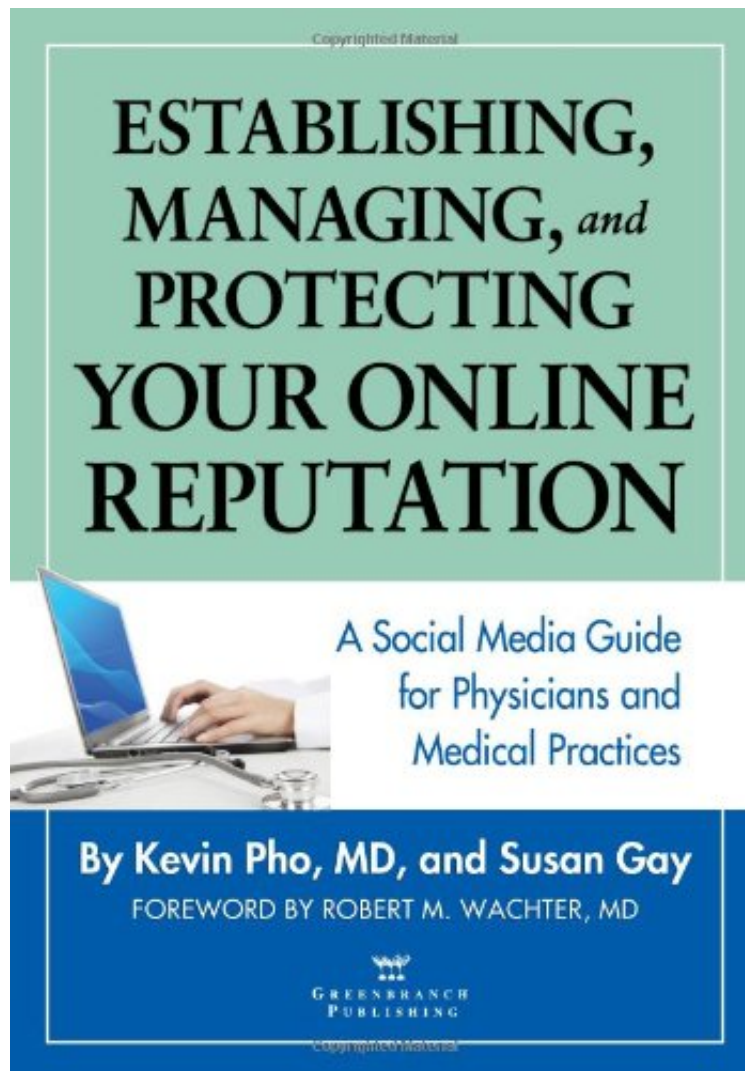


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Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices

