
DOES IT REALLY HELP MY PRACTICE?

• Improved communication and dissemination of information to existing patients / colleagues
• Access to New Patients?
  • YouTube traffic to hospital and medical practice websites has increased by 119% year over end
  • 40% of patients (age 18-35) surveyed expect to use Social Media alone to find and schedule appts
  • 77% of patients search a practitioner or institution prior to making an appointment

Will patients find you AND what will they find???
Social Media in your Sexual Medicine Practice:

1. Personal Education- augmented meetings, filtered literature
2. Promote Public Health and Community
3. Establish, Protect and Manage Professional Reputation
4. Recruit Research subjects and perform research
5. Educate current patients
6. **Market Practice and Recruit New Patients**
OUR GOAL: CONNECTING WITH PROSPECTIVE PATIENTS

• Where do your prospective patients consume information online?

• 50% of patients use mobile devices for accessing information
• Social Media is being used as #1 source of “Newsfeeds” in 2016
• >1200 different “Social Media” sites and options
### Major Social Media Sites #s

<table>
<thead>
<tr>
<th>Platform</th>
<th>Users</th>
<th>Source</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1B+ users</td>
<td>CNET, Oct 2012</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>1B+ monthly</td>
<td>YouTube, April 2013</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>500M+ users</td>
<td>TechCrunch, June 2012</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>200M+ users</td>
<td>LinkedIn, April 2013</td>
<td></td>
</tr>
<tr>
<td>Google+</td>
<td>343M+ users</td>
<td>Forbes, December 2012</td>
<td></td>
</tr>
<tr>
<td>Foursquare</td>
<td>20M+ users</td>
<td>Digital Spy, April 2012</td>
<td></td>
</tr>
</tbody>
</table>

Where are people using social media?
Age Distribution At The Top Social Networks

% Of Users In Each Age Group — US Data - Users Aged 18 And Over — December 2014

<table>
<thead>
<tr>
<th>Platform</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
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<tbody>
<tr>
<td>Snapchat</td>
<td>45%</td>
<td>26%</td>
<td>13%</td>
<td>10%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Vine</td>
<td>28%</td>
<td>23%</td>
<td>17%</td>
<td>15%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>28%</td>
<td>25%</td>
<td>18%</td>
<td>13%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Instagram</td>
<td>23%</td>
<td>26%</td>
<td>19%</td>
<td>15%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Twitter</td>
<td>19%</td>
<td>22%</td>
<td>1%</td>
<td>18%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Google+</td>
<td>16%</td>
<td>25%</td>
<td>12%</td>
<td>18%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Facebook</td>
<td>16%</td>
<td>22%</td>
<td>19%</td>
<td>18%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15%</td>
<td>26%</td>
<td>21%</td>
<td>17%</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>14%</td>
<td>21%</td>
<td>22%</td>
<td>18%</td>
<td>16%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: comScore
Usage of social networks by older users is increasing

Who is catching on and where? Statista, 2016
OUR GOAL: CONNECTING WITH PROSPECTIVE PATIENTS

• ...But does that knowledge transfer to the consumption of healthcare online?
  • Be strategic and precise with your efforts
  • Be in the right place at the right time
  • Don’t waste your precious time if no one is looking!
HOW DO WE DETERMINE WHERE PATIENTS CONSUME HEALTHCARE INFORMATION ONLINE?

• Ask them!!
  • Adjust intake forms
  • Predictive Modeling in Social Media

• What do the large academic centers do?
  • Model our efforts after what works
  • Let the big guys do the research for you
<table>
<thead>
<tr>
<th>Rank</th>
<th>Hospital/Medical Center</th>
<th>Distribution</th>
<th>Sentiment Score</th>
<th>Policy</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Facebook</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Johns Hopkins Hospital, Baltimore, MD</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Mayo Clinic, Rochester, Minn., MN</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Massachusetts General Hospital, Boston, MA</td>
<td>3.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Cleveland Clinic, OH</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Ronald Reagan UCLA Medical Center, Los Angeles, CA</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>New York Presbyterian University Hospital of Columbia and Cornell, NY</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>University of California, San Francisco Medical Center, CA</td>
<td>2.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Barnes-Jewish Hospital/Washington University, St. Louis, MO</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Hospital of the University of Pennsylvania, Philadelphia</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Duke University Medical Center, Durham, NC</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Brigham and Women’s Hospital, Boston, OH</td>
<td>3.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>University of Washington Medical Center, Seattle, WA</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>UPMC-University of Pittsburgh Medical Center, PA</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>University of Michigan Hospitals and Health Centers, Ann Arbor, MI</td>
<td>3.5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
FACEBOOK – TWITTER – VIDEO SPECIFIC SITES

What topics drive viewers?  
What times are best?
KEYWORDS FOR INCREASING ENGAGEMENT

- KeyHole Stats  www.Keyhole.com
- Real Time tracking
  - Number of Posts for each topic
  - Social Media Platforms being used
  - Potential people reached with posts on this topic
  - Number of users posting about the topic
  - Number of people who are “impressed” by the topic

Make sure patients will find YOU!
WHY KEYWORDS MATTER.....

