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Social Media in Healthcare: Connect, Communicate and Collaborate (Executive Essentials: What Every Healthcare Executive Should)

Christina Beach Thielst

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The growth of social networking has been dramatic, and the applications are quickly finding their way into healthcare organizations. Is your organization participating in the conversations? This new book provides an overview of the social media tools healthcare organizations are using to connect, communicate, and collaborate with their patients, physicians, staff, vendors, media, and the community at large. It describes the major social media applications and reviews their benefits, uses, limitations, risks, and costs. It also provides tips for creating a social media strategy based on your organization s specific needs and resources. Real-world examples illustrate how social media can improve the efficiency, effectiveness, and marketing of your healthcare organization.

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