

New Trends in Health Social Media: Hype or Evidence-based Medicine

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The use of social media in the health domain is growing continuously in the terms of use and also complexity. This panel will provide an overview of the current situation and the challenges ahead. The presenters will provide an engaging discussion rooted in the evidence of the emerging field of Health Social Media. Among other topics the following aspects will be addressed: gamification, personalized medicine, patient safety and other topics that will be discussed in the panel.

Social Media for More Patient-Centered, Cost-Effective Healthcare Delivery

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Use of social media (SM) to fulfill health-related goals is growing worldwide as patients and healthcare organizations come to understand SM and its capabilities. Although the online environment employs tools different from those used in the office, to achieve full potential SM must extend the face-to-face patient-provider relationship. SM facilitates patient-provider engagement across borders, so healthcare organizations must address multiple considerations depending on the locale(s) of the patients that organizations seek to engage. Patients are unlikely to be aware of all privacy and security implications related to SM use for personal health management, so organizations must adequately and clearly inform patients about the use and storage of personal health information. Even when organizations choose not to engage patients via SM, organizations need to understand how SM use changes patients' expectations and goals related to their healthcare experience. This workshop identifies North American and European regulations relevant to SM, illustrates how SM can be used to improve the cost-effectiveness of care delivery, and describes how healthcare organizations can most effectively use SM to engage with patients.