#ErectileDysfunction

#PenileImplant
KEYWORDS FOR INCREASING ENGAGEMENT

#Testosterone

#Hypogonadism
CATEGORIES OF KEYWORDS

• Broad / General
  • Men’s Health
  • Medicine
  • Urology
  • Sex

• Specific
  • Erectile Dysfunction
  • Peyronie’s Disease
  • Testosterone
  • Premature Ejaculation

• Outreach / Cross Polination
  • Diabetes
  • Cardiology
  • Endocrinology
  • Psychology
WHEN TO POST ABOUT “MEDICINE”

Facebook

- **Best Days**
  - Sunday: 32% Higher Engagement
  - Monday, Tuesday, Wednesday, Thursday, Friday, Saturday: 18% Higher Engagement each

- **Best Times**
  - 9am, 10am, 11am, 12pm, 1pm, 2pm, 3pm

Twitter

- **Best Days**
  - Thursday – Sunday

- **Best Times**
  - 9am – 5pm, Peak 12pm, Retweet 5pm
WHEN TO POST ABOUT “SEXUAL MEDICINE”

9 pm – 1am
ITS TIME TO GET STARTED

- Facebook, Twitter, Video Sites (YouTube, Vidscrip)

- Focus on the correct keywords- Erectile Dysfunction, Testosterone, Peyronies, etc

- Focus Energy at times when patient engagement is maximized (Noon for generic, 9pm-1am Sex)

- Add images- 53% more likes and 104% more comments. Improves engagement!
Institute for Men's Health
October 12 at 8:48pm ·

Are there any exercises men can do to prevent Erectile Dysfunction? Kegel exercises may be a man's best friend!!

4 Exercises To Help Treat Erectile Dysfunction
Erectile dysfunction impacts the lives of many men, which is why turning to natural remedies, like exercise can improve sexual health.

WWW.MEDICALDAILY.COM | BY DAVID GOMES

4,256 people reached

Brian Steixner MD
@DrBrianSteixner

Do #Kegel Exercises help with #ErectileDysfunction | #MensHealth medicaldaily.com/4-exercises-tr…

Right Place + Right Time= Right Result
MAINTAINING YOUR PRESENCE ON SOCIAL MEDIA

• Have a Purpose and a Plan:
  • Don’t try and be everywhere at first - do something well and then expand
  • Post timely and relevant content
  • Engage and watch your content closely
  • Be positive and professional
SET A SCHEDULE AND STICK TO IT

Option 1:
Schedule time in your schedule each day for Social Media.

Option 2:
Set posts ahead of time to be published at specific times.

Make Time Each Week
HOW TO DELIVER NEW CONTENT

- Keep it up to date
- Use searchable words or content that can lead patients to
- Be a thought leader by sharing smart, useful content
- 4:1 System- 4 parts content: 1 part advertise
  - Advertise availability, self or practice
  - Share updates about services and promotions you are doing
    - New PE medicine!
    - Vas Madness!

The 4:1 Sharing System
Choose a staple share among images, links, quotes, reshares, and updates.
For every four “staple” shares, publish one different type for variety

Staple
Variety
New study published, compared men taking testosterone vs men taking a placebo: the testosterone group were more generous and displayed prosocial behavior... another success story! http://www.mensfitness.com/.../does-testosterone-fuel-aggress... #men #sexual #sex #menshealth #lifestyle #viagra #calls #treatment #intimacy #love #relationships #erections #erectiledysfunction #ilovewhatido #libido #desire #arousal #testosterone

WHEN’S THE LAST TIME YOU CHECKED YOUR TESTOSTERONE LEVEL?

Right Place, Right Time... AND Saying the right thing the right way!
WHAT CONTENT DRIVES NEW PATIENTS?

- Patients search for conditions THEY are dealing with
- Patients are looking for information from you as the EXPERT- more than generic!
- Establish and Maintain a Brand
- Patients are looking for a sense of COMMUNITY to interact with:
  - Monitor comments and interact when appropriate- Engage!
LEGAL IMPLICATIONS

- Privacy settings
- Patient’s confidentiality
- Information credibility
- Negative feedback
- Legal and regulatory risks
LEGAL IMPLICATIONS- DONTs!

- Post verbal “gossip” about a patient
- Share photographs, or any form of PHI (without written consent from a patient)
- Make the mistake that posts are private or have been deleted
- Share seemingly innocent comments or pictures, such as a workplace lunch which happens to have visible patient files underneath.
A 12-Word Social Media Policy

• Don’t Lie
• Don’t Pry
• Don’t Cheat
• Can’t Delete
• Don’t Steal
• Don’t Reveal

• Don’t endorse as a matter of course.
• Supervisors: Don’t initiate an employee friend request at your own behest.
• Separate your circle of friends from patients you mend.
• Corporate logo in your username is a no go.
• Adding a disclaimer is probably saner.
• **Don’t practice on the Internet**, regardless of your good intent.
• Always surmise that HIPAA applies.
• Speak on your behalf, not that of staff.
• Anonymity is really gimmicky
• If you chat about your company, identify abundantly

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Dr. Farris Timimi, Medical Director of the Mayo Clinic Center for Social Media
http://socialmedia.mayoclinic.org/2012/04/05/a-twelve-word-social-media-policy/
TO FRIEND OR NOT TO FRIEND.....
DON’T: POST ANYTHING YOU WOULDN’T SAY IN AN ELEVATOR

• As a general rule of thumb, if you wouldn’t say your comment in public, then don’t put it on social media.
• If there is any doubt at all about a certain post, picture or comment- DO NOT POST!

• HIPAA Privacy Rule include Civil Penalties which can result in:
  • Fines ranging from $100 – $1,500,000
  • Criminal Penalties which can result in up to 10 years in prison
  • Lawsuits, the loss of a medical license or employee termination.
Think before you post.

Social Media Conduct in Health Care

It is becoming part of your life..know how to use it
TRACK YOUR IMPACT AND ADJUST

- Followers, Engagements, Shares and Retweets
- Offer appointments / Ensure contact info is easily accessible
- Unique phone number and EMR appointment types for Social Media
  - Track what works!!
- Adjust and Adapt to what works for you and your patients!!
Thank You