





# Medical Practice Social Media Tips

- Website
  - Modernize
  - RSS feeds
  - Links
  - Contact management
- There forever – careful what you Tweet!
- Ethics, professional guides



# Reputation Monitoring

## Tenets of Healthcare Online Reputation Management (ORM)

- A doctor's name, the name of a practice and the name of a hospital are all brands.
- The reputations of these brands are assets you have a responsibility to protect.
- Conversations about your brands will take place with or without your participation.
- Ignoring conversations related to your brands will not make them go away and search engines will archive this information indefinitely.
- The primary goal of your ORM strategy should be to control the content of the pages listed in the top search results of each brand.
- The process of ORM should be ongoing.
- Fixing a reputation problem is much more difficult than preventing a reputation problem.

Brett Pollard, [Implementing an effective healthcare reputation management strategy](#)



# Reputation Monitoring

## MONITOR

The first step to an effective reputation management strategy should be setting up a routine to monitor what others are saying about your physicians, practice or hospital.

- Determine relevant search terms for each of your brands
- Assess the online presence of each brand by searching for each of the terms on Google, Yahoo and Bing
- Set up automatic alerts for each search term
- Periodically monitor healthcare review sites and local search reviews



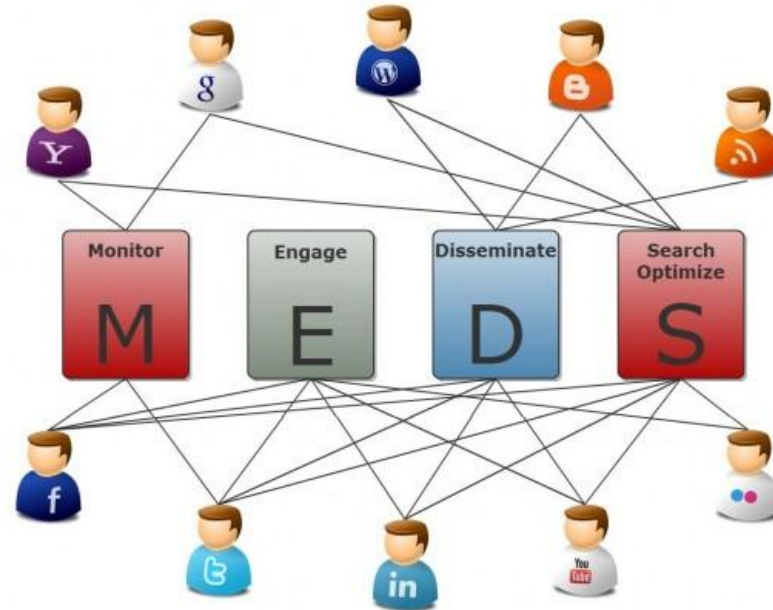
# Reputation Monitoring

## 4 Actions for Successful Healthcare ORM (M.E.D.S. Approach)

- **Monitor** the Internet for search terms related to your brands (physicians, practice, hospital).
- **Engage** others with a social media presence.
- **Disseminate** quality, relevant medical content.
- **Search Optimize** your various online brands.



# Reputation Monitoring



Reputation Management for  
Healthcare Professionals

**AP ALERT PRESENCE**

AlertPresence.com - Be part of the conversation

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# Top Facebook Medical Practice Fan Pages



**Orthopedic Foot and Ankle** OFAC's Annual Fitness Challenge is right around the corner! This year's challenge will bring a flurry (that time of year) of weekly challenges combined with constant motivation of the pedometer and the harsh reality of the BOD POD. Again this year, our friends at Baseline Fitness are assisting.

Deadline to register is ...

See More



**Orthopedic Foot and Ankle Center**

allenkm



Great way to engage fans of the page

December 6, 2009 at 9:26pm · Share



**David Lobdell** Where do I find out more about this? Can it be done from out of town? I live in Chicago.

December 7, 2009 at 6:43am · Report



**Orthopedic Foot and Ankle** Its possible to try and coordinate something with our out-of-town friends. Key will be finding a Bod Pod to use for the 'weigh-in' and 'weigh-out'

December 8, 2009 at 6:00pm · Report



**Orthopedic Foot and Ankle** The link to make reservations is [www.baselinefitness.com](http://www.baselinefitness.com)

December 19, 2009 at 4:27am · Report



**Mary Hage** My husband, Joe Hage is a long time patient of Dr. Berlet and I work out at Baseline Fitness. Eve Anne told me it was ok for me to do the challenge but I wasn't sure, could you confirm. I have an appointment for a bod pod next week. Thanks so much, Mary Hage

December 21, 2009 at 1:49pm · Report



# Top Facebook Medical Practice Fan Pages



**Orthopedic Foot and Ankle** FITNESS CHALLENGE FOR WEEK OF JAN 4TH: You and at least one other contestant climb total of 20 flights of stairs. Upload photo to prove it! You have from Monday Jan 4 until Sunday night, Jan 10th to do it.



