

Ragan Communications presents:

Third Annual

# HEALTH CARE SOCIAL MEDIA SUMMIT

## Hosted at Mayo Clinic

Engaging patients,  
employees and the media  
in the digital age

October 17-19, 2011

Mayo Clinic Headquarters, Rochester, MN

Twitter hashtag: #MayoRagan

Health care communicators, don't miss the chance to visit Mayo Clinic's 15-million-square-foot flagship campus, three times the size of the Mall of America.

### Visit Mayo Clinic October 17-19, 2011 and you'll see:

- Four powerful keynote presentations from health care leaders
- Three tracks packed with case studies on measurement, legal issues, mobile strategies, social media, texting campaigns and physician engagement
- Four hands-on pre-conference workshops

### This networking conference will offer more than just social media, including:

- How to use mobile technology to improve health outcomes
- Write a social media policy that will reassure nervous hospital execs about HIPAA
- Create a text messaging program to reach your patients
- Stretch limited resources to reach thousands on Facebook, create compelling patient stories on YouTube and communicate online to your staff
- Use mobile phones in health care for emerging economies
- Ways to tell a story that make it echo-worthy in social media
- Ensure your brand's reputation remains safe with social media
- Identify and measure essential performance indicators of your social media
- Create news and connect better with journalists and publishers on social networks
- Steer clear of legal trouble by developing a social media policy first
- 10 things you MUST know about the mobile revolution in health care communications
- How communicators and physicians can collaborate to engage and inform key audiences
- Connect online with patients to educate them about your hospital's latest research
- And more!

### Campus tour

Mayo Clinic will offer a free guided tour of the flagship campus for attendees of the 2011 Health Care Social Media Summit.

There are three dates and time options outside of the conference times to take the tour:

- Monday, Oct. 17, 12-1 p.m.
- Tuesday, Oct. 18, 8-9 a.m.
- Wednesday, Oct. 19, 1-2 p.m.

Ragan will send a survey a few weeks before the event to register you for tour date and time preference.



### Who will attend?

Hospital communicators  
Marketing directors  
Physicians and medical professionals  
Health care communicators and executives  
Public relations professionals  
Web directors

### Who will be speaking?

Anadach Group  
Cisco Systems  
E-Patient Dave  
Family Practice Center of Salem  
Great Place to Work® Institute  
Humana  
Inova Health System  
Jamestown Regional Medical Center  
Kaiser Permanente  
Kansas City Hospice  
Mayo Clinic Center for Social Media  
Microsoft  
Mount Sinai Adolescent Health Center  
Nationwide Children's Hospital  
Seattle Children's Hospital  
Shel Holtz  
The Harlow Group, LLC  
University of Maryland Medical Center  
University Orthopedics  
USA Today

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# PRE-CONFERENCE WORKSHOPS

**Monday, October 17**

9 A.M.–NOON • PRE-CONFERENCE WORKSHOP 1

## Hospital social media best practices

If you pay attention to Ed Bennett's list of hospitals engaged in social media, you know that a significant number of hospitals have jumped on the bandwagon. Each month dozens of hospitals launch Facebook pages, Twitter accounts and YouTube channels. That doesn't mean they are doing it well! In fact, a lot of hospitals succumb to the shiny-new-object syndrome and rush into channels without any strategy.

In this example-rich session, online communications authority Shel Holtz will explore the best practices hospitals employ in social media.

You will learn:

- How to make your Facebook fan page a hub for community interaction
- The role of blogs in hospitals
- Why Twitter has become the most popular social media tool for hospitals
- How to integrate your social media
- How some hospitals employ lesser-known social media tools to great effect
- When podcasting makes sense for hospitals and health care institutions

**SHEL HOLTZ**, *ABC*, is *Principal of Holtz Technology + Communication*.

9 A.M.–NOON • PRE-CONFERENCE WORKSHOP 2

## Take your communications from good to great: Apply lessons learned from the best practices at the best workplaces on FORTUNE's 100 Best Companies to Work For® list

It is no surprise that the Best Companies to Work For® employ cutting-edge practices for communicating with their employees. What is a mystery is how they continually build upon their successes. Great Place to Work® Institute has collected best practices from the best workplaces for more than 25 years and understands what makes a practice truly great.