Kevin Pho M.D., Susan Gay

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older physicians who don't understand the interwebs, but less useful for those who grew up with the internet. If you recognize that the internet is a major determiner of your reputation, this book is not worth the price. If you doubt that, then buy this book. Advice consists of simple trite ideas such as set up a LinkedIn profile. 13 of 15 people found the following review helpful. Review: Social Media Guide By gps710 by James Salwitz, MD Sunrise Rounds [...] Query; How can you tell the difference between passing fad and new reality? Between gossip and critical information? Answer; someone writes a textbook. For physicians who think that social media is only about sharing vacation pictures and checking out the weather, a new reality has arrived. An authoritative book on the evolving and indispensable role of the Internet in the daily practice of medicine has been published, is empowering reading for physicians and has a lot to say to us all. Establishing, Managing and Protecting Your Online Reputation; A Social Media Guide for Physicians and Medical Practices (long title, but I did say it was authoritative) puts in one place the theoretical and practical tools for physicians and anyone, medical or not, who want to understand, get involved or expand their Internet presence. Written by Kevin Pho, MD a New Hampshire internist and an international expert on medical social media, and Susan Gay a widely read publisher, this book can take launch an online novice into cyberspace or help take a doctor already involved with social media, to the next level. It will not surprise anyone that the authors come from an Internet background. Establishing is an accessible blend of modalities, like the social media environment about which it speaks. There are dozens of secondary contributors who through the pages tell stories, present blog-like essays and fill each chapter with a collage of information to support and demonstrate the author's ideas. If you do not get one point of an essay, there will be a table, if the table does not do it, there is a testimonial. Pho and Gay infuse the gestalt of the e-world into this well written book. The major part of the text is about the broad concepts of social media. Establishing successfully makes the case that every caregiver needs to be aware and involved in the online medical world. The authors point out that "the availability of online health information combined with social media channels have created a new generation of patients," what authors call "e-patients." These patients seek not only basic health information and primary information about their health providers, but are hungry for the expanding doctor-patient relationship promised by the Internet world. Doctors can use this connection to educate, tell health stories, expose myth, increase visibility, build referrals and to improve their reputation. Those who ignore the e-world, do so at their own risk or at very least lose a valuable opportunity. To bypass this technology will make a doctor as antiquated as the surgeon who rejects robotics or the oncologist who shrugs off genetics. Many physicians fear their careers will be ruined in Internet chat rooms. While I believe this anxiety to be overblown, Pho and Gay explain how to establish a positive online presence and how to protect a reputation. They point out that most social media doctor reviews are positive, but also discuss how to respond to negative postings. They strongly recommend against calling an attorney or launching a direct online attack and emphasize instead how to create good reviews and blunt negative feedback. An entire chapter discusses the individual rating sites, such as Angies' List, Healthgrades, Kudzu and Yelp, how these sites assemble information, and how to increase the likelihood an individual doc will receive favorable reviews. Pho and Gay frown on the idea of stacking the deck by writing anonymous positive self reviews, pointing out that this technique not only is likely to fail, but may backfire. For the neophyte or the doc who has only recently ventured online, there is a lot of step-by-step information. The authors describe how to use Twitter, Facebook, LinkedIn or write a blog. If you yearn to be a movie star or just want to explain "in person," consider YouTube. Establishing tells how. With clear explanations, well annotated by teachers with extensive experience in the e-world, this Guide can help any doc connect with their patients via the World Wide Web. The authors are very aware that this is a special universe with new rules and as such requires careful thought and planning. Starting at "do no harm," social media requires an awareness that "goes beyond HIPAA." The authors discuss the need for enhanced professionalism in the digital age which respects not only privacy but is conscious of the power of a technology which can spread information, true or false, so quickly and so wide. The authors reprint the ABIM 2002 Physician Charter, with its emphasis on patient welfare, autonomy and social justice, as a base from which to start. Establishing marks a milestone in the evolution of medical care. That milestone is the recognition that while medicine is now, and will always be, practiced by one doctor, taking care of one patient, one moment at a time, that no longer is that relationship confined to one place like the examine table or hospital room. Through the power of social media, doctors and patients can reach out and connect from almost anywhere. Kevin Pho and Susan Gay's important book makes it clear; it is time for all of us to get log on. 0 of 0 people found the following review helpful. I found this book very helpful. Hope they come ... By CMI found this book very helpful. Hope they come up with an update though as some of the info is now outdated.

Online health information combined with social media channels like Twitter and Facebook has created a new generation of patients. They are empowered. They have a voice in their own care that they never had before. And more are using social media and physician review sites to choose their doctor or medical practice. Given these stakes, you can't afford to leave your online reputation to chance. Kick off your social media efforts today with Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices, a comprehensive resource not available anywhere else. In addition to unique insights from practicing physician and

social media pioneer Kevin Pho, MD, this book offers doctors a step-by-step guide on how to use social media to manage an online reputation. It also provides insider tips on how to respond to online ratings and a guide to work with all of the major physician review sites. Do not let others define you on the web. Take control of your online reputation now!

What the book features:

- Foreword by Robert Wachter, MD, Professor of Medicine at the University of California, San Francisco
- Why an online reputation is important for doctors
- How patients use social media to find physicians and medical practices
- A step-by-step guide for how practices can brand themselves on major social media platforms (LinkedIn, Facebook, YouTube, Twitter, Google+, blogs) and drive Google traffic through content
- Profiles of the major physician rating sites, including Vitals, Yelp, Healthgrades, RateMDs.com, Angie's List, ZocDoc and Google+ Local
- Tips to protect and manage an online reputation
- How to respond to online reviews
- Online professionalism guidelines and best practices

Unlike guides written by professional marketing gurus, this book offers dozens of stories and case studies from the perspective of practicing physicians and engaged patients. Online reputation management advice is often scattered on the web, requiring time and effort to find. This book consolidates this information in a single, handy resource. Doctors and office managers know they need to get involved with social media but do not know how or where to start. This book allows them to immediately tap into authoritative insight in a calming way, not in an alarmist manner. Instructions on how physicians can proactively create content and harness the power of social media to define an online reputation and provide better care for patients. The practical format allows the reader to pick and choose from the sections most important to their practice.

