

Using social media for impact, influence and spread in healthcare

Dr Helen Bevan

[@HelenBevan](#)



What is Social Media?

HORIZONS



Websites and applications that enable users to create and share content or to participate in social networking



Creation and sharing of information, ideas, career interests, building of networks via virtual communities



Platforms to share information and content, increase spread and reach globally, transcending traditional hierarchies.



Democratisation of society: giving anyone the opportunity to have a voice, to seek to influence, build networks, and to have an impact issues that are important to you



Social media represents a global shift in how the health and care system, people, patients, professionals and students connect



The healthcare industry is changing with incredible speed, and one of the major contributors to this change is the dramatic upsurge in healthcare communication brought on by social media

Simplur



Most utilised social media channels in Hong Kong

1. Facebook
2. WhatsApp
3. Weibo
4. WeChat

Source: ClickZ



Most utilised social media channels in Hong Kong

1. Facebook
2. WhatsApp
3. Weibo
4. WeChat

Source: ClickZ

Most utilised social media channels in health and healthcare improvement globally

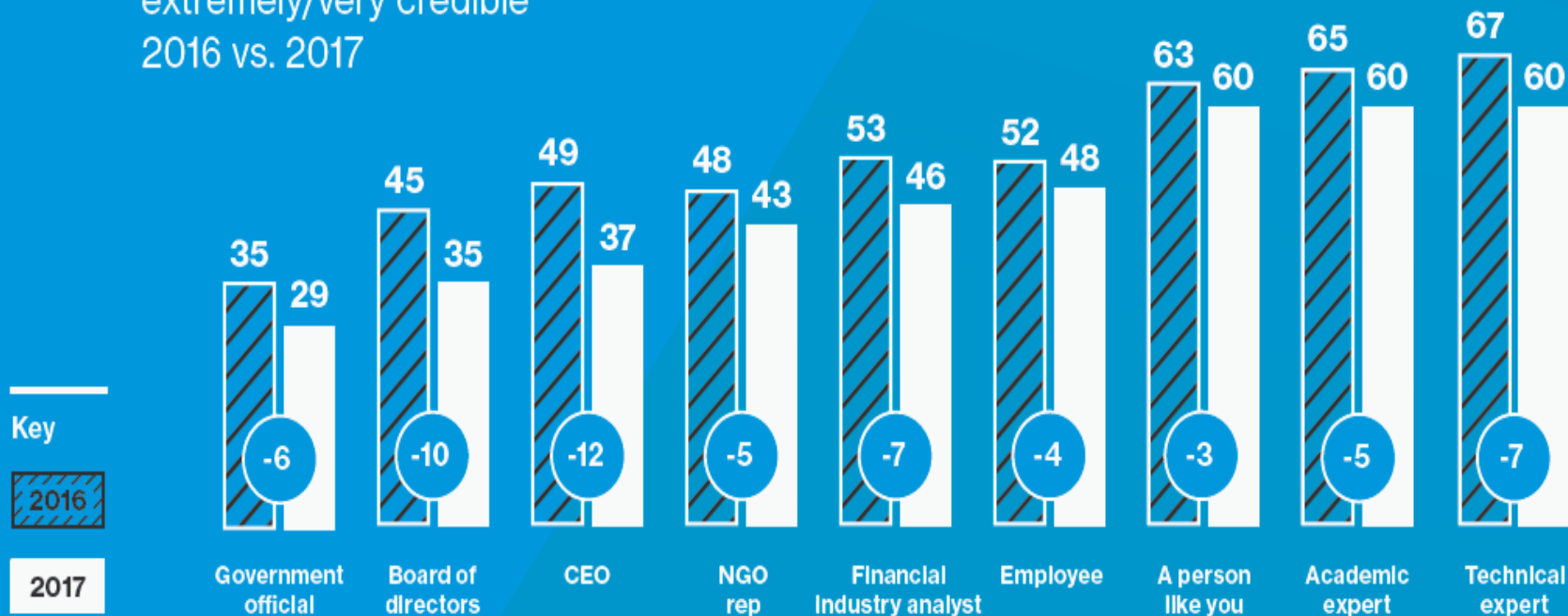
1. Twitter
2. LinkedIn
3. WhatsApp
4. Facebook