This year's list includes Mayo Clinic, The Methodist Hospital System, CHG Healthcare Services, Children's Healthcare of Atlanta, St. Jude Children's Hospital, The Everett Clinic and many more health care and hospital services. In this interactive workshop, you will:

- Study in-depth best practices in communications from the Best Companies to Work For®
- Understand how and why those practices work
- Learn how to ask the important questions to improve your hospital or company's culture
- Improve your existing communication practices and rewards for your employees

**HOLLY N. PETROFF**, a *Senior Consultant at Great Place to Work® Institute, Inc.*, works with senior leaders to create and sustain great workplaces with a particular focus on workplace assessment and transformation.

1:30 P.M.–4:30 P.M. • PRE-CONFERENCE WORKSHOP 3

## Video boot camp: How the hottest channel in employee communications is reshaping the way health care communicators deliver news, train employees and bring about change

How has Mayo Clinic become the leader for online health care content? By sharing powerful, emotional stories through Flip and other high-end production videos.

The Mayo Clinic YouTube channel contains more than a thousand videos, some of the most-watched health care videos online. Joel, Andy and Jason will show you how to make memorable videos for your organization in their "Video Boot Camp."

Whether you produce consumer-grade YouTube videos or something more polished, they'll reveal how to shoot quality videos that won't break your budget. You'll learn the tips, tricks and secrets that have helped Mayo Clinic become a powerhouse in social media:

- How to use pocket camcorders. They'll compare and contrast consumer-grade models and see what each one offers
- Practical, useful tips to make your videos look great
- How to plan longer, feature-style videos
- How to set up 3 point-lighting and what you can do with one light or no lights
- Tips for video sequencing, natural sounds and editing
- How to conduct interviews; how to make the interviewee feel comfortable
- How to shoot in different or challenging environments
- Create cost-effective videos without sacrificing production quality

**JOEL STREED** produces *Mayo Clinic Medical Edge* syndicated material and videos for the *Mayo Clinic YouTube* channel.

**ANDY SHILTS** works on the *Creative Media Team*, shooting, editing and co-producing *Mayo Clinic Medical Edge* television segments.

**JASON PRATT** works at the *Mayo Clinic Center for Social Media*.

1:30 P.M.–4:30 P.M. • PRE-CONFERENCE WORKSHOP 4

## How to engage physicians and medical staff with social media

You'll hear from a panel of physicians who lead in patient engagement through their blogs, Twitter and online chats about:

- How these doctors manage the time commitment of social media
- Why have these doctors joined social media? What's in it for them? For their patients? For their employers?
- Mobile technology in medicine E-patients and the growing role of the patient
- How to deal with privacy and comply with HIPAA

MODERATOR:

**FARRIS TIMIMI, MD**, is an *Assistant Professor of Medicine at the Mayo Clinic College of Medicine*, and a *Consultant in Cardiovascular Diseases and Internal Medicine at the Mayo Clinic*.

PANELISTS:

**HOWARD LUKS** is a *Board-Certified Orthopedic Surgeon and an Associate Professor of Orthopedic Surgery at New York Medical College*.

**KATIE MALBON, MD**, is an *assistant professor at Mount Sinai Adolescent Health Center*, where she provides medical care for underprivileged youth, largely from East Harlem and the South Bronx.

**CHRISTIAN SINCLAIR** is a *hospice and palliative care doctor for Kansas City Hospice*, a *blogger for Pallimed*, and *Chief Strategist for KLX Media*.

5 P.M.–6:30 P.M.

**COCKTAIL RECEPTION**

## OPENING KEYNOTE

### An inside look at Mayo Clinic's Center for Social Media: The evolution of social media in health care communications

For more than a century, word-of-mouth recommendations have led patients from around the world to Mayo Clinic. Social media, the most far-reaching communications revolution since Gutenberg's printing press, has made word-of-mouth even more important.

In Lee Aase's opening keynote, you'll hear and see examples of:

- How social media tools transform health care
- Why your organization can use social media to do well by doing good
- How using social media externally makes the best case for internal applications
- Why social tools can be keys to higher productivity, not time-wasters to be blocked by IT
- How the Mayo-sponsored Social Media Health Network is accelerating the application of social media for health-related purposes.

**LEE AASE** is the director of the Mayo Clinic Center for Social Media, a first-of-its-kind social media center focused on health care.

## LUNCHEON KEYNOTE

### Health care and the media

**MARY BROPHY MARCUS**, a reporter for USA Today for the last five years, has been a health writer for more than 15 years.

