

# Impact of Social Networking on Patient Safety and Quality

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CMO, DocsNetwork, Ltd.

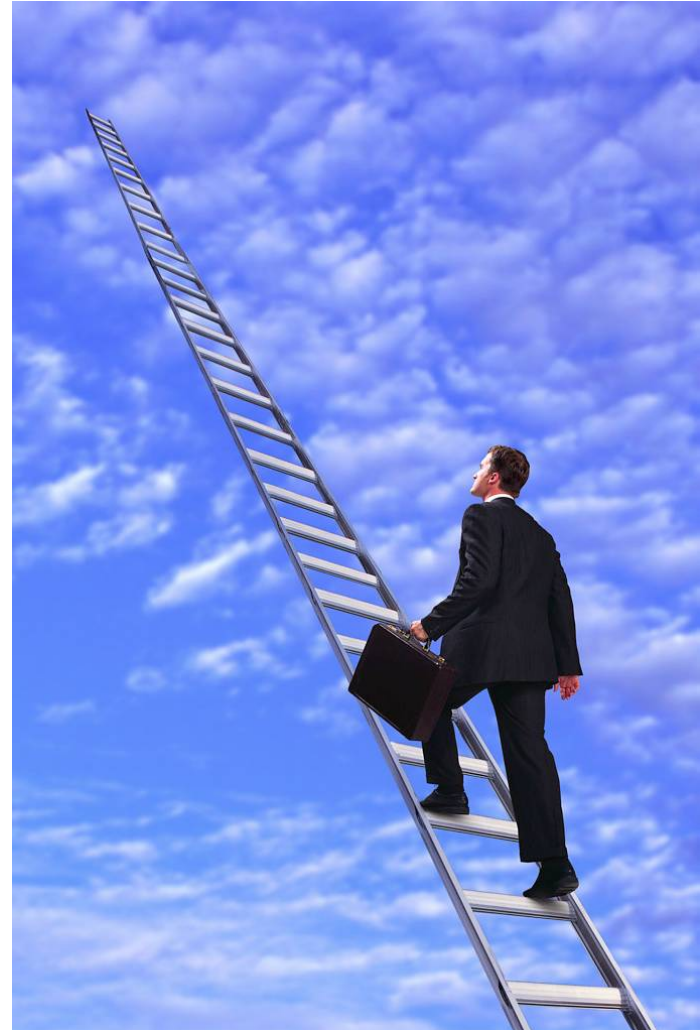
# Overview

- Social Networking
- Collaboration and Partnerships

# Social Networking

# Social Technographics Ladder

- Creators
- Critics
- Collectors
- Joiners
- Spectators
- Inactives



# Creators Most Engaged

- Significant contributors
- Smallest group
- Active
  - Publish blog
  - Publish own web pages
  - Upload original video/audio
  - Post original articles and stories
- Demographics
  - Europe – 10%, South Korea – 38%, U.S. – 18%

*Source: Li C, Bernhoff J. Groundswell. © 2008. Cambridge, MA: Forrester Research, Inc.*

# Critics Offer Commentary

- Comment on what they consume
- Easier to react than create
- Active
  - Post ratings/reviews of products and services
  - Comment on someone else's blog
  - Contribute to online forums
  - Edit articles in wiki
- Demographics
  - Europe – 20%, Japanese – 28%, U.S. – 25%

# Collectors Hoard Information

- Organize and categorize information
- Active
  - Use RSS feeds
  - Add tags to web pages or photos
  - Rate web sites online
- Demographics
  - Europe – 10%, U.S. – 10%

# Joiners Obtain Visibility

- Part of network
- Active
  - Maintain profile on social networking site
  - Visit social networking sites
    - Facebook
    - LinkedIn
    - My Space
    - Xing
- Demographics
  - Europe – 10%, U.S. – 25%, South Korea – 40%

# Spectators on the Sidelines

- Passive consumers
- Active
  - Read blogs
  - Watch video from others
  - Listen to Podcasts
  - Read online forums
  - Read customer ratings/reviews
- Demographics
  - Europe – 37%, U.S. – 48%, Japanese – 67%

# Inactives Not Engaged

- Online but not participating
- Active
  - No interaction online
- Those not online not included
- Demographics
  - Europe – 53%, U.S. – 48%, South Korea – 37%