The implosion of trust

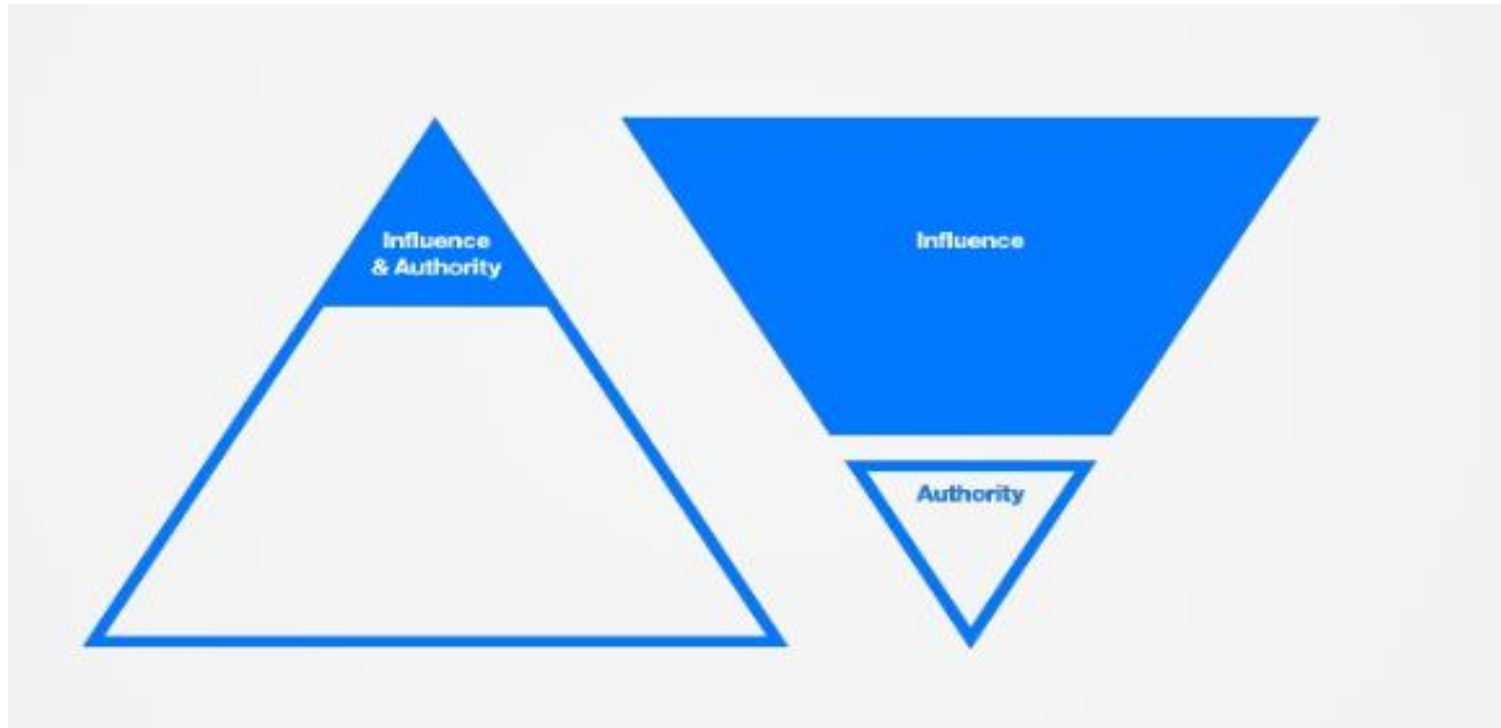
Peers are now as credible as experts

Percent who rate each spokesperson as extremely/very credible 2016 vs. 2017



Source: <http://www.edelman.com/news/2017-edelman-trust-barometer-reveals-global-implosion/>

The inversion of influence



Based on the Edelman Trust Index: the average of a country's trust in the institutions of government, business, media and NGOs



A world of distrust: Edelman Trust Barometer

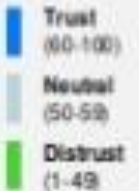
Trust Index A World of Distrust

Average trust in institutions,
general population, 2017 vs. 2018

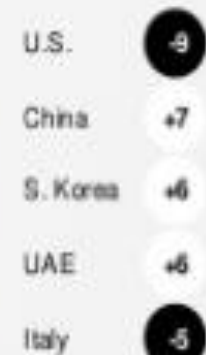
Global Trust Index remains at distrust level

20 of 28 Markets are distrusters, up 1 from 2017

Source: 2018 Edelman Trust Barometer.
The Trust Index is an average of a market's trust in the institutions
of government, business, media and NGOs. General population
(20 market global total).



Biggest changes in



Trust decline in the U.S. is
the steepest ever measured

A world of distrust: Edelman Trust Barometer

Trust Index

Informed Public Declines to Neutral

Average trust in institutions,
informed public, 2017 vs. 2018

A 1-point decline in the Global Trust Index

Source: 2018 Edelman Trust Barometer.
The Trust Index is an average of a market's trust in the institutions of government, business, media and NGOs, informed public, 20-market global total.