## SPECIAL KEYNOTE

### How to encourage your physicians to engage and empower your audience through social media

Media coverage of health issues and the abundance of online information can cause great confusion. For parents in particular, this confusion can generate fear when it comes to making important health care decisions for their children. Find out how a pediatrician at a top-ranked children's hospital engages parents by blogging about key issues, sharing her own experiences.

Dr. Wendy Sue Swanson, a blogging and tweeting pediatrician at Seattle Children's Hospital, is an early adopter of social media. Swanson uses social media to communicate to patients, parents and the outside audience. She tackles tough subjects such as vaccines, bed bugs, being a working mom, helping your baby sleep and measuring liquid medications.

In this keynote presentation, you will learn:

- A pediatrician's approach: How to balance evidence-based statistics with the "power of story" to communicate important health issues
- Helpful tips and best practices for creating a blog for your hospital
- Why (and how) your physicians need to stay on top of the latest health stories to stay credible with patients
- How health care communicators and physicians can collaborate to engage and inform key audiences

**DR. WENDY SUE SWANSON, MD, MBE**, is a member of the medical staff at Seattle Children's Hospital and the author of the hospital's pediatric health blog, *Seattle Mama Doc*.

## CLOSING KEYNOTE

### How e-patients and social media are transforming health care

Increasingly, patients are eager to know more about their health problems and treatments in the new atmosphere of openness in health care. Dave de Bronkart, known on the Internet as "e-Patient Dave," is one example of patients who are helping transform health care through social media.

It is more important than ever to connect online with patients and educate them about the latest research in disease treatments. e-Patient Dave found himself diagnosed with stage IV kidney cancer in January 2007, with a median survival of 24 weeks after diagnosis.

To supplement the great care he got from his physicians, Dave did everything he could to help his case. First and perhaps most important, he refused to believe there was no point in trying; he got engaged in his care. He used the Internet in every way possible: he joined a smart patient community; he shared his online medical records with family and friends; and he started an online CaringBridge support network. Four years later, the healthy e-patient advocate travels the world to bring inspiration to fellow patients and delivers a wake-up call to health care communicators, physicians and providers: Let Patients Help.

Join e-Patient Dave for an inspirational closing keynote where you'll learn how to communicate with e-patients to transform patient care.

This session will show you how to:

- Understand how the Internet has genuinely changed what e-patients can contribute
- Empower your e-patients through online health care tools and social media
- Enable your e-patients: Make them partners with their doctors through participatory medicine
- Equip your e-patients through the delivery of health care information

**DAVE de BRONKART**, known on the Internet as "e-Patient Dave," may be the leading spokesperson for the e-patient movement—e-patients are Empowered, Engaged, Equipped, Enabled.

# SOCIAL MEDIA, MARKETING AND PR

## Tuesday, October 18

9 A.M.–10 A.M.

**Opening Keynote with Lee Aase** (details on page 4)

10:15 A.M.–11:15 A.M. • TRACK KEYNOTE

### How has social media changed health care communications?

How do you choose which web strategy to follow, social media channel to focus on or social media plan to expand? So many innovative social media come along, how do you decide on the best? Ed Bennett, the social media mastermind who began Found in Cache, the well-known hospital social media blog, will share his expertise on social networking, search engines, analytics, user interface design, team management, intranet operations and more. You'll study the University of Maryland Medical Center's social media experience including metrics, oversight and lessons learned. This session will show you how to:

- Determine where social media should “live”
- Monitor social media channels and know how to respond on them
- Create and manage social media content
- Find and empower your internal social media leaders
- Open up social media access in your Hospital

Plus! You'll hear the latest numbers from Ed's list of hospitals using YouTube, Facebook, Twitter and blogs to communicate. He'll talk about what this means to you.

**ED BENNETT** *manages web operations at the University of Maryland Medical Center (UMMC).*

11:15 A.M.–11:30 A.M. **PICK UP LUNCH**

NOON–1 P.M.

### Luncheon Keynote with Mary Brophy Marcus

(details on page 4)

1:15 P.M.–2:15 P.M.

