

Thursday, May 17, 2012

- 7:30 – 8:45 am **Registration and Continental Breakfast**
- 8:45 – 9:00 am **Welcome**  
**Bunny Ellerin – President, NYC Health Business Leaders**
- 9:00 – 10:00 am **Keynote**  
**Lee Aase – Director, Mayo Clinic Center for Social Media**  
**Farris Timimi, M.D. – Medical Director, Mayo Clinic Center for Social Media**
- 10:00 – 11:00 am **A Common Sense Approach to Hospital Social Media**  
**Ed Bennett – Director, Web and Communications Technology at University of Maryland Medical Center**  
How do you choose a web strategy to follow or social media channel to focus on? Ed Bennett, founder of the Hospital Social Network List, a well-known hospital social media resource, will share his expertise on social networking, search engines, analytics, web management and more. You'll study the University of Maryland Medical Center's social media experience including metrics, oversight and lessons learned. Ed will show you how to:
- Determine where social media should "live"
  - Monitor social media channels and know how to respond
  - Create and manage social media content
  - Find and empower your internal social media stars
  - Find the ROI balance (easy when the "I" is kept low)
- 11:00 – 11:20 am **Break**
- 11:20 – 12:30 pm **Case Studies in Success**  
*Case 1: Lessons Learned when Continuum Health Partners Launched a Social Media Program*  
**Kathleen Kearns – Senior Vice President, Development and External Affairs at Continuum Health Partners**  
Continuum Health Partners, a large multi-hospital system in New York City, approached the planning and development of its social media presence carefully. You will hear about their experiences throughout the process—from the earliest stages of discussion with colleagues in administration, legal and human resources through the internal consideration of how/what/who to include from the marketing and public affairs office, through the launch of their sites.
- Case 2: Building a Social Community for a Local Audience*  
**Margaret Fontana – Interactive Media Strategist at Meridian Health**  
Meridian Health is a leading not-for-profit health care organization in New Jersey. Margaret will discuss the strategy and goals that led to the creation of Meridian Momtourage, a local, community-based health site for women. She will talk about the different phases involved in growing an online community and address aligning strategic service line goals to match the needs of the local community. During this case study you will learn about: recruiting bloggers, creating editorial calendars for health content, managing a community, assessing metrics and integration of messaging with other service lines, web and social media outlets.
- 12:30 – 1:30 pm **Lunch**
- 1:30 – 2:30 pm **Social Media ROI Reform—Measuring the Success of your Hospital's Social Media Efforts**  
**Chris Boyer – Director, Digital Marketing & Communications at Inova**  
Healthcare communicators know the importance of using social media, but can they measure the ROI of these efforts? In the age of healthcare reform and shrinking budgets, knowing how your social media efforts impact the bottom line is not only important, it's imperative. How do you measure the return on a tweet or Facebook post? Chris Boyer will share the three ways you can measure the ROI of your social media strategy.



*Thursday, May 17, 2012 continued*

- 2:30 – 3:00 pm **Clinical Conversations Behind the Firewall: A Patient-Centric Model for Social Media**  
**Bill Moschella – CEO, eVariant**  
 Social media is often perceived as a collection of conversations that take place outside the four walls of healthcare organizations. But what if we connect patients with providers and with other patients, behind the firewall? (And why would we want to do that?) eVariant CEO Bill Moschella explains how this fundamental shift in our social media approach can lead to a more collaborative, patient-centric environment and a more efficient, effective utilization of the platform.
- 3:00 – 3:20 pm **Break**
- 3:20 – 4:00 pm **Why Physicians and Healthcare Providers Need to be on Social Media**  
**Mike Sevilla, M.D. – Family Medicine physician in Northeastern Ohio and Blogger at Family Medicine Rocks**  
 Why aren't more physicians and health care providers on social media? Dr. Sevilla will try to answer that question along with sharing his social media story. In addition, he will share tips and tricks on how to engage physicians and health care providers in the social media space.
- 4:00 – 4:45 pm **Panel Discussion: Using #HCSM to Bring Patients & Physicians Together**  
**Mike Sevilla, M.D. – Family Medicine physician and Blogger**  
**Loring Day – Empowered Patient**  
**Howard J. Luks, M.D. – Chief, Sports Medicine and Arthroscopy at University Orthopedics PC**  
**Farris Timimi, M.D. – Medical Director, Mayo Clinic Center for Social Media**

