

# Achieving Openness:

## Communicating With People Using Social Networks For Health & Wellness

January 29, 2009

# Our New Report

## Envision Solutions Spotlight

### Achieving Openness:

**The Art Of Listening, Learning, & Communicating  
With People Using Social Networks For Health & Wellness**

# Overview

About Us

Why Do  
People Use  
Social Networks  
For Health?

Four Critical  
Questions  
Answered

Panel  
Discussion  
& Q&A

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# About Me & Envision Solutions



Fard Johnmar  
Founder, Envision Solutions  
Moderator

Envision Solutions is a full-service healthcare marketing communications consulting firm specializing in analysis, strategy and training.

# The Panel



Gina Ashe  
Chief Marketing Officer  
Sermo



Fabio Gratton  
Co-founder,  
Chief Innovation Officer  
Ignite Health



Jim Nail  
Chief Marketing &  
Strategy Officer  
TNS Cymfony



Erin Edgerton  
Content Lead,  
Interactive Media  
CDC



Benjamin Heywood  
Co-founder  
PatientsLikeMe



Brian Loew  
CEO  
Inspire

# What The Report Does Not Cover

Legal  
Issues



Privacy  
Issues



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# Motivation Is More Important Than Data

When it comes to social networks and health, why is more important than how many.

\*See the report for key statistics.

# Why Use Social Networks For Health?

We use them because they meet our needs.



# What Needs Do Social Networks Satisfy?

**I Need:**  
Accurate online health information



**I Need:**  
To meet people with my condition



**I Need:**  
To connect with colleagues, e.g. physicians, nurses, researchers



**I Need:**  
To find quality/safe drugs,  
providers, etc.



**I Need:**  
Support from people in my  
situation, e.g. caregivers,  
the disabled



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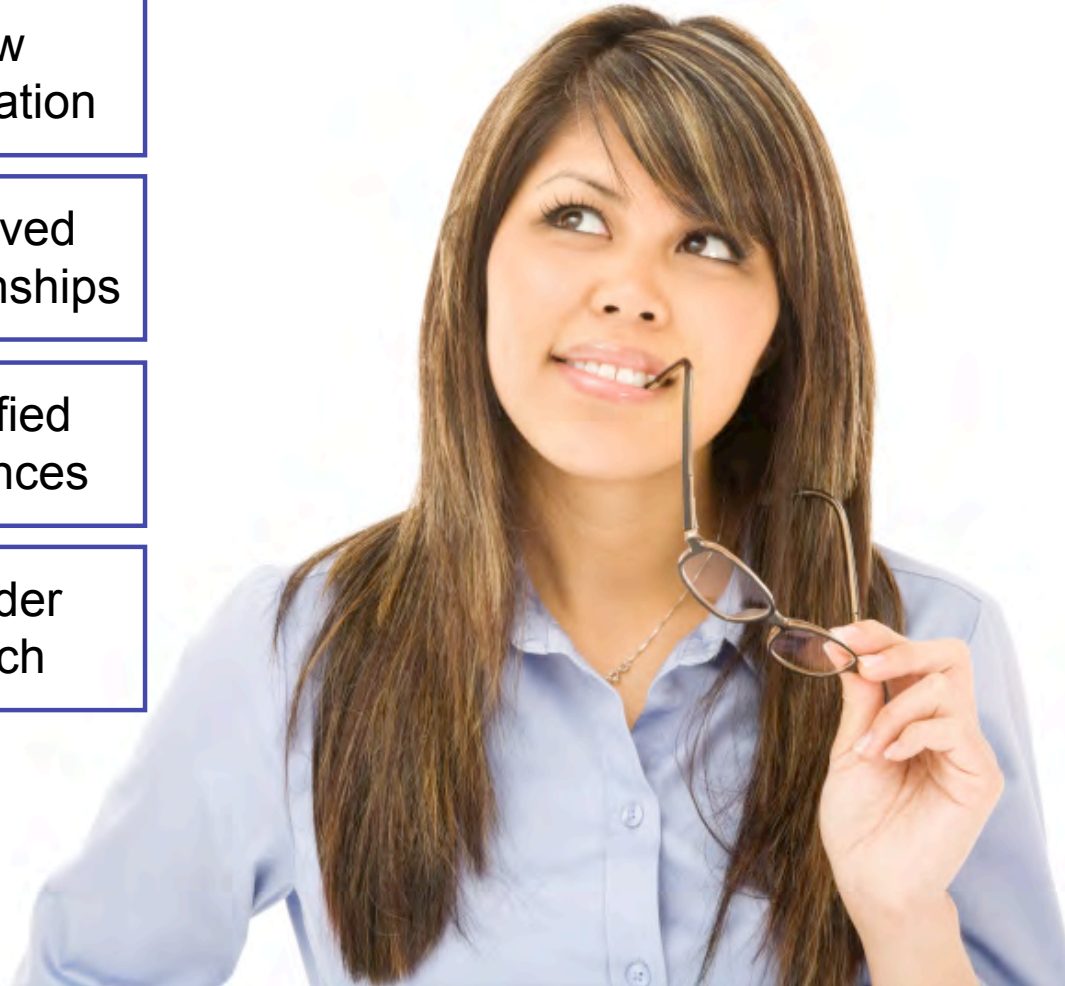
# Communicating With Social Networkers: What's In It For Me?