### How to inspire conversations about health

The Center for Total Health in Washington, D.C. is a unique educational venue: With interactive touchscreen exhibits, state-of-the-art health technology displays and a conference center, the Center contains many unique activities that provide a memorable experience for visitors interested in their health, their families' health, and the health of the community. It fosters new propositions, conversations and questions that will shape concepts about health for years. You will:

- Look behind the scenes at the creation of the Kaiser Permanente Center for Total Health
- Learn the details of the planning and execution of the launch: event marketing, employee communications, traditional media, social media and social gaming.
- Hear how the Center for Total Health convenes stakeholders across the health sector

**DANIELLE CASS**, *National PR & Media Communications, Kaiser Permanente, is an award-winning journalist with 19 years of experience in health care and consumer PR, media relations and social media engagement.*

**JULIE NORRIS** *is Executive Director of the Kaiser Permanente Center for Total Health.*

2:30 P.M.–3:30 P.M.

### Social media = ROI? Measuring your social media efforts

After launching a Facebook page and creating a Twitter account, you monitor your organization's social media hits. Now what? Marketers often build social media campaigns or strategies without a good understanding of how to enable online communities to interact with their products and services.

Chris Boyer, Director, Digital Marketing & Communications, at Inova Health System, will outline a systematic way to maximize your social media

marketing efforts to boost the bottom-line.

- Using real-life healthcare marketing examples, Chris will show you how to:
- Determine the differences between social media and other online marketing
  - Update your marketing approach
  - Build a loyal, interactive online community of interest
  - Identify and measure essential performance indicators of your social media
  - Apply best practices to give yourself a jump start

**CHRIS BOYER** *is Director, Digital Marketing & Communications, for Inova Health System in Falls Church, Va.*

3:45 P.M.–4:45 P.M.

### Special Keynote with Dr. Wendy Sue Swanson

(details on page 4)

## Wednesday, October 19

9 A.M.–10 A.M. • KEYNOTE

### Use storytelling to create powerful content that will garner coverage in traditional media and get buzz online

Great storytelling can create memorable, heartfelt communications that inspire audiences, even the press. The former speechwriter for the president of Microsoft's Entertainment & Devices Division (and the award-winning novelist), Justina Chen, will draw from speeches she has written—spanning talks from small gatherings of influential media people to arena speeches before audiences of 40,000 employees—to lay out the creative process involved in crafting buzz-worthy content.

In this practical and inspiring session, you'll learn how to:

- Create corporate mythology that connects your audience passionately to your company mission with verbal and visual narratives
- Increase the impact of your speeches with a strategic “Editorial Calendar”
- Connect powerfully to your audiences with a rich narrative woven with proven story-telling devices
- Score verbatim coverage for your executive in places like The New York Times, Wall Street Journal, Gizmodo and Engadget
- Think about ways to tell a story that make it echo-worthy in social media
- Craft “Tweet-able” sound bites that get repeated verbatim in the press
- Shape your voice and personal story into powerful communications tools so your audience remembers you and your message

**JUSTINA CHEN** *is the former Executive Communications Manager, Speechwriter, and Publicist for Robbie Bach, president of Microsoft's Entertainment & Devices Division.*

10:15 A.M.–11:15 A.M.

### Small hospital with shrinking budget? How to stretch resources to reach social media goals

Jamestown Hospital, a 25-bed Critical Access Hospital serving more than 58,000 people in a nine-county area in South Central North Dakota, will open a new state-of-the-art facility on August 1, 2011. Find out how the new Jamestown Regional Medical Center used social media with limited personnel and budget to communicate with existing and potential patients and families.

In this session, you will learn how to:

- Set realistic goals for your social media program
- Achieve these goals
- Create a Facebook page with thousands of fans
- Tell compelling patient stories through YouTube videos
- Reach a key audience, your staff, with informative, entertaining Flickr images
- Determine the metrics that indicate a successful program
- Do all this with a few creative tools and a balanced marketing budget.

**BILL KENNEDY** *is the Marketing Director at Jamestown Regional Medical Center.*

11:30 A.M.–12:30 P.M.

### Closing Keynote with Dave de Bronkart

(details on page 4)

# MOBILE HEALTH CARE COMMUNICATIONS

## Tuesday, October 18

9 A.M.–10 A.M.

**Opening Keynote with Lee Aase** (details on page 4)

10:15 A.M.–11:15 A.M. • TRACK KEYNOTE

### 10 things you need to know about the mobile revolution in health care communications

The online world is moving from desktop and laptop computers to mobile devices like smartphones and tablets. Organizations that aren't at least in the planning stages of mobile application development and communication strategies are already behind the curve.

