

## **Out of the shadows**

After meeting for years on anonymous and secret Web sites, pro-anorexia groups are now moving to more public forums like Facebook.

[Full story](#); *Newsweek*; 11/23/08

## **Medical ads on YouTube attract fire**

Ads on video Web site YouTube for medical devices sold by Abbott Laboratories, Medtronic Inc. and Stryker Corp. violate federal rules because they don't contain required warnings and disclosures, according to an advocacy group.

[Full story](#); *The Wall Street Journal*; 12/04/08

## **The recession: My Facebook, my therapist**

In a time of growing unemployment, tumbling stocks, and rising foreclosures, people are finding comfort on social networking sites.

[Full story](#); *BusinessWeek*; 12/17/08

## **140 Health Care Uses for Twitter**

I'd like to take a stab at offering 140 health care uses for Twitter.

Twitter's simplicity of functional design, speed of delivery and ability to connect two or more people around the world provides a powerful means of communication, idea-sharing and collaboration.

[Full story](#); *Phil Baumann's blog*; 01/16/09

## **Op-ed: Is Facebook the up and coming Health IT application?**

Joseph C. Kvedar, MD, director of the Center for Connected Health for Partners HealthCare, reflects on the power that the Facebook and Twitter tools bring to communication and how they could fit into the connected health landscape.

[Full story](#); *Healthcare IT News*; 02/03/09

## **HHS creates social media center to integrate health info**

As part of an effort to expand its use of Web 2.0 technologies, the Health and Human Services Department used a medley of social media tools to inform the public about the recent salmonella contamination of peanut products.

[Full story](#); *Government Health IT*; 02/04/09

## **NYC unveils Facebook page to encourage condom use**

The New York City Department of Health and Mental Hygiene, which introduced the city's official condom on Valentine's Day two years ago, has introduced a Facebook page and Facebook application to promote the use of condoms.

[Full story](#); *The New York Times*; 02/11/09

## **Facebook is good for your heart?**

Connecting with friends over social networking sites like Facebook or Twitter is a great way to feel connected, be positive, reduce your stress, and improve your heart health.

[Full story](#); *Empowher*; 02/11/09

## **Hospital uses Twitter for live surgery updates**

Micro-blogging service Twitter has been used by U.S. surgeons to provide real-time updates on a live robot-assisted surgical procedure. Surgeons at Henry Ford Hospital in Detroit have given members of the public access to its operating rooms – by live Twittering some surgeries. Using the micro-blogging web site, doctors uploaded short messages – 'tweets' – directly from a laptop in the darkened operating room, giving a step-by-step account the surgery.

[Full story](#); *eHealth Europe*; 02/13/09

## **Cleveland Clinic offering free online videos to encourage health and wellness**

In a continued effort to promote health and wellness, Cleveland Clinic is offering free educational online videos through a specially developed page on the world's most popular video sharing service, YouTube.

[Full story](#); *PR Newswire via Yahoo*; 02/18/09

## **'Tweeted' robotic surgery is successful**

The Henry Ford Health System in Detroit provided live Twitter feed Friday of a successful robotic hysterectomy performed on a 31-year-old female. Alex Hrynewych, a second year OBGYN resident at Henry Ford, provided the Twitter updates and responded to questions from the public.

[Full story](#); *Healthcare IT News*; 03/06/09

## **Pharma's Facebook**

Recruitment has long been a bottleneck in medical research. Of the approximately 50,000 clinical trials currently underway in the United States, 80 percent are delayed at least a month because of low enrollment. One problem: potential trial participants are often skeptical and worried about safety. Pharmaceuticals hope they can overcome such fears by building partnerships with social networks that they can mine for potential volunteers.

[Full story](#); *Newsweek*; 03/10/09

## **When time is limited, Internet is the number one support tool for caregivers**

People who care for elderly parents are among the millions of Americans who regularly participate in social media. More than 65 percent of people caring for elderly parents use the Internet as their primary means of support and encouragement, according to an Aging Care survey.

[Full story](#); *Medical News Today*; 03/19/09

## **Social media making its mark**

Whether we want it to happen or not, social media – much like mobile technology – is going to play a big role in the future of healthcare. From professional networks like LinkedIn and Ozmosis, to more consumer mediums like Twitter and Facebook, healthcare professionals all across the nation and throughout the world are jumping on the bandwagon.

