

Social Media's Affect on Patient Satisfaction

People who are E-Literate isolate themselves from the real world. Organizations are no different.

Patient satisfaction and loyalty can be managed and grown using social media. In today's world as you prepare for tomorrow's business, employing a dedicated social media person within your marketing department is wise. You do have a marketing/referral development department?

Social Media: Here is a short list of things you can use social media networking to accomplish by providing or announcing:

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| 1. Health Fairs | 10. Employee recognition | 19. Medical alerts |
| 2. Health tips | 11. Gift shop sales | 20. Safety tips for the home |
| 3. Diet information | 12. Volunteer club | 21. Safety tips for businesses |
| 4. Meal of the day | 13. Emergency access status | 22. New mother's club |
| 5. Introduce new physicians | 14. Cafeteria menu | 23. Fundraising |
| 6. Introduce new services | 15. Link of the week/month | 24. Employee news alerts |
| 7. Emergency preregistration | 16. Education (videos) | 25. Community wellness |
| 8. Medication safeguards | 17. Health related Blogs | 26. Patient surveys |
| 9. Create BUZZ | 18. Accelerate access | 27. Set patient expectations |

Web Site: Look at your organization's web site, is it educational, entertaining, and energizing? What are you doing to drive traffic to your web site/facility? Your web site is more important than your brochures, which more often than not tend to be archaic. What is it about your web site that drives traffic to your site and through the doors? Consider the following for starters:

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| 1. Simple site, no clutter | 6. Provide informative/value links of relevance |
| 2. Make it easy for people to donate | 7. Ask a Nurse about emergency care |
| 3. Refresh with updates, something new daily | 8. E-brochures (by interest) |
| 4. Use downloads, fact sheets, receipts, and used PDFs | 9. Newsletter (monthly) |
| 5. Negotiate group hosting fee or run your own servers | 10. Make sure all feature work, check daily |

Of the thousands of social media platforms, some of the most common, high usage and traffic sites are:

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| 1. Facebook | 4. YouTube |
| 2. LinkedIn | 5. MySpace |
| 3. Twitter | 6. Google |

Study up on social media, read about and ask questions. Here are four books worth reading:

1. Twitter Power by Joel Comm
2. Social Media Marketing by Dave Evans
3. New Rules of Marketing & PR by David Meerman Scott
4. How to Run an Online Business that Pays and Pays by Joel Comm

KISS = Keep Implementing Social Strategies