"For the physician contemplating the use of social media, this lovely volume is a precious and invaluable guide."- Abraham Verghese, MD, author of *Cutting for Stone*"As the digital era inevitably invades the medical cocoon, there is a vital unmet need for physicians to adapt, especially to new challenges such as dealing with one's online reputation. Kevin Pho, a leader in the convergence of social media and healthcare, with Susan Gay, provide a comprehensive and extremely useful roadmap for doctors. This information and perspective enables physicians to take charge of taking a default, sitting duck status."- Eric Topol, MD, author of *The Creative Destruction of Medicine*"An insightful and thought-provoking examination of the changing landscape of medicine, filled with practical advice for clinicians."- Jerome Groopman, MD and Pamela Hartzband, MD, authors of *Your Medical Mind: How to Choose What Is Right for You*"As one of the most prolific practitioners in the world of social media, Kevin Pho's insights for doctors and other health professionals are soundly based on experience. His ability to demystify this arena for others comes from a clear and concise exposition of what is fact and what is fear. His book is an important contribution to creating a more patient-centric healthcare system that is also highly respectful of the knowledge and good intentions of physicians and other clinicians."- Paul F. Levy, Former CEO, Beth Israel Deaconess Medical Center"This book is the newest, most comprehensive, most detailed and up-to-date reference source available to American physicians and medical practices. Richly nuanced by America's most popular and authoritative physician blogger and social media expert, it can guide you through this swamp; maybe not clean, but ready to move forward."- George Lundberg, MD, President, The Lundberg Institute"This book is sensational. It provides an argument that wins hands-down on how doctors no longer have the luxury of ignoring social media and its impact. This book will help physicians understand and prepare themselves for social media's impact on their future."- Judy Capko, author of *Secrets of the Best-Run Practices*"Social media is the wave of the future in medicine, and I can't think of a doctor more qualified to write about this phenomenon than Kevin Pho. This book is essential reading for any doctor or medical practice looking to establish an online presence."- Sandeep Jauhar, MD, author of *Intern: A Doctor's Initiation*"Dr. Pho has compiled his years of experience and knowledge into a fantastic book that should be considered required reading for all doctors. Social media is the future of doctor-patient communication, and this book provides a comprehensive guide to navigating the social media arena. From LinkedIn to Facebook, to Twitter, to Google+, readers will learn how to become the maestro of their online reputation, marketing, and communication with patients."- Anthony Youn, MD, author of *In Stitches*"With new technology comes new challenges, and that's especially true for medical practice managers as they look to evolve their practices in innovative and responsible ways. Social media channels, physician-rating sites, and other digital communities can directly affect your practice's online reputation; and reputation management is now within the purview of the practice management profession. But where do you start and how do you go about influencing something as nebulous, fast-changing, and splintered as online reputation? This book provides practice managers with the tools they need to feel more informed and equipped to take actionable steps recommended by some of the industry's leading experts."- Susan L. Turney, MD, MGMA President and CEO

From the Author

Online reputation is critically important for doctors to manage, with more patients using online tools to find their doctors. Drawing from my social media experience since 2004, this comprehensive guide will show you how. I've always believed that we learn best through stories, so not only have I included notable events from my personal social media journey, but also dozens of case studies and anecdotes from social media leaders that I've had the pleasure of connecting with over the years, including:

- Vineet Arora, MD, Katherine Chretien, MD, Natasha Burgert, MD, Dave deBronkart, Susannah Fox, Kerri Morrone Sparling, Wendy Sue Swanson, MD, and Bryan Vartabedian, MD.

Their perspectives provide a window into how patients are using online tools to find their

physicians and how an online reputation can be managed by busy, practicing doctors. I invite you to explore this definitive guide for doctors and medical practices on how to use social media and establish, manage, and protect an online reputation. Thank you for your time and interest.

About the Author Kevin Pho is a board-certified internal medicine physician and founder of KevinMD.com, which Forbes called a "must-read health blog." Klout named him the web's top social media influencer in health care and medicine, and CNN named @KevinMD one of its five recommended Twitter health feeds. Transforming his social media presence into a mainstream media voice, he has been interviewed on the CBS Evening News with Katie Couric, and his commentary regularly appears in USA Today, where he is a member of their editorial Board of Contributors, as well as CNN and the New York Times. His opinion pieces highlight the challenges real-world doctors face, ranging from the primary care shortage to the epidemic of physician burnout. Kevin practices primary care in Nashua, NH. He received his medical degree and completed residency at Boston University School of Medicine, and is a member of the New Hampshire Union Leader's 2010 class of New Hampshire's 40 Under Forty.

Susan Gay is a medical publisher and content strategist with over 25 years experience in medical publishing leadership. Known for her foresight and vision in creating ground-breaking publications, she has published several hundred books, journals and multimedia products, many of them market leaders. Her creative imprint can be seen in such pioneering works as the 5-Minute Clinical Consult and the Netter Collection reference works. As Vice President and Publisher at Williams Wilkins (now Wolters Kluwer Health), Susan was the first clinical publisher to apply branding strategies to a clinical publishing program. Earlier in her career, she was an award-winning editor at Mosby and served as president of the American Medical Publishers Association. Through it all, Susan has had a keen eye toward the forces that shape medical practice. Today, she is focused on the digital future of medicine and all that it means for clinical medicine, medical education and information delivery.