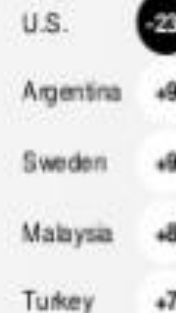
▲ 2017
Informed Public



▲ 2018
Informed Public



Biggest changes in

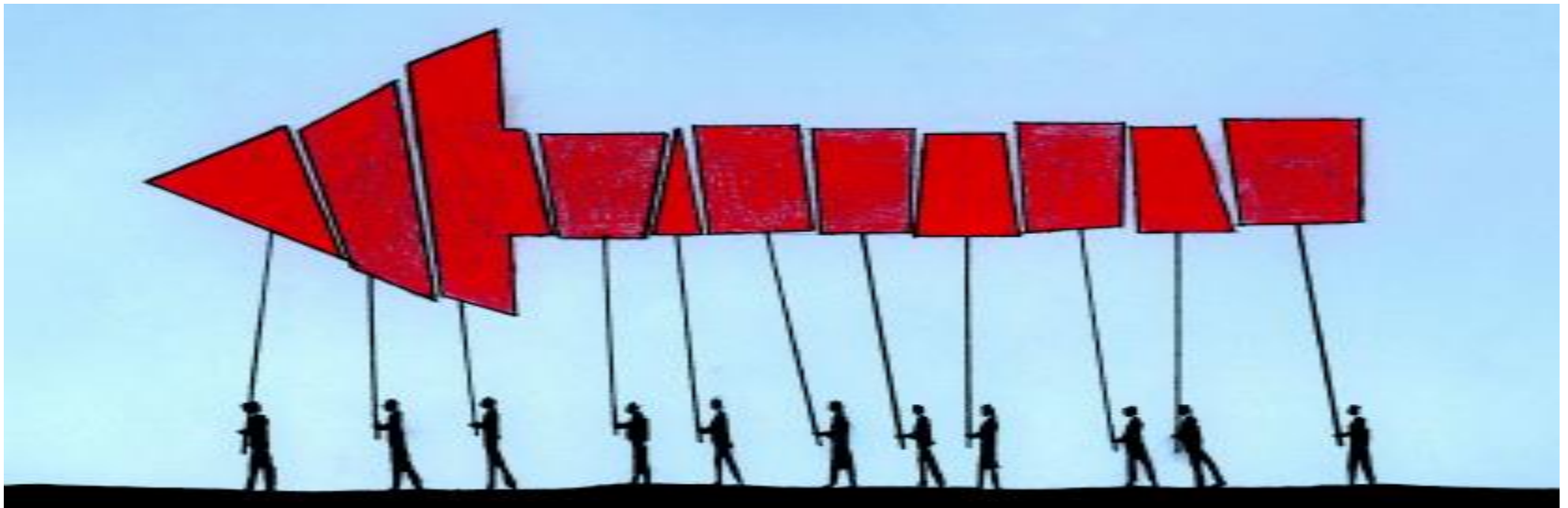


U.S. Trust Index crashes
23 points



*We are witnessing the collapse of expertise
and rise of collaborative sensemaking*

David Holzmer



Source of image: ACCA

Patients and social media

- Some of the most engaged and active audiences on social media are individuals coping with a disability or chronic condition
- People in Hong Kong more likely to favour “experience-based” sources of information*
- People in the USA more likely to favour “expertise-based” sources of information*
- It’s important to meet the craving for information with facts



*[Hayeon Song](#) et al (2016) Trusting Social Media as a Source of Health Information: Online Surveys Comparing the United States, Korea, and Hong Kong

MOODOCs

<http://biggerboat.org/exploring-moodocs/>

(Massive, Online, Open, Disease Oriented Communities)

patientslikeme[®] Join a free online community for patients with epilepsy.

Share Your Health Profile

Sarah E
Female, 36 years
Atlanta, GA

Condition History
Diagnosis: 09/07
First Seizure: 06/07
Cause: Cortical dysplasia

Find Patients Like You

You can search by epilepsy type, seizure symptoms, gender and age to more easily find patients like you.

2,354 total patients

Tracy Oliphant
@TKO365

Follow

#blessed to be a part of the future of #MBC research
#mbcproject However long my future is!
twitter.com/aacrfoundation...

8:49 PM - 24 Mar 2016

Metastatic Breast Cancer Project

PatientsLikeMe, American College of Cardiology Partner on Diabetes Collaborative Registry

#btsm
#cresm
Brain tumors
Colorectal Cancer

Cancer Tag Ontology

About Inspire

With more than 100 national patient organization partnerships and over one million members, Inspire has created the most authentic platform for patient engagement.

HOW CAN SOCIAL MEDIA HELP DIABETES PATIENTS

100,000 online diabetes communities and around 80 million online patient communities