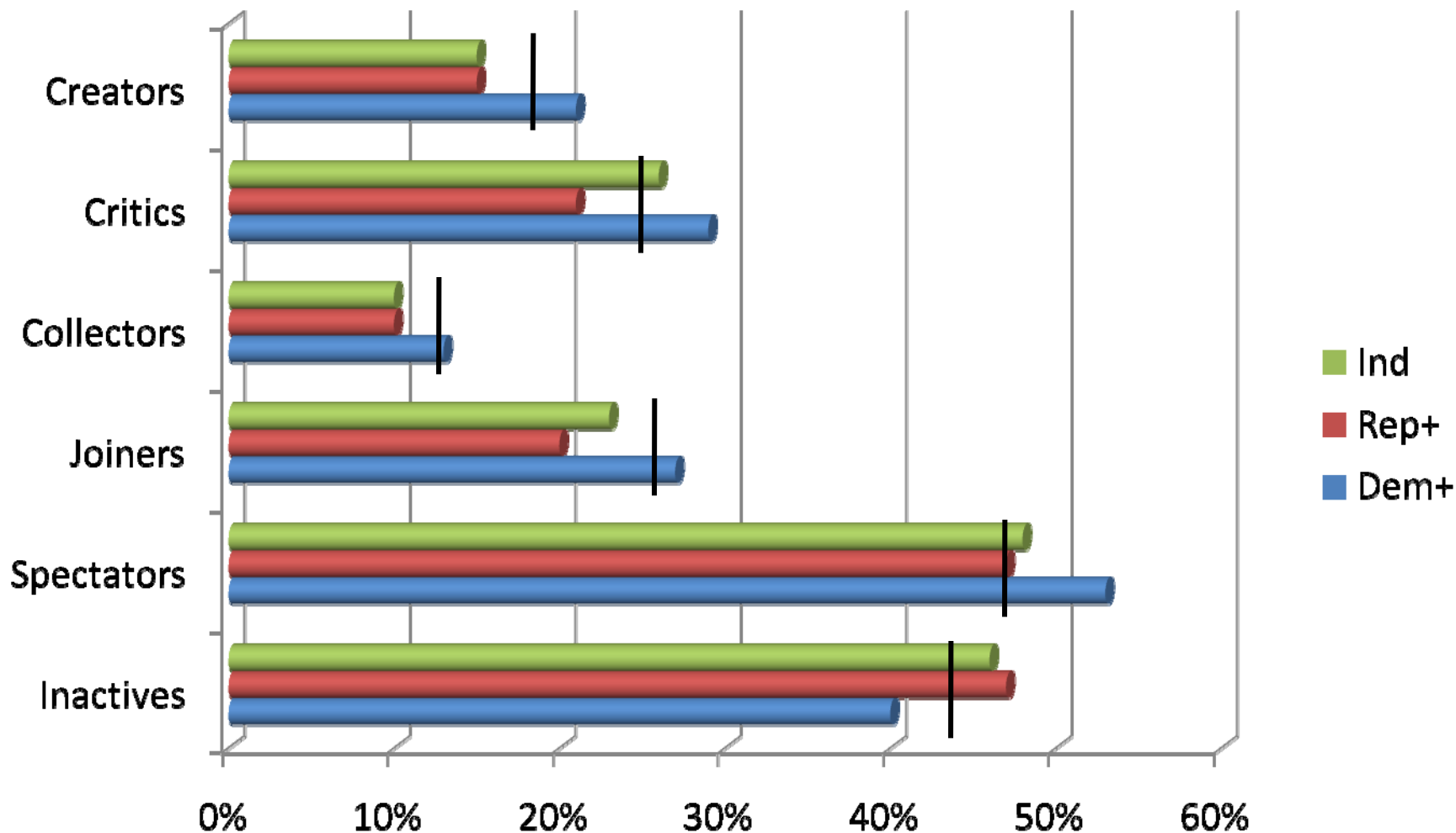
# Social Technographics Profiles

	United States	Germany	France	Spain	United Kingdom	Netherlands	Sweden	South Korea
<b>Creators</b>	18%	8%	10%	8%	9%	17%	12%	<b>38%</b>
<b>Critics</b>	25%	22%	18%	18%	16%	17%	19%	<b>27%</b>
<b>Collectors</b>	12%	12%	12%	6%	5%	6%	<b>27%</b>	14%
<b>Joiners</b>	25%	12%	4%	5%	21%	26%	25%	<b>41%</b>
<b>Spectators</b>	<b>48%</b>	44%	38%	41%	37%	41%	45%	39%
<b>Inactives</b>	44%	49%	57%	56%	54%	46%	42%	<b>36%</b>