### Friday, May 18, 2012

- 8:00 – 9:00 am **Continental Breakfast and Networking**
- 9:00 – 10:00 am **Keynote: What Do We Want from Health Social Media? A Patient's Perspective**  
**Jessie Gruman, Ph.D. – President, Center for Advancing Health**  
 Jessie Gruman will discuss how social media can help patients and families find good health care and make the most of it.
- 10:00 – 10:45 am **The Social Network Effect on Patient Engagement**  
**John de Souza – CEO, MedHelp**  
**Shelly Lowe – Multiple Sclerosis Community Leader**  
 MedHelp pioneered the online health community movement in 1994. Since then over 12 million people have used the site's features, including social media, to engage in their health. John de Souza, MedHelp's CEO, will share lessons learned from building the world's largest online health community. These include the importance of moderation and the power of crowdsourcing. John will be joined by MedHelp member and Community Leader Shelly Lowe, who will share her perspective on the importance of social media in living with Multiple Sclerosis.
- 10:45 – 11:00 am **Break**



Friday, May 18, 2012 continued

- 11:00 – 11:30 am **The Rapidly Evolving World of Mobile Health, Apps & Devices for Physicians**  
**Felasfa Wodajo, M.D.– Senior & mHealth Editor of iMedicalApps.com; Bone and Soft Tissue Tumor Surgeon**  
The rapid adoption of smartphones has changed the physician toolset. Mobile medical apps now make a large amount of clinical information available very easily. Many wireless health devices are coming on the market allowing for remote monitoring of patients and empowering them to take control of their health. In this talk, Dr. Wodajo will survey some of the recent developments in mHealth.

- 11:30 – 12:45 pm **Mobile in Action**

*Demo 1: **Connecting the “Five Ps” with mHealth***

**Ben Chodor – CEO, Happtique and Host of mHealth Zone**

Connecting the five Ps—Providers, Physicians, Patients, Pharma and Payers—is critical for improving compliance and outcomes while reducing costs. Ben Chodor, CEO of Happtique, a mobile health application store and app management solution, will discuss how hospitals and other healthcare enterprises can leverage mHealth to strengthen this connection. He will explain the role that mobile app management, curation, certification, and prescribing play in streamlining interactions between the five Ps. Additionally, Ben will demonstrate Happtique’s mRx™ technology, the first program that enables physicians to prescribe mHealth apps to patients.

*Demo 2: **Using Text Messaging to Engage Teens in their Health***

**Dr. Katie Malbon – Assistant Professor at Mount Sinai Adolescent Health Center**

Dr. Malbon created Text in the City, a novel messaging service for teens. Dr. Malbon will describe the pilot text messaging program which allowed teen patients to connect to their “health home” and illustrate how adolescent patients want to use text messaging to manage their own health care needs. She will explain the lessons learned from creating such a platform and discuss future projects which have resulted from the pilot program.

*Demo 3: **Nurses Need Apps, Too – Nurse Net Emerges***

**Robbie Freeman, RN-BC – Medical-Surgical Nurse at Beth Israel Medical Center**

Robbie Freeman is the creator of Nurse Net, a free interactive mobile application on the iOS platform. Robbie will discuss how his experiences as a Medical-Surgical Nurse helped identify the need for his application and shape the tools included within it. He will also walk through the process of bringing an application idea to fruition as well as the challenges inherent in developing future versions.



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Happtique, founded in 2010, is a mobile health application store and app management solution that helps healthcare providers, physicians, and patients easily integrate mHealth into treatment. Happtique offers medical enterprises—like hospitals, continuing care facilities, and physician practices—the ability to create individually branded, secure, multi-platform application stores for staff and patient use. These customized application stores facilitate the distribution and use of mobile apps among healthcare professionals, which improves workflow and efficiencies, thus freeing up more time for them to focus on the quality of care. The stores serve as patient portals that can help enhance communication between providers/patients and increase interaction between them outside of the medical facility. For more information, visit [www.happtique.com](http://www.happtique.com)



eVariant offers a 2-way communication platform for patients, providers and the organizations that support them. eVariant's SaaS-based product, HealthConnect, is a CRM / PRM solution that integrates healthcare business data across a broad range of systems. With HealthConnect, clients can identify market opportunities, measure marketing campaigns against reportable ROI and improve patient engagement. Clients include Penn Medicine, Catholic Health Partners and Greenville Hospital System. The company is headquartered in Simsbury, Connecticut. For more information, visit [www.myhealthconnect.com](http://www.myhealthconnect.com)



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