Social Media, Women, and Patient Engagement

Listening to the digital voice and reaching today’s health care consumer

TOPLINE MD
HEALTH ALLIANCE
Geeta Nayyar, MD, MBA

- Chief Healthcare and Innovation Officer, Femwell Group Health, Inc.
- Co-founder and Chief Medical Information Officer of Abeyon
- Nationally recognized Health IT leader
- Previously Chief Medical Information Officer at AT&T
- Assistant Clinical Professor of Medicine, Department of Rheumatology, Florida International University and George Washington University
- Healthcare social media leader and blogger for the Huffington Post
- Author of the mobile health chapter in the Medical Informatics textbook

@gnayyar
Social Media, Women, and Patient Engagement

Listening to the digital voice and reaching today’s health care consumer

- Patient engagement + technology
- Today’s health care consumer
- Why social media is relevant in health care
- Women + social media
- TopLine MD: Closing the gap in patient engagement
Patient Engagement

What is patient engagement?
Patient Engagement

- Not a portal, an app, or technology
- Tools to assist in engagement
Patient Engagement

- Providers and patients working together to improve health

- Patients want to be engaged in their healthcare decision-making process

- Those who are engaged as decision-makers in their care tend to be healthier and have better outcomes
Patient Engagement

Patient engagement exists beyond the physical doctor’s office

BEFORE

DURING

AFTER
Today’s Health Care Consumer
Today’s Health Care Consumer

- The Greatest Generation (Age 65-75+)
- The Baby Boomer Generation (Age 45-65)
- Generation X (Age 30-45)
- Millennials (Age 20-30)
Today’s Health Care Consumer

Women 25 – 45 years old
You have a new positive review

D Tribble
Google+ Local
Susan Manella

🌟🌟🌟🌟🌟 5.0 /5

Jun 9, 2015

Very patient. Cares about your problems. I found her over the Internet and I am pleased with her as a doctor.
You have a new positive review

Jennifer Swanson

** Stars 5.0 /5  
Jun 8, 2015

Love Dr. Swanson & Dr King. I will definitely be back for my next baby.

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Rating</td>
<td>5.0 /5</td>
</tr>
<tr>
<td>Ease of Appointment</td>
<td>5.0 /5</td>
</tr>
<tr>
<td>Promptness</td>
<td>5.0 /5</td>
</tr>
<tr>
<td>Courteous Staff</td>
<td>5.0 /5</td>
</tr>
<tr>
<td>Accurate Diagnosis</td>
<td>5.0 /5</td>
</tr>
<tr>
<td>Bedside Manner</td>
<td>5.0 /5</td>
</tr>
<tr>
<td>Spends Time with Me</td>
<td>5.0 /5</td>
</tr>
<tr>
<td>Follows Up After Visit</td>
<td>5.0 /5</td>
</tr>
</tbody>
</table>
Women + Social Media

You have 2 new positive reviews

<table>
<thead>
<tr>
<th>Review Sites (2)</th>
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<tbody>
<tr>
<td><strong>Darsy B.</strong></td>
</tr>
<tr>
<td><strong>Ran Huo</strong></td>
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Awesome and I also recommended my husband to make an appointment.

Bedside Manner: 5.0 /5
Wait Time: 5.0 /5
Why Social Media?
Why Social Media?

- The majority of women, over 65%, fully trust their physician. As opposed to only:
  - 22% of women trust their insurance
  - 17% trust the pharmaceutical company that makes their medicine  

- 60% of social media users are the most likely to trust social media posts and activity by doctors over any other group  
  
- 41% of people said social media would affect their choice of a specific doctor, hospital, or medical facility  

- Parents are more likely to seek medical answers online:
  - 22% use Facebook
  - 20% use YouTube  

source: Infographics Archive  
source: Demi & Cooper Advertising and DC Interactive Group  
source: Harvard Business Review  
source: Mashable
Why Social Media?

- Millennials and technology are changing the way patients and physicians interact
  - 71% of millennials would like their doctor to use an app
  - 76% of millennials use online reviews from other patients when searching for a healthcare provider
  - 60% of millennials support the use of telehealth options
TopLine MD: Closing the gap in patient engagement
TopLine MD Health Alliance

- Femwell
  - Management Services Organization
  - Started in 1997
  - Created TopLine MD Health Alliance to represent physician client group in the community

- TopLine MD Health Alliance
  - Network of the the most reputable and knowledgeable physicians in Florida
  - Committed to delivering the highest quality care and enhancing the patient experience
  - Gives physicians visibility and platform for digital communication
500+ Clinical Providers
- 265 Women’s Health Physicians

Diverse specialties surrounding a women’s health foundation
- Breast and OB/GYN Imaging
- Dermatology
- Diagnostic Radiology
- Endocrinology
- Family Practice
- General Surgery
- Gynecologic Oncology
- Gynecology
- Internal Medicine

- Internal Medicine; Cardiology
- Internal Medicine; Sleep
- Maternal Fetal Medicine
- Obstetrics and Gynecology
- Pediatrics
- Pediatric Dermatology
- Reproductive Endocrinology & Infertility
- Urogynecology
- Vascular Surgery

Impacting lives in South and Central Florida
- 600,000 unique patients
- 1.3 million patient visits quarterly
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Florida’s newest digital news channel!

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- Dispersed on website, YouTube, Facebook, and Twitter
- Available on waiting room TV
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The Last Mile of Engagement
#MakingHealthcareSimple
Thank You!

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Geeta Nayyar, MD, MBA
geetanayyar.com
Facebook.com/drgeetanayyar
YouTube.com/geetanayyar
Twitter.com/gnayyar

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