New  
Information

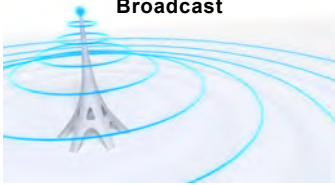



Improved  
Relationships

Qualified  
Audiences

Broader  
Reach

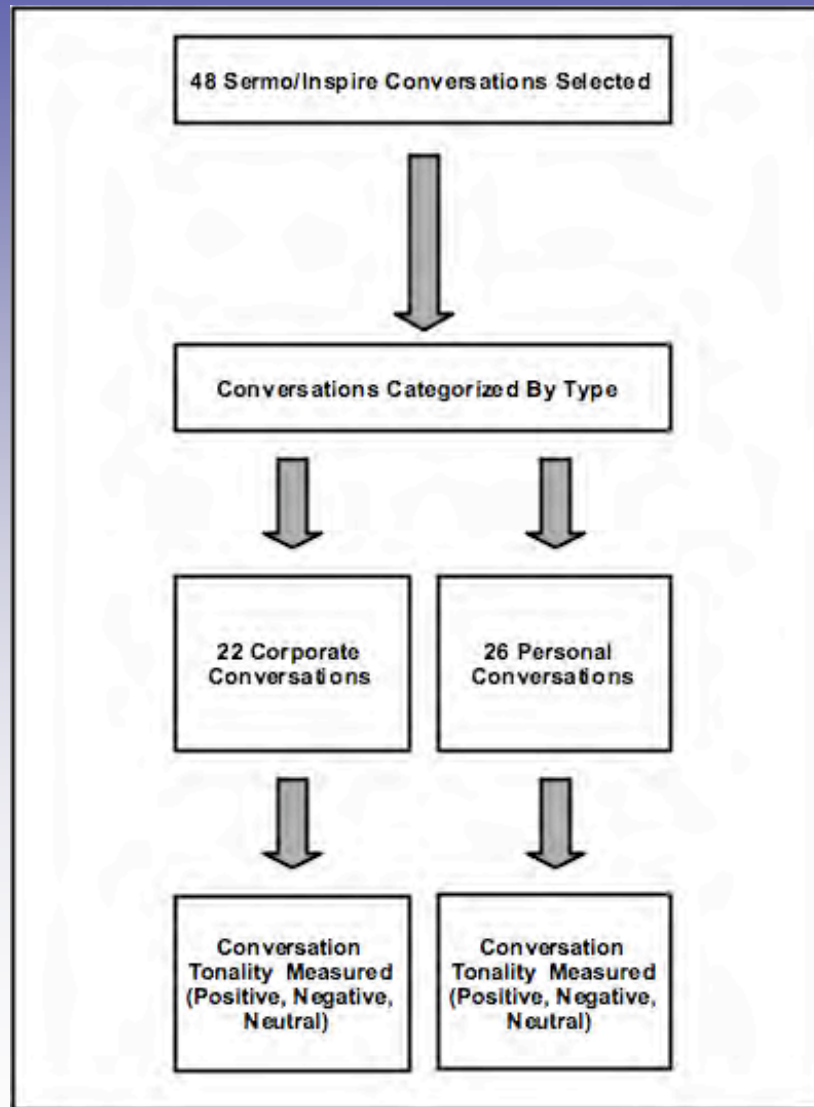


# What Is Everyone Else Doing?

Strategy	Description	Engagement Level
 <p><b>Broadcast</b></p>	<p>Delivering messages to broad segments of social network community via advertising or other techniques</p>	<p>Low</p>
 <p><b>Research</b></p>	<p>Gathering outcomes or other health-related data from a social network community</p>	<p>Moderate</p>
 <p><b>Seeding</b></p>	<p>Mobilizing or creating online communities around specific issues, disease states, causes, or health transactions</p>	<p>Moderate → High</p>
 <p><b>Conversation</b></p>	<p>Engaging in two-way "corporate" or "personal" dialogue with social network community members</p>	<p>High</p>