In this session, you'll learn 10 things about the mobile revolution, including:

- The state of the shift to mobile and the implications for communicators
- The mobile applications that lend themselves to health care institutions
- How consumers and stakeholders already use mobile devices for medical information and communication
- The challenges in mobile development
- The role your traditional online communications will play in a mobile world

**SHEL HOLTZ, ABC, is Principal of Holtz Technology + Communication.**

11:15 A.M.–11:30 A.M. **PICK UP LUNCH**

NOON–1 P.M.

### Luncheon Keynote with Mary Brophy Marcus

(details on page 4)

1:15 P.M.–2:15 P.M.

### Mobile phones: The unexpected health care tool in emerging economies

Mobile phones have exploded. There are more than four billion mobile phone subscribers in the world. Mobile telephony has been one of the fastest adopted technologies in modern history; several nations have more than 100 percent penetration. On the other hand, there are only about one billion PC internet users around the world and PC usage in many countries is less than 10 percent. This rapid adoption of mobile phones has resulted in a myriad of innovative mobile uses in health care.

In the U.S., broadband (PC) penetration is 60 percent with lower penetration among rural Americans, minorities and non-English speakers, compared to 83 percent mobile phone penetration.

In this session, Egbe Osifo-Dawodu will explore the health care uses of mobile phones in developing countries. She will also discuss the potential of some of these applications in the United States. You will learn about:

- Uses of mobile phones in health care and related fields in emerging economies
- Uses of social media platforms via mobile telephony in emerging economies
- Examples of mobile phone use in health in the U.S. and other developed economies
- Applying experience from other countries to mobile telephony in U.S. health care

**EGBE OSIFO-DAWODU, MD, is a founding partner at Anadach Group.**

2:30 P.M.–3:30 P.M.

### 'Text in the City': How to use SMS to deliver health education and advice to teens

Social and mobile media opened doors to reach e-patients, prospective patients and educate the public.

Join Katie Malbon, MD, Assistant Professor at Mount Sinai Adolescent Health Center, New York, to hear about her innovative text messaging program to reach younger patients with text messaging of answers to confidential questions and other health-based advice. Dr. Malbon will share with you her experience of conceptualizing and developing a text messaging program for patients attending the clinic. This program enables adolescents to have immediate access to health education and advice at their fingertips and in turn hopes to achieve a reduction in the burden of sexually transmitted infections and teenage pregnancies. You will learn how to:

- Conceptualize a text messaging program to reach your patients
- Tackle the barriers which can obstruct a text messaging program in a health care setting

- Design a platform to meet the needs of your program
- Manage a text messaging program within a healthcare setting
- Evaluate an established text messaging program

**KATIE MALBON, MD, is an assistant professor at Mount Sinai Adolescent Health Center, where she provides medical care for underprivileged youth, largely from East Harlem and the South Bronx.**

3:45 P.M.–4:45 P.M.

### Special Keynote with Dr. Wendy Sue Swanson

(details on page 4)

## Wednesday, October 19

9 A.M.–10 A.M. • KEYNOTE

### How to use mobile applications to reach employees, patients and the public

The vision of Mayo Clinic's mobile strategy is to give Mayo staff global access to information and people anywhere, anytime and anyplace. These tools will help Mayo improve communications with patients, physicians and other care providers, as well as employees. You'll hear about:

- The pros and cons of mobile applications: What you need to know in order to decide if a mobile app is right for your organization
- When it makes sense to create mobile friendly websites versus apps
- Costs and complications of apps versus mobile sites
- Patient video tours mobile site to help 500,000 unique patients traveling to Mayo for care to make the most of their visit  
Plus! You'll find out about these apps:
- **Transfuse iPad app**—Excessive transfusion can lead to infection, heart attack, stroke, and other negative outcomes, including death. Transfusion Synergetics—Mayo Clinic's Blood Management Initiative—recognized the need for a novel platform for education and clinical consensus for common clinical decisions like transfusion.
- **Synthesis mobile app**—This mobile app was developed to provide physicians and other providers mobile access to Mayo Clinic's electronic medical record (EMR).
- **Quarterly mobile app**—This mobile app was developed to provide Mayo Clinic staff the ability to access all staff and organizational contact information anywhere, anytime and anyplace to facilitate better communication.