Cyberchondria

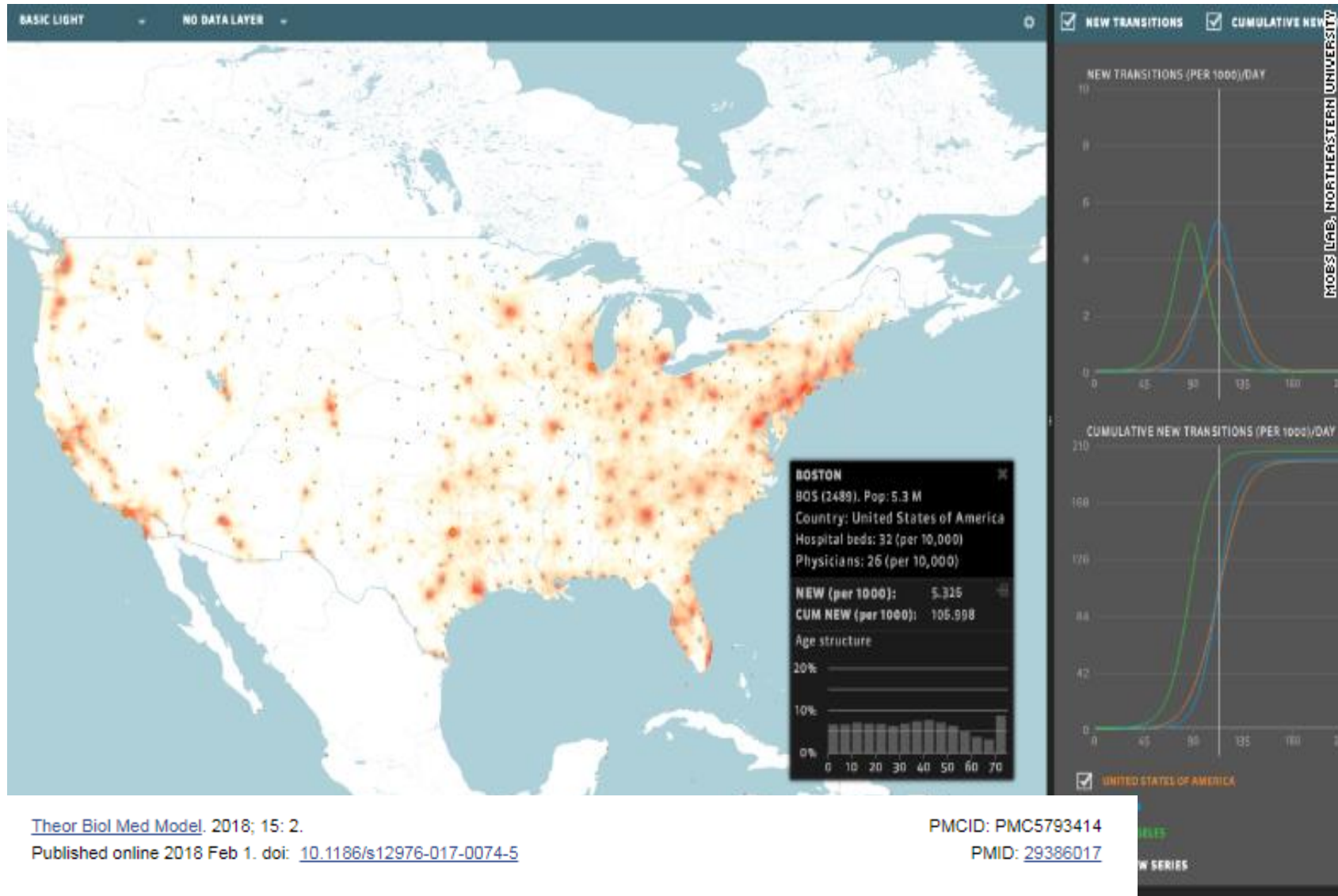
(saɪbə 'kɒndrɪə)

noun

The unfounded anxiety concerning the state of one's health brought on by visiting health and medical websites

Google

Flu outbreak detection



[Theor Biol Med Model.](#) 2018; 15: 2.

Published online 2018 Feb 1. doi: [10.1186/s12976-017-0074-5](https://doi.org/10.1186/s12976-017-0074-5)

A review of influenza detection and prediction through social networking sites

[Ali Alessa](#)¹ and [Miad Faezipour](#)^{1,2}

Using Snapchat for behavioural change amongst young people in London



We need to embrace social media

“An organisation that doesn’t embrace the digital expressiveness of its people is creating a disconnect and also a lost opportunity. The use of social media avenues to break down barriers to inclusiveness is effective in organisations of any size, especially those that are geographically dispersed.”

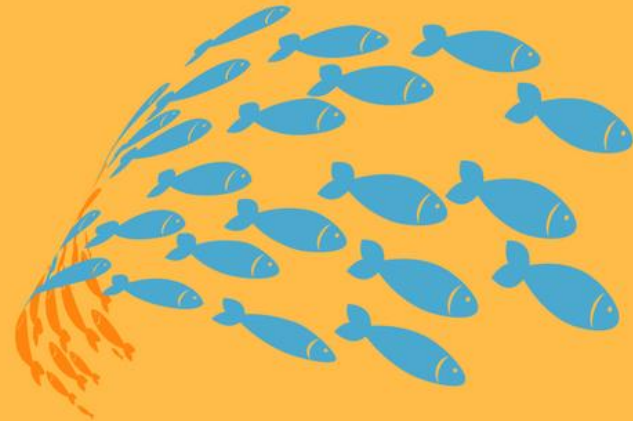
Terri Lewis



Empower your staff to be the voice of the organisation. They've got audience & credibility



Fish



School of Fish

Employees have **10x**
more connections than corporate
social accounts

@horizonsnhs

Social Media Guidelines

Typically include:

- Information about the context and benefits of using social media
- What to be aware of and something about the process to follow in using social media
- Principles to guide the use of social media tools in your professional capacity
- Useful links

- **CONSULT BOTH YOUR ORGANISATIONAL & PROFESSIONAL GUIDELINES**



A 12-Word Social Media Policy

- **Don't Lie, Don't Pry**
- **Don't Cheat, Can't Delete**
- **Don't Steal, Don't Reveal**