# Reasons for Participation

- Keeping up friendships
- Making new friends
- Succumbing to social pressure from friends
- Altruistic impulse
- Prurient impulse
- Creative impulse
- Validation impulse
- Affinity impulse
- Paying it forward

# How Obama Raised Almost \$1 bil.




# Twitter and Tweets


Home Profile Find People Settings Help Sign out


What are you doing? 140


Latest: Drank the first Chaiken Vineyards wine from Argentina and just loved the aroma. It changed every 15 minutes. Very pleased. 29 minutes ago update


Home


 **bchaiken** Drank the first Chaiken Vineyards wine from Argentina and just loved the aroma. It changed every 15 minutes. Very pleased.  
*29 minutes ago from web*


 **michaelhevans** <http://twitpic.com/3escm> - Sunrise photos yesterday at Joshua Tree (U2 wasnt there) <http://digg.com/u11A9U>  
*1:03 PM Apr 16th from TwitPic*


 **michaelhevans** Reading: Malbec's boom <http://tinyurl.com/d5oszt>  
*12:57 PM Apr 16th from twitterrific*

 **michaelhevans** Drinking Achaval Ferrer 06 quimera. Love it. Is there a better balanced, yet powerful wine from Argentina??  
*7:17 PM Apr 13th from Tweetie*

 **michaelhevans** Drank the 2005 Bressia Conjuro last night (with mom's leg of lamb...) -- the Bressia may be the best wine in Argentina right now...  
*6:49 AM Apr 13th from twitterrific*

 **michaelhevans** 'You never know what can happen, even at 22,...' 'You have to live every moment of every day like it's your last' <http://digg.com/u1kJK>  
*8:51 AM Apr 11th from twitterrific*

 **michaelhevans** Leyendo: Bodega Altamisque at the Vines <http://digg.com/u1k21>  
*7:14 AM Apr 11th from twitterrific*

 **bchaiken**  
2 following 9 followers 2 updates

Twit-ter-rific  
*n.* a fun mac application for Twittering.

