



Physicians and social media

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CookChildren'sSM

Cook Children's is



- A health care system in Fort Worth, Texas
 - Eight companies
 - Including a physician network employing more than 360 physicians (specialty and primary care)
 - A free standing children's hospital licensed for 430 beds
- Cook Children's Health Care System employs over 6,000



Our Social Story



- Cook Children's subscribes to the brand journalism philosophy
- We created our own newsroom, Checkup Daily a year and a half ago
- www.checkupnewsroom.com
- Post daily stories that reflect children's health and wellness
- We utilize Facebook, Twitter, Pinterest, Instagram and YouTube





SITTING IN MY CHAIR

Communications/PR



CookChildren'sSM

Why do you need a physician



- How will this role be used
- We had several physicians contributing, but we really wanted a ‘*signature*’ medical voice that our audience could rely on and would be consistent
- Important this person be proactive when working with team
 - suggesting story ideas
 - responding to patients online



Who should you target



- Best fit for the team
 - Personality/attributes/character/enthusiasm/dedication to patient connection
- What's their comfort level with social media
- Will they have the time needed - can they deliver in their *spare* time?
- Communication ability
- Brand aware



Develop a working plan



- Work out expectations on both sides
 - No surprises
- If using multiple physicians, what's good for one works for all
 - Or be prepared to explain the difference
- Have the brand talk...will this effort be solely under the hospital's brand or will the physician be allowed to work on their own?
- In using a '*signature*' physician we created a position, developed title/contract/ payment for his services



Getting The C-Suite on Board



- Lay out plans for using physicians
- Start with a pilot program – reevaluate after 3-6 months – no long term commitments
- Be prepared to use measurements/ analytics to ascertain if this is working
- Utilize physician(s) they trust





SWIVELING ON HIS STOOL

Physician Position





Who is The Doc Smitty?



UNDERSTANDING PHYSICIANS



- Translational experts



- Superficially secure



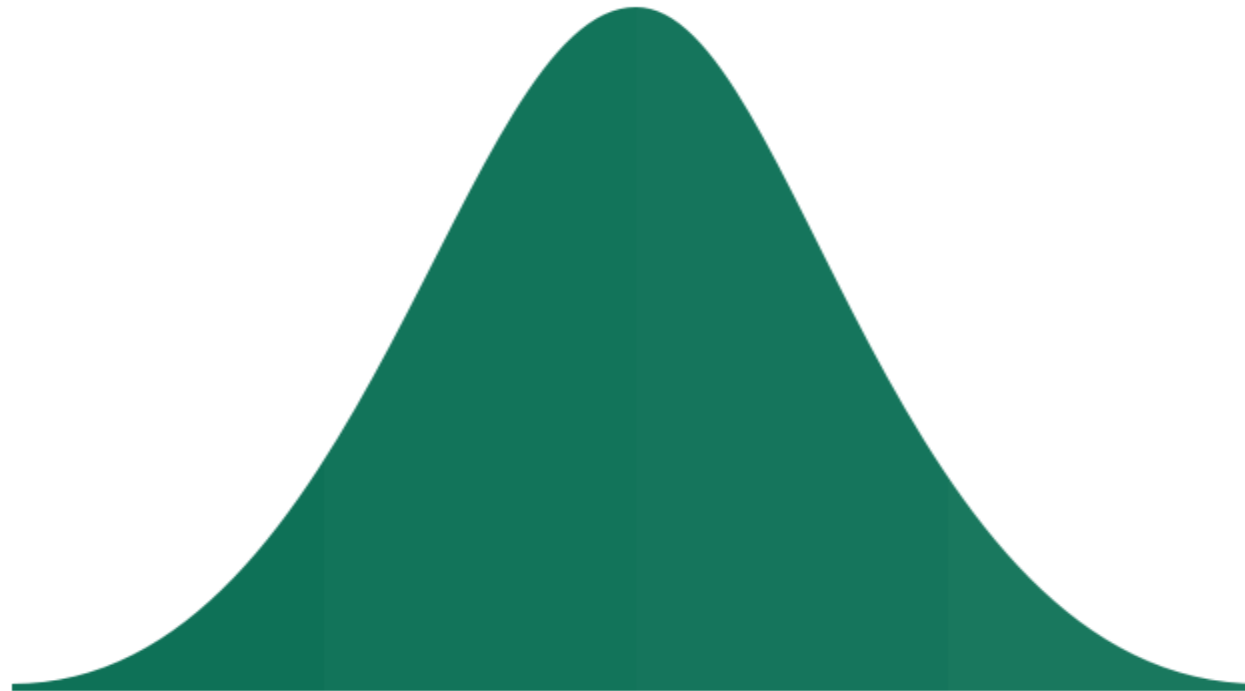
- Imposter syndrome



RECRUITING PHYSICIANS



We can help!



Ohhh Noooo!

Go for it!



CookChildren'sSM

RECRUITING PHYSICIANS



**We have a
particular set
of skills**



CookChildren'sSM

FOUR EXCUSES



- “This is not important”



FOUR EXCUSES



- **Communicate value for patients**
 - Extend beyond the clinic
 - Provide a lifeline
 - Show your personality



FOUR EXCUSES



- “I don’t have time”



FOUR EXCUSES



- **Create leveled participation**

- Use them for article quotes (you write, they approve)
- A couple of tweets a week (if familiar with Twitter)
- Articles attributed to them (you interview doc – you write)
- Articles they write/discuss topics prior (be prepared to re-write)



FOUR EXCUSES



- “I don’t know how to write”



FOUR EXCUSES



- **Raise them up like babies**
 - Be gentle
 - Build trust
 - Praise and compliment early and often
 - Learn how a doctor wants to interact (MD-MD, MD-journalist)



FOUR EXCUSES



- “I don’t know what to write about”



HELP THE DOCTOR



- Battle perfectionism
- Provide a “newsy” topic
- Review their analytics with them
- Encourage list building



WRITE FOR PATIENTS



- Not writing a journal article



WRITE FOR PATIENTS



- Inform don't advise



WRITE FOR PATIENTS



- Finding a niche = Finding your voice



PHYSICIANS ON SOCIAL



- Choose a platform
- Prepare them



PHYSICIANS ON SOCIAL



- “These tweets do not reflect the views of my employer...”



PREPARE FOR MEDIA



- Once media follow your docs, they will call
- We point all media back to marketing team



PREPARE FOR MEDIA



- What do media want?
 - Expert
 - Patient
- When do they want it?
 - 4PM today or sooner



WORKING WITH PHYSICIANS



- Understand
- Recruit
- Coach