Farris Timimi, M.D.
Medical Director
Mayo Clinic Center for Social Media



Helen Bevan

@helenbevan

Chief Transformation Officer,
[@HorizonsNHS](#) Seeking out ideas,
learning & connections to help large scale
change in health & care. All views my own

📍 Coventry, England

🔗 [linkedin.com/in/helenbevanh...](#)

Tweets **16.5K** Following **18.5K** Followers **59.9K** Likes **8,888** Lists **11** Moments **0**

Edit profile

Tweets **Tweets & replies** Media



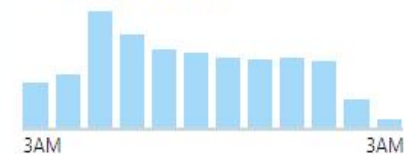
Helen Bevan @helenbevan · 22h

Researchers reckon 30% of organisational mergers/acquisitions that fail to achieve their objectives & outcomes do so because of a clash of cultures. Here are seven ways to mitigate against this risk: [oxford-review.com/blog-organisat...](#)
... Via [@Oxford_Review](#)

Seven ways to stop a clash of organisational cultures from messing up your merger

Your Tweet activity

Your Tweets earned **30,789 impressions** over the last **24 hours**



[View your top Tweets](#)



Atul Gawande @atul_gawande

238,238 Followers



Unfollow

Surgeon, Writer, Researcher, Dilettante. <https://t.co/CLiBR5HWkf>
<https://t.co/W5OzSkCtQo>

Patient Safety 98 Primary Care 98 End Of Life Care 97
Health Policy 97 Bioethics 96



The BMJ @bmj_latest

280,796 Followers



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The BMJ aims to lead the debate on health, and to engage doctors, researchers and health professionals to improve outcomes for patients

Evidence Based Medicine 98 Health Services 98
Health Research 97 Medical Education 96 Nursing 96



Kevin Pho, M.D. @kevinmd

160,060 Followers



Unfollow

Physician, author, keynote speaker, USA TODAY's Board of Contributors. Social media's leading physician voice. <https://t.co/3pY6JMUOuw> and <https://t.co/fA1tlUx9KE>

Healthcare Industry 98 Health Administration 98
Internal Medicine 98 Medical Billing 98



IHI @theihi

37,695 Followers



Unfollow

The Institute for Healthcare Improvement (IHI) | Improving health and health care worldwide | #TripleAim #PtSafety #HealthEquity #JoyInWork

Quality Improvement 98 Patient Safety 95 Health Policy 88
Nursing 87 Health Informatics 87



JAMA @jama_current

243,691 Followers



+ Follow

JAMA, published since 1883, is an international, peer-reviewed medical journal published weekly.

Internal Medicine 95 Medical Journals 95 Medical Ethics 94
Patient Safety 94 Evidence Based Medicine 94



Helen Bevan @helenbevan

58,073 Followers



+ Follow

Chief Transformation Officer, @HorizonsNHS Seeking out ideas, learning & connections to help large scale change in health & care. All views my own

Quality Improvement 98 Shared Decision Making 98
Patient Safety 93 National Health Service 93 Nursing 91

Six most influential accounts for patient safety

Analysis:

Rightrelevance.com

<http://www.rightrelevance.com/search/influencers?query=patient%20safety&taccount=patientsafetyr&time=1516636938.34>

**Some of the graphics produced by
my team have had over a million
link clicks and downloads via
social media**

10 Things Fab Leaders Do!

1. INTRODUCE THEMSELVES

#hello my name is...

2. Less Talking
...MORE LISTENING

3. EMPOWER!

Help others develop as leaders. Encourage learning from ~~mistakes~~ mistakes

4. LIVE THE VALUES 

5. BE ACCESSIBLE



6. GIVE CREDIT AND THANKS 

7. REMAIN POSITIVE

... even when having a bad day!



8. WELCOME CHALLENGE

I recognise I don't have all the answers, and I seek different views.

9. BALANCE

When to intervene... and when to get out of the way!



10. LEARN AND DEVELOP



10 Things FAB TEAMS DO! They...

1. Create a shared VISION of the future, and move towards it together.



4. Value and embrace difference and healthy conflict.



7. Are KIND to each other. Get to know each other as people - care about the little things (like tea + cake!)



@HorizonsNHS

2. Challenge the status quo together, so noone has to face scary change alone

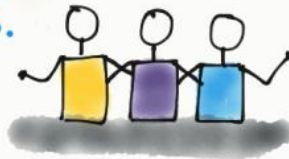


5. Help everyone in the team to feel safe and innovate.



8. Think the best of each other - so when something goes wrong you don't blame other people's incompetence.

10. Are highly productive - the sum is greater than its parts.



3. Sign up to...



(change is built on a commitment to a different future, not performance management).

6. Communicate →

TALK! (Don't rely on email)



9. Achieve Win-Win for all team members



No 'winners and losers'!