**MARK ERETH, MD, is a Consultant in the Department of Anesthesiology at the Mayo Clinic.**

**TROY NEUMANN is an expert in mobile app development for iOS and helped design Mayo Clinic's mobile strategy.**

**SHAWN BISHOP has over 20 years of experience in IT at Mayo holding various positions before joining the Mayo Clinic Center for Social Media.**

10:15 A.M.–11:15 A.M.

### How to develop a mobile solution

Thinking about implementing a mobile solution? If you aren't, you need to be. Today, more people are using their phone for data purposes (such as text messaging) than for telephone calls. By 2014, access to the web by phone will surpass that of standard laptop and desktop internet usage. Health care is no exception. When thinking about developing a mobile solution there are several things you need to know—strategies to consider and pitfalls to avoid.

In this session, you will learn the fundamentals of developing your own m.health solution. You will learn how to:

- Use strategic objectives to prioritize and define scope
- Obtain buy in across your organization
- Select a technology solution

Plus! You'll hear lessons learned from early adopters.

**ALLISON ZEILLMANN is a process consultant on Humana's Mobile Communications team, a team focused solely on the development of mobile tools, tools that meet consumers where they are, and provides the resources necessary to better manage and improve their health. Humana's mobile capabilities offer state of the art functionality embracing Humana's spirit of innovation.**

11:30 A.M.–12:30 P.M.

**Closing Keynote with Dave de Bronkart** (details on page 4)

# SOCIAL MEDIA FOR MEDICAL PROFESSIONALS

## Tuesday, October 18

9 A.M.–10 A.M.

Opening Keynote with Lee Aase (details on page 4)

10:15 A.M.–11:15 A.M. • TRACK KEYNOTE

### Impacting health outcomes using social media and mobile technology: What really works

Are you engaged with your patients through social media? Have you stepped outside of the norm and tried mobile technology to reach patients and educate the public? Join Dr. Jen Dyer for a live demonstration of a mobile app she helped develop to encourage adolescents to improve daily glucose checks.

Adding mobile technology to social media communication allows health care providers to target individual patients more effectively. Emerging evidence supports the notion that the impact of social media and mobile technology on health outcomes can be substantial.

You'll find out how to:

- Use social media by the healthcare provider to improve health literacy
- Use online communities to impact health outcomes
- Use mobile technology in medical practice to improve health outcomes

**JENNIFER SHINE DYER, MD, MPH** is a board-certified physician in both Pediatrics and Pediatric Endocrinology.

11:15 A.M.–11:30 A.M. **PICK UP LUNCH**

NOON–1 P.M.

### Luncheon Keynote with Mary Brophy Marcus

(details on page 4)

1:15 P.M.–2:15 P.M.

### A common sense approach to the security aspects of social media

Social media allows you to engage in dynamic conversations with users, build brand equity, improve your solutions, and drive clients, customers and patients to engage, adopt and utilize services.

But beware—there also lurks a flip-side, where good security practices and following a social media handbook can assist your employees in making the right decisions. You'll want to ensure that your brand's reputation, network, and intellectual property remain sound.

This session will show you how to:

- Expand your global reach of social networks
- Engage employees, patients and clients in innovative ways
- Keep yourself, your employees and your community safe when using social media
- Establish a security handbook and guide and what should be in them

**CHRISTOPHER BURGESS** is the Senior Security Advisor to the Chief Security Officer of Cisco where he focuses on intellectual property protection strategem and leads the Global Threat Analysis team which provides geopolitical, economic and security analysis to the executive cadre.

2:30 P.M.–3:30 P.M.

### How to use social networking to co-create news and connect with journalists, producers and publishers

Ron and Jason will discuss how the Mayo Clinic Center for Social Media is creating a one-stop shopping hub for journalists, publishers and producers in traditional media for online news channels, whether associated with traditional media or on digital-only platforms. Mayo is building a community for those who produce medical news content and who want access to Mayo expertise and resources.

**RON PETROVICH** joined Mayo Clinic in November 2010 as manager of its Center for Social Media.

**JASON PRATT** joined the staff of the Mayo Clinic Center for Social Media in February.

3:45 P.M.–4:45 P.M.

### Special Keynote with Dr. Wendy Sue Swanson

(details on page 4)

## Wednesday, October 19

9 A.M.–10 A.M. • KEYNOTE PANEL

### How to persuade your physicians to engage patients through social media

You'll hear from a panel of physicians who lead in patient engagement through their blogs, Tweets and online chats about: How these doctors manage to balance the rewards of social media with the huge cost (time commitment) Why have these doctors joined social media? What's in it for them? For their patients? For their employers? How to deal with privacy and getting past HIPAA.