[Full story](#); *FierceHealthIT*; 04/01/09

## **Social networking sites can lend support to those trying to slim down**

Every day millions of people use social networking sites like Facebook and MySpace to connect with old friends and find new ones. These types of sites can also make dieters more successful.

[Full story](#); *Medical News Today*; 04/09/09

## **Students propose healthcare reform plan**

For two months, a dozen North Mecklenburg High students, Charlotte, North Carolina, wrote, revised and debated on Facebook, until finally they had what they wanted: A 23-page healthcare reform bill. They recently submitted the bill to members of Congress in hopes that it would be introduced on the floor.

[Full story](#); *The Charlotte (NC) Observer*; 04/13/09

## **Putting Twitter's world to use**

Twitter unleashes the diarist in its 14 million users, who visited its site 99 million times last month to read posts tapped out with cellphones and computers. Individually, many of those 140-character "tweets" seem inane. But taken collectively, the stream of messages can turn Twitter into a surprisingly useful tool for solving problems and providing insights into the digital mood. Already doctors use Twitter to ask for help and share information about procedures. At Henry Ford Hospital in Detroit, surgeons and residents twittered throughout a recent operation to remove a brain tumor from a 47-year-old man who has seizures.

[Full story](#); *The New York Times*; 04/13/09

## **Scientists warn of Twitter dangers**

Rapid-fire TV news bulletins or updates on Twitter or Facebook could numb our sense of morality and make us indifferent to human suffering, scientists say. New findings show that the streams of information provided by social networking sites are too fast for the brain's "moral compass" to process and could harm young people's emotional development.

[Full story](#); *CNN*; 04/14/09

## **Aurora Health tweets knee replacement surgery**

Aurora St. Luke's Medical Center, part of Milwaukee-based Aurora Health Care, used Twitter to post live updates of a bi-lateral knee replacement surgery, showcasing its use of new orthopaedics technology.

[Full story](#); *Healthcare IT News*; 04/16/09

## **QUEST overview**

Watch a three-and-a-half minute overview of the Premier QUEST program through Premier's new [YouTube channel](#), with testimonials from key healthcare executives describing the benefits achieved. With a focus on quality, efficiency and safety through transparency, QUEST is designed to springboard hospitals to a new level of performance. *Subscribe to the [Premier YouTube channel](#) for alerts on new videos as they are uploaded.*

[Full story](#); *YouTube*; 04/20/09

## **Social media plays a role in patient's choice of hospital**

According to a recent survey, social media influenced nearly 40 percent of hospital or urgent care center patients. The Spring 2009 Ad-ology Media Influence on Consumer Choice survey found that 53 percent of patients between the ages of 25 and 34 years old were the most influenced by social media.

[Full story](#); *Healthcare IT News*; 04/23/09

## **Brain-Twitter project offers hope to paralyzed patients**

Andrea Wilson, a doctoral student in biomedical engineering, posted a message on Twitter earlier this month, "Spelling with my brain." Wilson was confirming an announcement he had made two weeks earlier – his lab had developed a way to post messages on Twitter using electrical impulses generated by thought. The development could be a lifeline for people with "locked-in syndrome" – whose brains function normally but who cannot speak or move because of injury or disease.

[Full story](#); *CNN*; 04/23/09

### **One good thing about social media marketing: It's cheap**

One of the benefits of using social media for healthcare marketing is that it's cheap, according to this article in the St. Louis Business Journal. In February, SSM Health Care decided to make Twitter a part of its external communication strategy. "Twitter doesn't replace anything already in place at SSM," Chris Sutton, corporate communication manager, told the paper. "Plus, it's free, which is a good thing in this economy."

[Full story](#); *St. Louis Business Journal* (subscription required); 04/24/09

### **Government looks online to spread word on flu**

References to swine flu in the blogosphere are far surpassing the actual spread of the virus itself. As the government tries to get in front of the rapid spread of information, it's learning some important lessons about how social media is used in crisis situations.