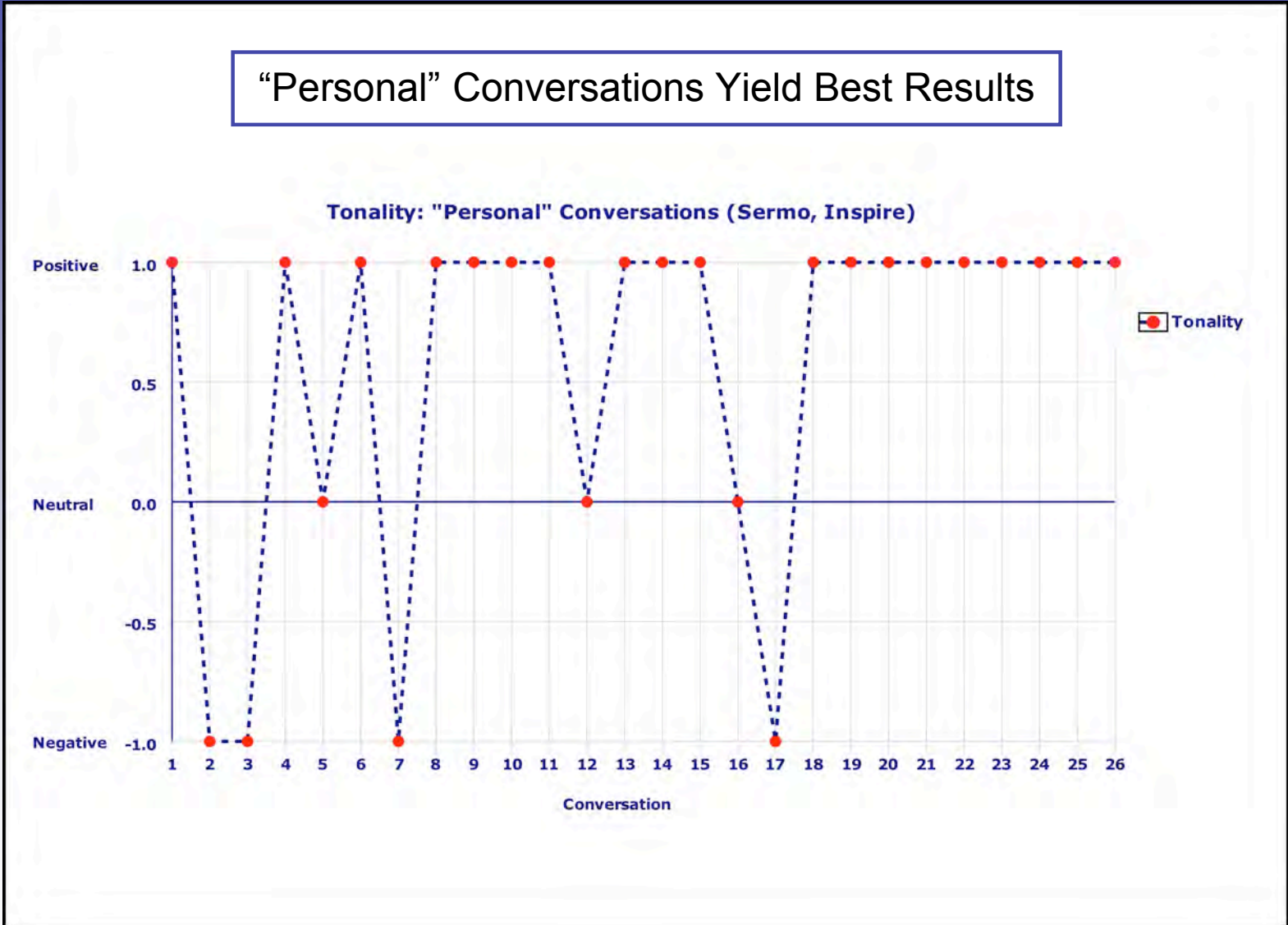
# Is Deep Engagement Worth The Risk?

We Conducted A Study To Find Out



# Is Deep Engagement Worth The Risk?

“Personal” Conversations Yield Best Results



# What Does Success Look Like?



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# My Questions For Our Panel



Preparing To Communicate

How will I know when communicating with social networkers is right for my organization?

# My Questions For Our Panel



## Preparing To Communicate

How important is it to listen when I just want to “broadcast” a message to social networkers?

# My Questions For Our Panel



## Learning From Social Networkers

Social networkers only make up a small percentage of the population I care about, can I be confident that data I'm getting from a community is valid?

# My Questions For Our Panel



## Learning From Social Networkers

What are some of the ways organizations are using data from health professionals and consumers to improve care, education, etc.?

# My Questions For Our Panel



## Communicating With Social Networkers

We don't like criticism.  
How can we minimize  
our exposure to negative  
commentary?

# My Questions For Our Panel



Communicating With  
Social Networkers

How will I know when I've  
achieved success?

# Your Burning Questions



# Contact Me

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