Home

@bchaiken

Direct Messages o

Favorites

Trending Topics ▼

Ben & Jerry's

Susan Boyle

Miss California

Free Cone Day

Jerry's

Lego Rock Band



Tweetie

Perez Hilton

#travsummit

#gknr

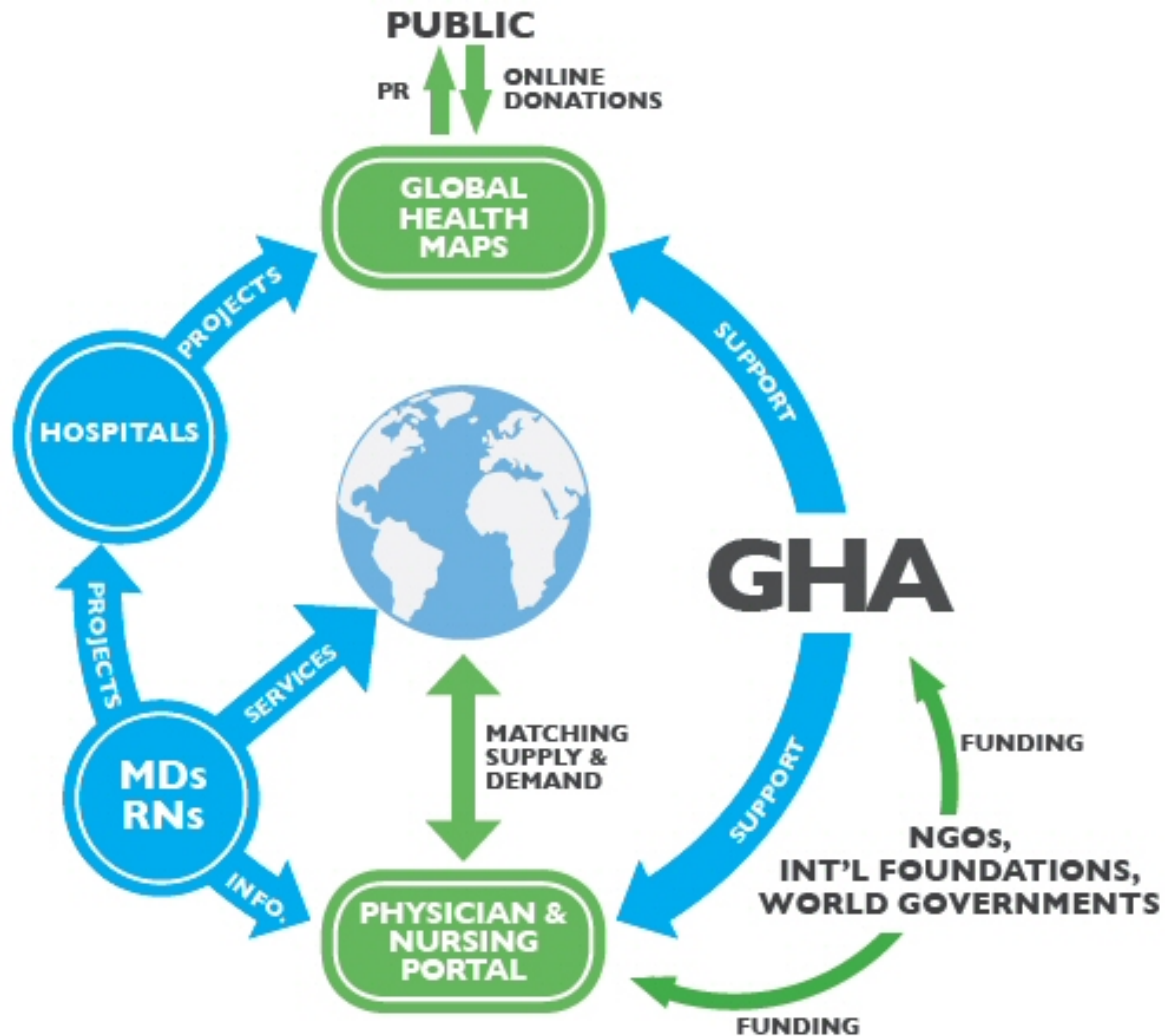
Following add ▼

# Overview

- Social Networking
- Collaboration and Partnerships

# Global Health Alliance



# Social Networking Eases Collaboration

- Worldwide platform to share medical images
  - Exchange content
  - Classification
  - Public health, research
- Virtual clinical session
  - Telemedicine tool
  - Second opinions
- eLearning
  - Medical meetings, CME
- Academic center image/video repository
  - Education
  - Catalogue content
- Enterprise or public site

# Clinical Case Review

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MedicalExchange  
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Upload images/videos

**Upload**

## Latest Cases

Sun, 24 Aug 2008 02:14:28  
tbc diseminada en lactante de 5 meses  
Sat, 23 Aug 2008 11:01:59  
Tumor epidermoide del angulo PC  
Fri, 22 Aug 2008 06:42:19  
Lymphoma  
Fri, 22 Aug 2008 06:39:00  
Early Stroke-CT Lentiform Nucleus Sign  
Fri, 22 Aug 2008 01:33:34  
Numération des réticulocytes -  
Hématologie-APP-2ème

## Latest Comments

Mon, 18 Aug 2008 18:58:39  
#1 By Timoty Houston at Osteoma  
osteoido del calcaneo  
Wed, 30 Jul 2008 23:01:18  
#2 By Roger Sordé Masip at Absceso  
cerebral  
Wed, 16 Jul 2008 22:00:08  
#2 By Cesar Henriquez at  
Cardiomiopatia restrictiva  
Wed, 16 Jul 2008 17:55:30  
#1 By israel molina at Absceso  
cerebral  
Mon, 14 Jul 2008 16:56:46  
#1 By Marcos Pascual at  
Cardiomiopatia restrictiva

## HONcode



We comply with the  
HONcode standard for  
trustworthy health  
information.  
Verify here

Cases

Atlas

Tour

Order by **Most visited**

« previous 1 2 3 4 5 6 7 ... 610 611 next »

## Endoscopic Cystogastrostomy using a self expanded metal ...

15 / 02 / 2008

by: Dr. Carlos Dolz,

**Keywords:** Cystogastrostomy

**Description:** A patient with a pancreatic pseudocyst with compression with the posterior wall of the stomach was treated with a non surgical procedure: a Endoscopic Cystog

[Complete view »](#)