[Full story](#); *National Public Radio*; 4/30/09

### **Texts, Twitter could improve asthma alerts**

Healthcare professionals in Arizona are creating an asthma-alert system using popular social networking Web sites such as Facebook, MySpace and Twitter. The system, which also has a text messaging component, would alert young people when particulate pollution in their neighborhoods reaches levels that could trigger an asthma attack.

[Full story](#); *The Arizona Republic*; 05/04/09

### **Hospital prepares to tweet first transplant surgery**

Children's Medical Center in Dallas will provide live Twitter updates from its operating room, while 3-year-old John Gilbreath receives a kidney transplant from his father.

[Full story](#); *Healthcare IT News*; 05/15/09

### **Webcast your brain surgery? Hospitals see marketing tool**

The point of Shila Renee Mullins's brain surgery was to remove a malignant tumor threatening to paralyze her left side. But Methodist University Hospital in Memphis also saw an opportunity to promote the hospital to prospective patients.

Faced with economic pressures and patients with abundant choices, hospitals are using unconventional, even audacious, ways of connecting directly with the public. Seeking to attract or educate patients, entice donors, gain recognition and recruit or retain top doctors, hospitals are using Twitter from operating rooms, showing surgery on YouTube and having patients blog about their procedures.

[Full story](#); *The New York Times*; 05/24/09

### **Twitter surgery timeline: 8 months of OR tweets**

Chances are that by now you have heard about the many surgeries major hospitals across the U.S. have chronicled live (in 140 characters or less) via the increasingly popular social media site Twitter. Using Twitter to live-stream surgeries has brought some hospitals a good deal of (mostly positive) attention. In some cases, hospital groups have tripled their number of followers, adding thousands more, to their Twitter feeds.

[Full story](#); *Mobile Health News*; 05/26/09

## **Op-ed: Coordinated healthcare & evidence-based medicine, aided by social media**

Slate Magazine's recent analysis of the Obama administration's forecasted \$2 trillion in health care savings questioned which initiatives would provide true savings. The highest ranked was "encouraging coordinated care..." and "...adherence to evidence-based best practices and therapies..." Coordinated care seems to suggest clinical integration and savings derived from better information about what works and what doesn't, would create efficiencies.

Increased information could increase the benefits of innovation and the ability for federated groups of health plans to use the best ideas for the best results. Secure Social Media, i.e. the idea of aiding discovery within the enterprise can help. No World Borders has been advising health care firms on ways to use social media techniques to provide openness, while still providing security and privileges regarding who can access the information within the enterprise.

[Full story](#); *No World Borders*; 05/29/09

## **Grassley scolds Obama on Twitter**

Sen. Chuck Grassley says that President Barack Obama has "got nerve" to go sightseeing in Paris while telling lawmakers it's time to deliver on a healthcare overhaul.

[Full story](#); *The Wall Street Journal*; 06/07/09

## **Medicine in the age of Twitter**

Should doctors give out diagnoses or prescribe treatment on Facebook, in the twitterverse or on blogs? If doctors and patients communicate on Twitter, is a doctor liable if she or he misses a patient's tweets about the acute onset of shortness of breath? Dr. Pauline W. Chen discusses how social media can connect physicians with information, colleagues and patients and the potential concerns associated with these platforms.

[Full story](#); *The New York Times*; 06/11/09

## **Doctor builds Web care system**

Sitting before a laptop in a loft-style office in Brooklyn's Williamsburg neighborhood, Dr. Jay Parkinson talks about what ails the US healthcare system – skyrocketing costs, excessive use, bureaucracy – and why the cure is not the universal insurance Democrats are talking about on Capitol Hill, but rather "disruptive technology." He means technology that jolts systems into making dramatic progress or the Facebook-style software he is developing for Hello Health, a national franchise of clinics he is building where patients can e-mail, text, or videochat with doctors over a secure Web site.

[Full story](#); *The Boston Globe*; 06/21/09

## **Military Health System launches social media hub**

The Military Health System has launched a social-media hub that allows easy access to the system's presence on several social-networking sites, including Facebook, Twitter and MySpace.