The first fitness challenge

January 3 at 5:02pm · Share



**Lindsey Smith** Define a Flight.

January 4 at 10:35am · Report



**Orthopedic Foot and Ankle** 20 floors. sorry.

January 4 at 8:29pm · Report



# Top Facebook Medical Practice Fan Pages

**Piedmont OB/GYN** [Become a Fan](#)

Wall Info Photos Boxes Events Notes

**February is Prenatal Infection Prevention Month** [Share](#)

Yesterday at 1:08pm

**February is International Prenatal Infection Prevention Month**

**What are some common prenatal infections?**

1. Group B strep
2. Listeriosis
3. Salmonellosis
4. Chicken pox (Varicella)
5. Fifth Disease
6. Toxoplasmosis
7. Cytomegalovirus (CMV)

**How do I prevent prenatal infections?**

Diet and Food Handling

Wash your hands after handling raw or undercooked meat  
Cook all meats and poultry thoroughly and avoid undercooked eggs  
Avoid cold cuts, deli meats, unpasteurized milk or cheese  
Peel or wash all raw fruits and vegetables, avoid vegetable sprouts

Contagious Diseases

Make sure your vaccinations are up to date  
Avoid people with contagious illnesses (chicken pox, fifth disease). Call your doctor if you become exposed  
Wash hands after handling diapers of young children or coming into contact with saliva  
Do not share food, utensils, drinks especially with young children

Environmental

Avoid cleaning litter boxes

**Piedmont OB/GYN's Notes**

February is Prenatal Infection Prevention Month  
Feb 4, 2010

Food Safety in Pregnancy  
Jan 13, 2010

H1N1 vaccines  
Nov 25, 2009

H1N1 vaccine update  
Nov 23, 2009

H1N1 vaccine  
Nov 23, 2009

October is Breast Cancer Awareness Month  
Sep 25, 2009

Flu Update for Pregnant Patients  
Sep 14, 2009

Myth of the Week (6/27/09 - 7/4/09)  
Jun 29, 2009

Myth of the Week (6/21/09 - 6/27/09)  
Jun 22, 2009

Myth of the Week (6/14/09 - 6/21/09)  
Jun 15, 2009

[See Older Notes](#)

**Subscribe to these Notes**

Piedmont OB/GYN's Notes  
[Subscription Help](#)

Effective use of the notes section



# Top Facebook Medical Practice Fan Pages



**Macarthur Obgyn** Girls and Body Image: Loving the Skin She's In



**Girls and Body Image: Loving the Skin She's In**

[www.education.com](http://www.education.com)

In a society torn between an emaciated feminine ideal and skyrocketing rates of childhood obesity, how can parents help their daughters accept their bodies?

January 11 at 8:44pm · Share

6 people like this.



**Lynne Richards Durham** Such an important topic!

January 11 at 11:13pm · Report



**Lisa Williams** Yes... thanks for sharing.

January 12 at 5:19am · Report



**Macarthur Obgyn** One of our patients sent this to me via Twitter (@macobgyn). I would not have seen this article without that interaction. Feel free to send me any article you think others would find interesting.

January 12 at 9:02pm · Report

Informative Status Update

Great Response



# Top Facebook Medical Practice Fan Pages



**La Jolla Cosmetic Surgery Centre** Greetings! It's a NEW year and LJCSA wants to help you make your resolutions come true! We have a fantastic new treatment that rids your body of excess fat (I \*know\*- how great is that?!). It is called Zeltiq and we're one of the only providers in the region! Give us a call and if you mention you heard about it on Face...

See More

January 6 at 3:54pm

Jennifer M Schultz-Tullis likes this.

**La Jolla Cosmetic Surgery Centre** <http://budurl.com/jzeltiq> -- click to see what Dr. Fitzpatrick thinks about it in his blog post...  
January 6 at 4:06pm · Report

**Stephanie Carlton** how!!!!  
January 7 at 2:08pm · Report

**La Jolla Cosmetic Surgery Centre** Hi Stephanie... how does it work or how to click the link? It works by freezing the fat layer and your body rids itself of the damaged fat (much like a bruise heals). Learn more here: [http://www.ljcsa.com/zeltiq\\_fat\\_reduction.html](http://www.ljcsa.com/zeltiq_fat_reduction.html)  
January 7 at 4:29pm · Report

**Nancy Olsufka DeMars** Would this also work for stubborn fat/cellulite on the back of the thighs?  
January 11 at 1:06pm · Report

**La Jolla Cosmetic Surgery Centre** Hi Nancy, That is very possible-- we just need to have a doctor examine you to see if it will work there or not. It needs something to "grab on to" (such as a love handle, back fat or tummy pooch...) but the "banana rolls" that happen on the lower buttock/upper thigh might be an area to try as long as the unit can grab it from both sides.  
January 14 at 6:38pm · Report



Valuable Dialogue



# Top Facebook Medical Practice Fan Pages



**Holly Hoffman West** Congratulations Dr. Sangree! We are glad you are back:)  
December 29, 2009 at 8:17pm · Report



**Molly Kaplan** Thank you so much for all of the incredible support you have shown our family over this past year. We are so excited about sharing 2010 with you and are looking forward to more smiles and less tears during the upcoming new year. Mary Alice... you are our angel. Much love always and forever. -The Flower Girls  
December 29, 2009 at 6:40pm · Report




## Senders Pediatrics



### Spirit Days

4 new photos

 December 17, 2009 at 2:35pm · Share

 Jennifer Campbell Grabiec likes this.



# Medical Practice Tips

- eNewsletter
- Collect email addresses
- PRM
- Utilize a service (i.e. Constant Contact)
- Ethics, professional guides

# Social Media for the Medical Practice



## Q&A