Votes: **13** Views: **680** Comments: **0**



## Secondary habitual patellar dislocation

01 / 03 / 2008

by: Dr. Angel del Rio,

**Keywords:** Habitual dislocation of the patellofemoral joint; Transfer of patellar tendon; Patellar maltracking

**Description:** This case illustrates a 27-year-old women who underwent thirteen years ago a realignment surgery for recurrent patellar dislocation in her left knee. She co

[Complete view »](#)



Votes: **12** Views: **651** Comments: **2**



## Purpura de Schönlein-Henoch.presentationación de un Caso

22 / 04 / 2008

by: Dra. ILeana Hernández  
Rodríguez,

**Keywords:** Vascular hemostatic disease

**Description:** RESUMEN Lactante masculino, sano, de dos meses, que ingresa por irritabilidad, fiebre baja así como edema del dorso de las manos y antebrazo izquierdo.

[Complete view »](#)



Votes: **13** Views: **602** Comments: **5**

« previous 1 2 3 4 5 6 7 ... 610 611 next »



Encontrar: guanya

↓ Siguiente ↑ Anterior ⏏ Resaltar todo  Coincidencia de mayúsculas/minúsculas

# Repository and Clinical Atlas


MedicalExchange  
**MEDTING** +

Sign Up | Login | Help ?

Cases Atlas Tour

Upload images/videos  
**Upload**

Media information



Keywords:  
Amyloidosis  
★★★★☆

Latest Cases

Sun, 24 Aug 2008 02:14:28  
tbc diseminada en lactante de 5 meses

Sat, 23 Aug 2008 11:01:59  
Tumor epidermoide del angulo PC

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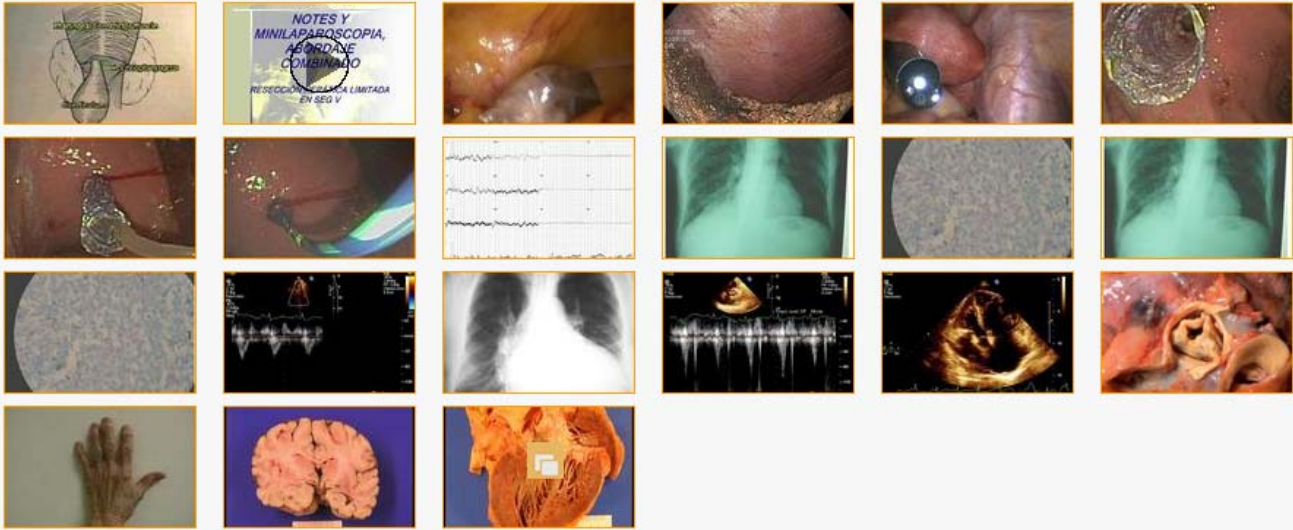
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Wed, 16 Jul 2008 22:00:08

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x Encontrar: guanya

↓ Siguiente ↑ Anterior 🔍 Resaltar todo ☐ Coincidencia de mayúsculas/minúsculas

# Case Collaboration

# Summary

- Social networking connects
  - Patients with patients
  - Patients with clinicians
  - Patients with institutions
- Opportunities for clinical content sharing
  - Case coordination
  - Telemedicine
  - Education
- Tool for patient education/communication
- Surveillance tool

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