[Full story](#); *Federal Computer Week*; 06/23/09

## **President Obama holds online town hall on healthcare**

President Barack Obama will hold a national discussion on healthcare through an online town hall meeting in Annandale, Virginia, today at 1:15 p.m. ET. In addition to the live audience, questions will come from online communities such as Facebook, YouTube and Twitter.

[Full story](#); *White House Web site*; 06/30/09

## **Hospital leaders discuss reform on YouTube**

The AHA posted YouTube videos of hospital leaders discussing the need for healthcare reform, and how reform might affect the communities they serve. The videos were created during the AHA and Health Forum Leadership Summit July 23-25 in San Francisco.

[Full story](#); *AHA News*; 07/27/09

## **How the Internet is changing healthcare**

From Twitter to Second Life to Facebook, patients now have access to more health information than ever before. Internet users are going online to not only seek reputable health information, but also a dynamic user experience and Web-based dialogue about their respective conditions and questions. Some researchers, practitioners and hospitals understand this and have begun in earnest to use new and social media to engage Internet users.

[Full story](#); *Forbes*; 07/30/09

## **Does Facebook usage contribute to jealousy in relationships?**

The more time college students spend on Facebook, the more likely they are to feel jealous toward their romantic partners, leading to more time on Facebook searching for additional information that will further fuel their jealousy, in an escalating cycle that may become addictive, according to a study reported in *CyberPsychology & Behavior*.

[Full story](#); *Medical News Today*; 08/07/09

## **Healthcare providers plug into Facebook, Twitter, YouTube**

Healthcare providers say platforms, such as YouTube, Twitter, and blogs, let them reach the public on a much greater scale than is possible one to one and is far less expensive than TV and radio. Social media also lets providers connect with niche audiences that have rare conditions. However, there are concerns: Providers need to be sure to keep patient information confidential, which can be tricky. And providers struggle with new ethical issues, such as: If you're a medical school instructor, should you friend your students on Facebook? Should doctors friend their patients?

[Full story](#); *InformationWeek*; 08/11/09

## **Health insurers eye social networking**

Lots of companies are starting to track social-networking tools like Twitter and Facebook to keep an eye on negative comments, put out their own happier spin and interact with consumers. But in the healthcare business, there are some special challenges because of privacy concerns – notably HIPAA. Insurers, hospitals and other entities can't say much publicly about what they've done for patients. Still, health insurers are beginning to dip their toes in the water.

[Full story](#); *The Wall Street Journal*; 08/19/09

## **Pitching patient safety and hospital transparency on YouTube**

After a medical error, hospitals' traditional approach has been to retreat behind a wall of silence, on the advice of risk managers and attorneys. But some hospitals are taking a different approach, fully disclosing medical errors, apologizing and offering financial compensation up front – and inviting patients and families to participate in patient safety improvement efforts.

[Full story](#); *The Wall Street Journal*; 08/25/09

## **Hospitals look to social-media outlets to build strong relationships with patients, community**

When calamity hits, people want information, and they want it right now. One Kentucky hospital witnessed this first-hand when its number of fans on Facebook page spiked by more than 15 percent during the 48-hour period following the massive rains and flash flooding that struck Louisville earlier this month.

[Full story](#); *Business First of Louisville (KY)*; 09/01/09

## **Safety group says social media can help families connect during disasters**

Text messaging, Twitter and social networking Web sites could help families stay in touch in the wake of a disaster, a national safety group said.

[Full story](#); *Nextgov*; 09/01/09

## **Social Media for Healthcare conference**

Bon Secours Health System and Aurora Health Care will present, along with a list of respected healthcare organizations, at the Social Media for Healthcare conference to be held October 5-8 in Washington.

[Full story](#); *Conference Web site*; 09/02/09

## **American Medical Association launches Facebook page**

As part of its ongoing efforts to communicate with patients and physicians, the American Medical Association continues to embrace the fast-paced world of social networking by launching its official Facebook page. The AMA page will feature timely updates on the health-reform debate and other information important to patients and physicians.

[Full story](#); *Medical News Today*; 09/09/09

## **USDA will debut new version of online learning platform**

AgLearn, the U.S. Agriculture Department's online learning program that serves as a model for job training programs in China, soon will allow federal employees to use more social media tools for training.

[Full story](#); *Nextgov*; 09/11/09