Motivating the Unscreened through Social Media

NCCRT • December 8, 2017

Lee Aase, Director, Mayo Clinic Social Media Network • @LeeAase
I am a full-time salaried employee of Mayo Clinic.

I will say nice things about Mayo Clinic.
Agenda

• Social Networking in Mayo Clinic’s History
• The Evolution of Media
• Mayo Clinic’s Efforts to Motivate the Unscreened
• Resources to Accelerate Your Social Media Application
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Why?
Mayo Clinic’s Original Social Networkers
“By the end of the 1920s Dr. Will could say he had studied surgery in every town in America and Canada of one hundred thousand population or more, and had crossed the Atlantic thirty times.”

(The Doctors Mayo, Helen Clapesattle, p. 405)
Countries Dr. Will Mayo Visited
## Countries Dr. Will Mayo Visited

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The Surgeons Club
Social Networking is part of Mayo Clinic’s DNA...

... and is part of the DNA of healthcare!
The Evolution of Media
Once Upon a Time, Three Networks Dominated the Media Landscape in the United States
Every day, these guys would define the news…
... while local affiliates and newspapers sold scarce audience access at monopoly prices
Then one day Ted Turner launched the cable TV revolution...
And one of these guys invented the Internet...
The means of news production and distribution were democratized...
Twin revolutions fragmented audiences, causing major economic upheaval

- Hundreds of cable channels, exponential growth in Web sites

- Mass media came under economic pressure leading to
  - Demise of TV doctor
  - Papercuts
Until finally, the Big 3 TV share of audience crashed...
Google Rakes In More Ad Dollars Than U.S. Print Media

Advertising revenue in billion U.S. dollars

- **Google (worldwide)**
- **U.S. Newspapers**
- **U.S. Magazines**

*Excludes advertising on newspaper websites*

Source: Google, NAA, PIB

In the first six months of 2012, Google raked in more ad revenue than U.S. print newspapers and magazines combined.

Statista / Creative Commons
Facebook went public at 20x the value of *The Wall Street Journal*…

- WSJ (2007)
- ABC (1995)
- Facebook (2012)
...and has more than quadrupled since 2012
Market Capitalization Perspective

Value

Facebook
Walmart

Value in $Billions

500
375
250
125
0
ESPN announced on Wednesday that it was laying off 150 more people, about 2 percent of the sports broadcasting juggernaut’s 8,000 employees. Unlike a round of cuts earlier this year in which ESPN laid off about 100 people, this
Social Media = Digital Social Networking
Mayo Clinic’s Social Media Efforts to Motivate the Unscreened
Target Field Pitch for Prevention: Raising Awareness of Cancers that Can be Defeated

By Joe Dinger

July 17, 2014

WHAT: Mayo Clinic, Fight

Colorectal Cancer and Ed Randall’s Fans for the Cure will encourage baseball fans to “pitch in” to prevent prostate and colorectal cancer as the Minnesota Twins begin a three-game series against the Cleveland Indians at Target Field in Minneapolis on July 21.

Pitch for Prevention is intended to raise awareness about prostate cancer and colorectal cancer prevention through an educational event for prostate cancer and colorectal cancer survivors with Mayo Clinic physicians, educational booths on Target Plaza and a champion’s march of cancer survivors onto Target Field. The Pitch for Prevention educational event will be
2015
10 Years After Katie Couric's Colonoscopy: What You Need to Know

It's been 10 years since Katie Couric courageously underwent a live colonoscopy on the "Today" show -- an effort to encourage screening after her husband died of colon cancer in 1998. Millions watched and learned that the procedure is relatively easy...
Mayo to livestream a colonoscopy to boost screenings

By Allie Shah Star Tribune | FEBRUARY 26, 2016 – 6:02PM

The Mayo Clinic is jumping into the emerging trend of livestreaming medical procedures via the mobile app Periscope with a live broadcast Tuesday morning of a colonoscopy.

Live from Rochester, Minn. It's ... a colonoscopy.
By Dennis Douda

#ScopeScope: LIVE
Periscope Colonoscopy from Mayo Clinic

March 1, 2016

This year, 135,000 new cases of colorectal cancer are expected to be diagnosed in the U.S., making it the third most common cancer. It's the second leading cause of cancer death. However, it is also one of the most preventable cancers. With March being Colorectal Cancer Awareness Month, Mayo Clinic live-streamed a colonoscopy, just to show how simple this life-saving procedure can be. Here's Dennis Douda for the Mayo Clinic News Network.
Mayo Clinic streamed a colonoscopy live on Periscope on March 1, the first procedure at Mayo Clinic broadcast to a non-medical audience. The #ScopeScope kicked off Colorectal Cancer Awareness Month, to highlight the need for appropriate screening. Here’s more background on colorectal cancer screening options: http://mayoclinic.org/1Y182PpS
Mayo Clinic was live.