3 principles for spreading change in the era of social media

A

ACTIONABLE: The idea is designed to make you do something. It might start with sharing but it's a call to action

C

CONNECTED: The idea promotes a closer connection with people you care about or share values with. It makes you feel part of a community and the network effect creates further spread

E

EXTENSIBLE: The idea can be easily customised, remixed, reshaped by people taking part. It's structured with a common stem that encourages communities to alter and extend it

Making sure that only people who should be in hospital are in hospital



- The number of hospital beds occupied by patients whose transfer of care has been delayed should be reduced to 3.5%
- Less than 15% of assessments [for continuing care] should take place in an acute hospital setting;
- a standardised performance dashboard





Patient time is the most important currency in health and social care.

**IF YOU'RE WORKING ON A WARD IT
FLIES BY.**

**IF YOU'RE LAYING IN A HOSPITAL
BED IT CRAWLS BY.**

**TIME IS RELATIVE. BUT WE HAVE TO
MAKE IT ALL COUNT.**

Help patients to get up, get dressed and get moving.

#endPjparalysis #TheLast1000Days



70 day challenge:
to give patients
back one million
days of their
precious time that
would otherwise
be wasted in bed
in a hospital or
care home.

#EndPjparalysis 100 Day Challenge

Thursday 14th September to Friday 22nd December

Ward: 18

Week beginning: 6.1.17

Patients up and moving before midday:

