Online Social Networks in Health & Healthcare

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Why?

• Connection, communication, collaboration, consultation
• Discuss & share information (articles, photos, videos, cases, data, methodologies)
• Q&A, rapid response (sometimes), serendipitous discovery
• Global, international connections & opportunities
• Find employment & research opportunities
• Emerging trends, topics, medications, treatments, insights in your field

Why?

• Study partners for USMLE & board exams
• Facilitate translational research - bench to bedside
• Disease or behavior tracking in populations
• Support groups, lifestyle change & behavior modification
• Recruit research study & clinical trial candidates
• Create online community for alumni, patrons, clients

Why? – Take Two

• Efficiency possibilities
• Build professional communities
• Clinical
• Research
• Management
• Build learning communities
• Build sharing communities
• Build community support through outreach

What makes an online social network?

• Tech that supports
• Sharing
• Defining “your folks” (friends, groups)
• Commenting, discussion, dialogue
• Active community & individuals who use these features to support interaction and community building
Networking through social media

- Who are your people?
- Where is your conversation?

Networking through social media

- Flickr example

Networking for networking

- Popular social networking sites
- Make your own social network
  - Ning
  - free, popular - >90,000 networks
  - ELGG - open source software
- More social networking platforms:

Trends - Google Friends

Health networks - for doctors
Health networks - for doctors

• Ozmosis
  Physicians can streamline their reading and searching with the community file cabinet!

• Sermo
  We are a community of 60,000 physicians who exchange clinical insights, observations, and review cases in real-time— all the time.

• SocialMD

• TownieCentral.com
  The center for professional networking and learning. You can plan your stations, set up your profile, ask us about the latest innovations in your specialty and sound off with your peers.

Health networks - for doctors

• DentalTown

• HygeineTown

• DentalLabTown

Health networks - for research

• BioMedExperts
Health networks - for nurses

• American Nurses Association - NursingWorld

Health networks - for nurses

• NurseLink

Health networks - for nurses

• NaBloPoMo - Nurses United

Health networks - for students

• Tiromed

Health networks - for students

• DoctorsHangout.com

Health networks - for students

• Student Dentist
Health networks - collaborating across bins

- **Within3**
  - How well are you connected?
  - "Within3 is a health technology company founded by social scientists, whose interest is in how organizations and health-related systems might strengthen relationships to fight and prevent disease. Within3 works with health-related organizations to create powerful and actionable understanding of their communities."
  - "Best of all, it’s free to individuals. However, learning how to best support your community is a $200 annual fee."

Health networks - for support

- **DailyStrength**
  - Support Groups Anonymous and Free
    - "DailyStrength.org is ainger, most comprehensive health and wellness community that offers support groups."
    - "Send a note, get support. It’s free."

Health networks - for support groups

- **Acor.org (Association of Cancer Online Resources)**

Health networks - others

- **MyFamilyHealth**
  - "The family tree has become the most important gene test of all. All families have some kind of disease. The more you know, the more ready you are. Have you practiced preventive medicine, for yourself and your kids?"

- **Gyminee**
  - Workout and Food Tracking
    - "Gyminee is the premier fitness social network for direction taking, learning accounting and networking. Whether you are trying to lose weight or get fit, it’s time to start taking your fitness seriously."
    - "Track your workouts.
      - Monitor your diet.
      - Meet new friends.
      - Reach your goals."

- **Healthcare consumers**
  - "Other practitioners"
Considerations

- Who is allowed in?
- Security
- Privacy
- Openness / transparency
- Authority
- Underlying purpose or motives of founding persons or organization
- Standards vary internationally for patient confidentiality guidelines
- How active is the community
- Effort required to make it useful and viable

Links — Social Media & Networks

- Blogger: http://www.blogger.com
- Flickr: http://www.flickr.com
- FriendFeed: http://www.friendfeed.com
- ManyEyes: http://services.alphaworks.ibm.com/manyeyes/
- SocialThing: http://socialthing.com
- Twitter: http://www.twitter.com
- VoiceThread: http://voicethread.com
- Wetpaint: http://www.wetpaint.com
- YouTube: http://www.youtube.com

Links — General Social Network Tools

- Bebo: http://bebo.com
- Facebook: http://www.facebook.com
- Friendster: http://www.friendster.com
- hi5: http://hi5.com
- LinkedIn: http://www.linkedin.com
- Livejournal: http://www.livejournal.com
- MySpace: http://www.myspace.com
- Orkut: http://www.orkut.com
- Xanga: http://www.xanga.com

Links — Make Your Own

- ELGG: http://elgg.org/
- Google Friend Connect: http://www.google.com/friendconnect/
- Google OpenSocial: http://code.google.com/apis/opensocial
- Ning: http://www.ning.com/

Links — Health & Medical

- ANA NursingWorld: http://www.nursingworld.org
- NurseLinkUP: http://nurselinkup.com
- Ozmosis: http://www.ozmosis.com
- Sermo: http://www.sermo.com
- SocialMD: http://www.socialmd.com
- TiroMED: http://www.tiromed.com
- Within3: http://www.within3.com

Links — On Ning

- Café Chronique: http://cafechronique.ning.com/
- Chiro Connector: http://chiroconnector.ning.com/
- ChiroShare: http://chirostop.ning.com/
- Diabetes TalkFest: http://diabetestalkfest.ning.com/
- Disability Resource Exchange: http://www.disabilityresourceexchange.com/
- DoctorsHangout: http://doctorshangout.ning.com/
- Epidermolysis Bullosa Friends: http://eblfriends.ning.com/
- Fibromyalgia: http://fibromyalgia.ning.com/
- Gastric Bypass: http://gastricbypass.ning.com/
Links - On Ning 2

- Healthcare with a Heart: http://healthcarewithaheart.ning.com/
- Health Informatics Forum: http://healthinformaticsforum.ning.com/
- Hospital Impact: http://hospitalimpact.ning.com/
- iMed Exchange: http://imedexchange.ning.com/

Links - On Ning 3

- Assessment for Health Sciences Libraries: http://libassess.ning.com/
- Library 2.0: Medical and Health Science Libraries: http://library20.ning.com/group/medicalandhealthsciencelibraries
- Medical Writing: http://medicalwriting.ning.com/
- Meharry Medical College: Alumni: http://meharryalum.ning.com/
- MLA 09: http://mla09.wetpaint.com/
- My Irritable Bowel Syndrome: http://myirritablebowelsyndrome.com/

Links — On Ning 4

- NaBloPoMo: Nurses United: http://nablopomo.ning.com/group/nursesunited
- PlanetCancer: http://myplanetcancer.ning.com/
- Research & Media: http://researchandmedia.ning.com/
- Kosmix RightHealth: http://righthealth.ning.com/
- Student Dentist: http://studentdentist.ning.com/
- Tu Diabetes: http://tudiabetes.ning.com/

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http://davidrothman.net/2007/05/07/more-social-networks-for-clinicians