Mayo Clinic gastroenterologist Paul Limburg, M.D. kicking off Colorectal Cancer Awareness Month with the Blue Carpet Pre-Show for Countdown to 2018, interviewing actor Luke Perry, Telemundo host Jorge Bernal, NASCAR driver Scott Lagasse, Jr. and others. Please share and invite friends to watch and get screened!

Comments

Colleen Young - 5:31: Colon cancer can be stopped in its tracks. Get screened.

Mayo Clinic - 6:33: Watch our Periscope broadcast of Countdown to 2018 program at 2 pm EST! Visit Mayo Clinic Connect to learn more about colon cancer prevention: http://mayoclinic.org/2mwnYtEa

Mayo Clinic - Colon Cancer Resources | Mayo Clinic Connect

Dana Wirth Sparks - 12:43: Great job, Dr. Limburg!
COUNTDOWN TO MARCH 1

2 DAYS

CRCCOUNTDOWN.ORG

@leeasoo
I will be in NYC for the kickoff of Colorectal Cancer Awareness month and #80sby2018 - join us for the CRCCountdown

@leeasoo
Heimsley Building lit in blue for #ColorectalCancerAwareness #80sby30
Resources to Aid Your Social Media Application
The Surgeons Club for Social Media in Healthcare
The Mayo Clinic Social Media Network

• The Mayo Clinic Social Media Network (#MCSMN) exists to improve health globally by accelerating effective application of social media tools throughout Mayo Clinic and spurring broader and deeper engagement in social media by hospitals, medical professionals and patients.

• Our Mission: Lead the social media revolution in health care, contributing to health and well being for people everywhere.

• Makes resources developed for Mayo Clinic staff available to peers, and generates revenue to support mission.
FREE Basic membership: socialmedia.mayoclinic.org
FREE Resources via MCSMN Basic Membership

- Essays from 30 thought leaders
- The “Why?” of social media in health care
- Free PDF, Kindle versions
- Contact us for bulk hard copy discounts
#MCSMN: A Catalyst for Health Care Social Media

- Guidelines
- Best Practices
- Platforms
- Training
- Consultation
Welcome to MCSMNN

A professional social network for people and organizations using online digital communication tools to enhance health care delivery and advance careers.

Ask questions. Get answers.
Share new ideas.

- Learn how to get started.
- Contact Dan Hinmon,
  Community Director

Resources from Mayo Clinic:
- Criteria for Mayo-Branded Social Sites
- Mayo Media Release Form
- Social Media Guidelines for Mayo Clinic Employees
- Mayo Clinic Verified Twitter Accounts
- Making the Case for Employee Access to the Internet
- Mayo Clinic Connect Promotional Toolkit
The following are guidelines for Mayo Clinic employees and students participating in social media.

Social media includes personal blogs and other websites, including social networking platforms like Facebook, LinkedIn, Twitter, YouTube or others. These guidelines apply whether employees and students are posting to their own sites or commenting on other sites:

1. Follow all applicable Mayo Clinic policies. For example, you must not share confidential or proprietary information about Mayo Clinic and you must maintain patient privacy. Among the policies most pertinent to this discussion are those concerning patient confidentiality, government affairs, mutual respect, political activity, Computer, E-mail & Internet Use, the Mayo Clinic Integrity Program, photography and video, and release of patient information to media. (Rationale)

2. Write in the first person. Where your connection to Mayo Clinic is apparent, make it clear that you are speaking for yourself and not on behalf of Mayo Clinic. In those circumstances, you should include this disclaimer: "The views expressed on this [blog, website] are my own and do not reflect the views of my employer." Consider adding this language in an "About me" section of your blog or social media profile. (Rationale)

3. If you identify your affiliation to Mayo Clinic, your social media activities should be consistent with Mayo's high standards of professional conduct. (Rationale)

4. If you communicate in the public Internet about Mayo Clinic or Mayo Clinic-related matters, you must disclose your connection with Mayo Clinic and your role at Mayo. (Rationale)

5. Be professional. Use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behavior reflect poorly on Mayo, and may result in liability for you or Mayo Clinic. Be respectful and professional to fellow employees.
Social for Healthcare Certificate from Mayo Clinic and Hootsuite

3.5 AMA PRA Category 1 Credits™ Available
Let’s Keep Talking!

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Mayo Clinic Social Media Network (#MCSMN)

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