MON	TUE	WED	THUR	FRI	SAT	SUN
20	19	17	20	19	20	18

Together we can endpjparalysis



#EndPJparalysis

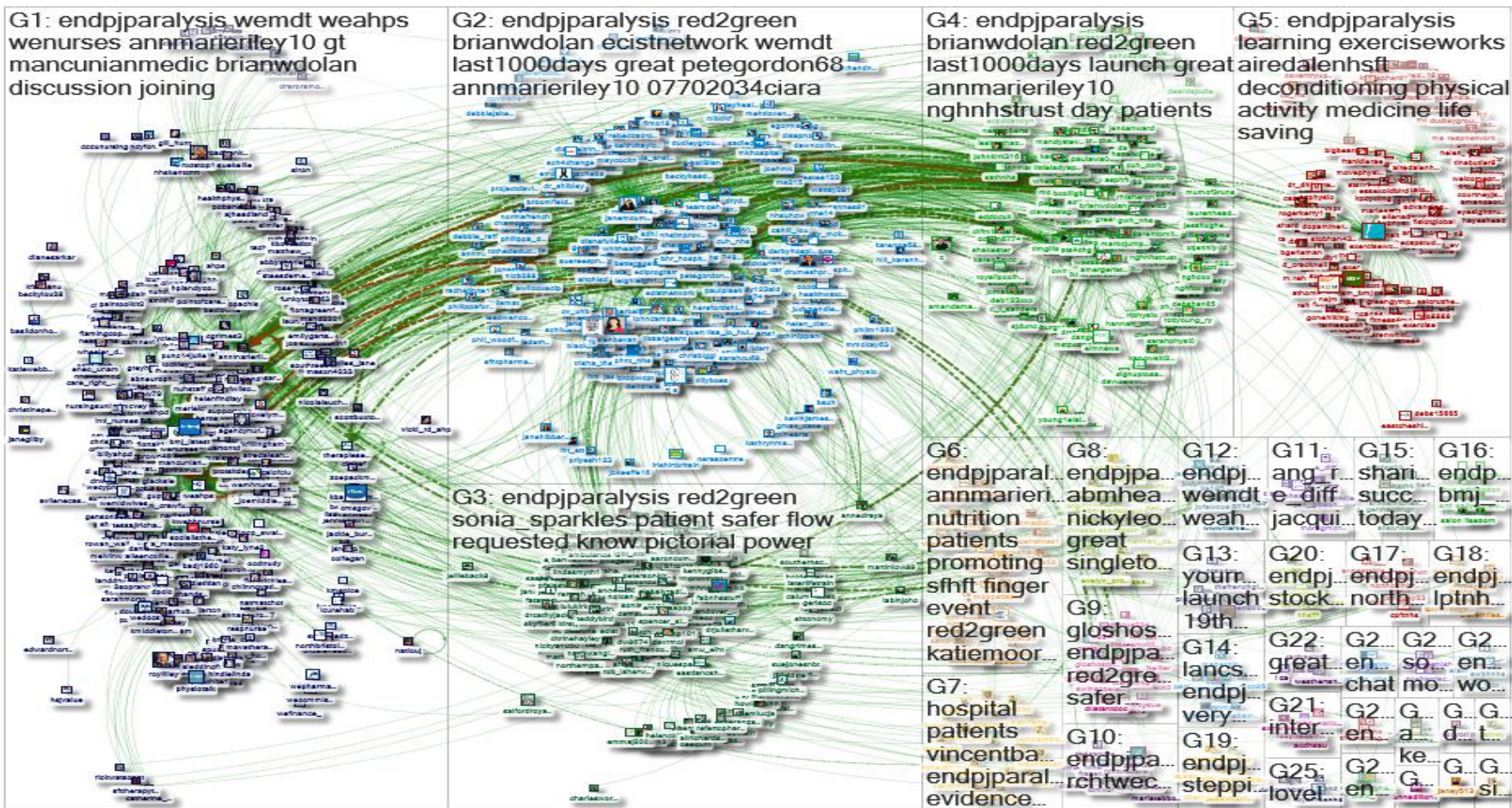


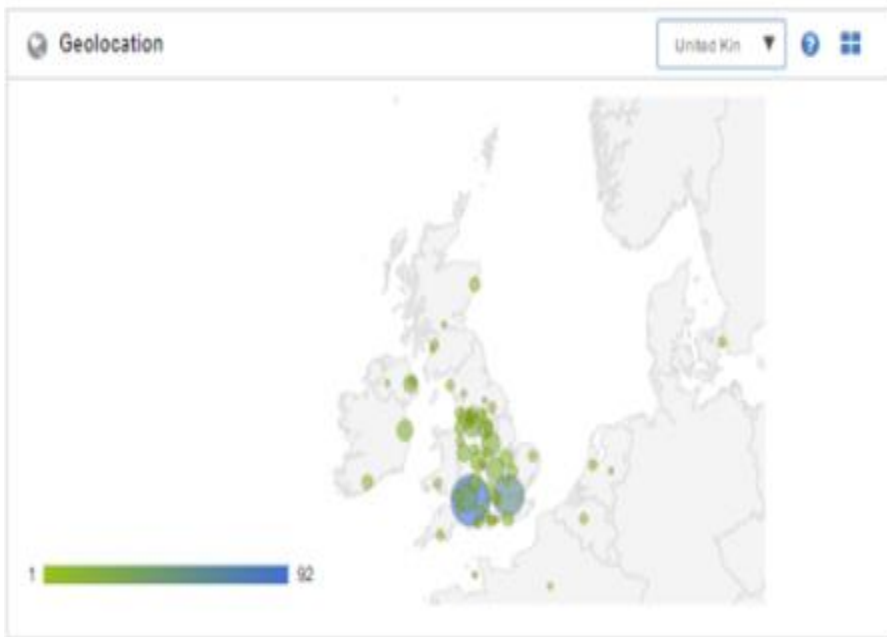
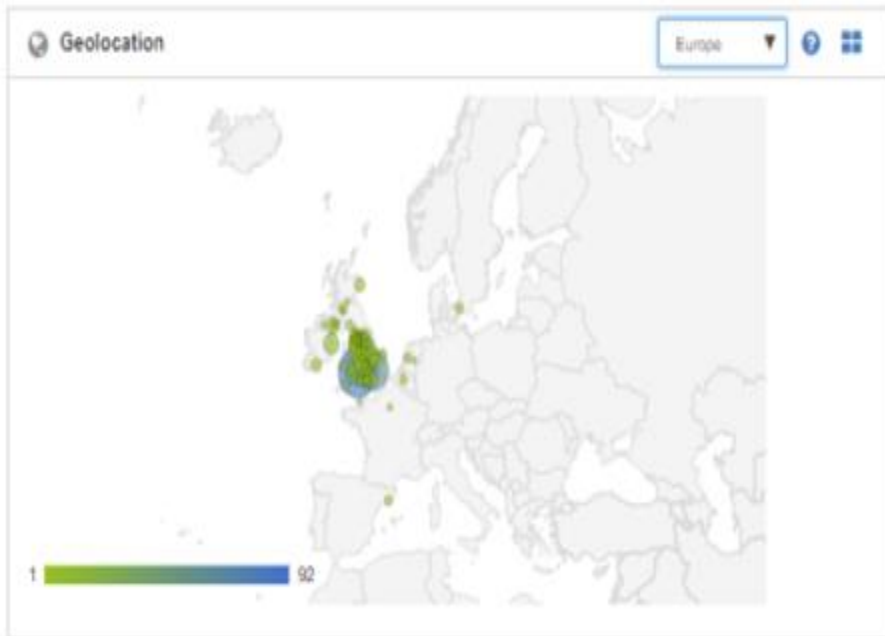
The East of England 100 day, 100,000 patient days
#EndPJparalysis challenge

11 September - 11 December 2017

We got **1883** patients up and
moving last week!

#endpjaralysis: connected social communities





**"You don't have to take
your clothes off..."**

Spot the difference



For people over 80 -
10 days in a bed ages muscles by 10 years

One week of bed-rest results in 10% muscle loss

Loss of strength could make the difference between
dependence and independence

Get dressed – Get moving!

#endPJparalysis

Addenbrooks

PJ End **paralysis**



Wearing pyjamas longer than
you need to can make you feel
vulnerable.

Being mobile helps you recover
more quickly from illness and
injury.

So we'll be encouraging you to
get out of bed when you're well
enough, get out of those PJs,
and get moving.

On Friday 24th March

our staff are wearing PJs to understand how it feels to be a patient.

#endPJparalysis

70 DAY CHALLENGE



**GET
1 MILLION
PATIENTS UP,
DRESSED**

CHALLENGE STARTS
**17TH
APRIL**

Deborah Abson @DeborahAbson · Mar 2

Just emailed my **8** blog for @nclstp about getting people up, dressed and moving! The more hospitals involved the easier the #70daychallenge will be for #endPJparalysis

#ontheMEND 😊 @07702034Ciara @RNOHnhs @LondonRCOT @theRCOT

#endPJparalysis #OnTheMEND

Royal Devon and Exeter Hospital



University Hospitals Morecombe Bay



East Sussex Healthcare



#TheatreCapChallenge



Rob Hackett

@patientsafe3

Following



Clearly displaying ones name & role requires an understanding of system safety and the courage to drive a culture of change and improvement.

Are you up for the [#TheatreCapChallenge](#)

#Theatrechallenge

Source of data:

<https://www.psnetwork.org/theatrechallenge-wheres-the-evidence/>

- Scrub nurses were the most likely to know the names of other team members
- Radiographers knew the least and were the least known
- 14% of anaesthetists did not know their ODP's name despite working with them in the past
- Surgeons were the most known but second least likely to recall the name of their team members
- 25% of surgeons did not know the scrub nurses name
- Almost 30% of surgeons did not know the anaesthetists name

Communication errors have been implicated as the root cause of nearly 70% of adverse events



Dr Eric Levi @DrEricLevi · Mar 22

Another reason for name on surgical scrub cap: no one can see my face when I operate. Who's under that mask? #theatrechallenge #patientsafety @patientsafe3



AliannaJ, Perth, Australia, 2 months ago

This is a great idea. My husband was allowed in the theatre for the cesarean birth of our baby and was dressed in scrubs. A nurse confused him for the anaesthetist and handed him the petri dish to administer some drugs.



NietzscheOnLife, Sydney, Australia, 2 months ago

Given that time is of the essence (especially in this context) this simple idea will certainly save more lives.



Myopinion2day, Wollongong, Australia, 2 months ago

What a brilliant idea for both health professionals and patients. I think this should be standard in all hospitals



DeeJayelle, Sydney, Australia, 2 months ago

I think this is a great idea! I had surgery earlier this year and didn't even recognise my own surgeon walk into the anaesthetic bay before I was wheeled in to theatre! For surgical staff, it would be very handy to know other staff's names and jobs.

#TheatreCapChallenge



Rob Hackett @patientsafe3 · Mar 23

Perhaps for theatre staff doing the **#TheatreCapChallenge** requires 2 things:

1. An understanding of system safety
2. The courage to drive change for improvements in patient care

wp.me/P8r3e4-yA

#TheatreCapchallenge: Extensible



Gemma Crossingham @gemolio · Mar 16

It's arrived!! Yellow is the colour of obstetric anaesthetists at derriford! #TheatreCapChallenge



4 13 57



Clíodhna O'Sullivan @Nonie_no71 · Mar 21

#hellomynameis #TheatreCapChallenge @HatsTims no mix up and no wrong spelling anymore #Clíodhna



Teresa Roman-Micek CHSOS @RomanMicek · Jan 23

Group of 1 takes #patientsafety seriously. @brittnhasty starts #theatercapchallenge @StanfordMed. InterCEPT OR in situ sim— follows lead.



Top Tips for Social Media Success

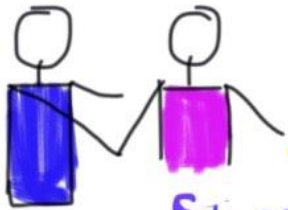
Be authentic,
genuine, human,
Kind.



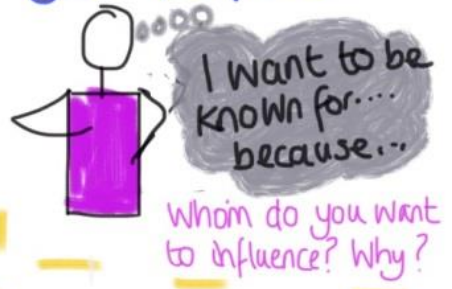
Be curious!
Ask questions!



Be a good partner -
Share, don't just take!



Be clear about
your purpose



Be credible! Check
your sources. Show
humility when you're wrong.

Add value to conversations -
don't just RT!

Set aside a
small amount
of time each
day to engage.

Respect confidentiality
and other professional
boundaries.

Remember! Trust comes
and OUT like
IN like a... a...



Confidential!

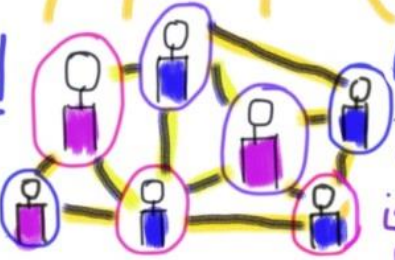


Use your social
media networks to
make ACTION happen!

Building relationships
takes time - and is
worth the investment!

NEVER say on Twitter
what you wouldn't say
to someone's face!

This is how you
build your networks!



Connect with the
superconnectors!

Power and influence on social media
is different to in organisations.
Breaks down traditional hierarchies

Build your spectrum of
allies - Diverse voices.