MODERATOR:

**DR. WENDY SUE SWANSON, MD, MBE**, is a member of the medical staff at Seattle Children's Hospital and the author of the hospital's pediatric health blog, *Seattle Mama Doc*.

PANELISTS:

**JEN DYER, MD, MPH** is a board-certified physician in both Pediatrics and Pediatric Endocrinology.

**HOWARD LUKS, MD**, is a Board-Certified Orthopedic Surgeon and an Associate Professor of Orthopedic Surgery at New York Medical College.

**FARRIS TIMIMI, MD**, is a Consultant in Cardiovascular Diseases and Internal Medicine at the Mayo Clinic.

**MIKE SEVILLA, MD**, is a community based Family Physician in Salem, Ohio.

10:15 A.M.–11:15 A.M.

### How to avoid legal issues in social media

Dan Goldman Mayo Clinic JD, David Harlow, The Harlow Group LLC and Randy Schwarz Mayo Clinic Center for Social Media

Social media tools require interaction and engagement at a level that many health care organizations find uncomfortable.

Dan, David and Randy will discuss some areas of legal discomfort such as HIPAA and other relevant rules and strategies for using these tools effectively while steering clear of trouble. They'll also discuss what organizations need to consider when developing their social media policy and how having a good policy is a key for any organization using these platforms. You'll learn how to:

- Avoid three possible legal setbacks when crafting your social media policy
  - Earn executive buy-in to help offset concerns from legal
  - Use social media without risking HIPAA, PHI and other regulatory issues
  - Make the argument for open employee access to social media
- Plus! You'll hear best practices in social media and legal issues

**DAVID HARLOW** is Principal of The Harlow Group LLC, a health care law and consulting firm based in Boston, MA.

**DAN GOLDMAN** is the Chair of Mayo Clinic's business law practice group, which oversees the corporate law, contracting and intellectual property functions of the Mayo Clinic legal department.

**RANDY SCHWARZ** is a consultant for Mayo Clinic Center for Social Media.

11:30 A.M.–12:30 P.M.

### Closing Keynote with Dave de Bronkart (details on page 4)

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Engaging patients,  
employees and the media  
in the digital age

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# HEALTH CARE SOCIAL MEDIA SUMMIT

Hosted at Mayo Clinic

October 17-19, 2011  
Mayo Clinic Headquarters, Rochester, MN  
Twitter hashtag: #MayoRagan

## PRE-CONFERENCE WORKSHOPS • \$345 EACH • Monday, Oct. 17, 2011

### 9 A.M. - Noon

#### Pre-conference Workshop 1

Hospital Social Media Best Practices  
with Shel Holtz

#### Pre-conference Workshop 2

Take your communications from good to great  
with Holly N. Petroff

### 1 P.M. – 4 P.M.

#### Pre-conference Workshop 3

Video Boot Camp  
with Andy Shilts and Joel Streed

#### Pre-conference Workshop 4

How to engage physicians and medical staff  
with social media  
with Farris Timimi, Howard Luks, Katie Malbon and Christian Sinclair

## FOUR WAYS TO REGISTER

- 1 Call 800.493.4867
- 2 Fax the registration form to 312.861.3592
- 3 Browse [www.ragan.com/rd/Y1H0MN-NSL](http://www.ragan.com/rd/Y1H0MN-NSL)
- 4 Mail the completed registration form to:  
Ragan Communications  
111 E. Wacker Drive, Suite 500  
Chicago, IL 60601

## CONFERENCE LOCATION

The Kahler Grand Hotel  
[www.thekahlerhotel.com](http://www.thekahlerhotel.com)  
20 SW Second Avenue  
Rochester, MN 55902

## RAGAN SELECT MEMBERS

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[www.ragan.com/rd/Y1H0MN-NSL](http://www.ragan.com/rd/Y1H0MN-NSL)

REGISTRATION FEES	STANDARD CONFERENCE PRICE
Ragan Select member	\$995
Non-member	\$1,195

### Yes! I will attend:

Check for \$\_\_\_\_\_ is enclosed.  
(Make checks payable in U.S. dollars to Lawrence Ragan Communications)

Charge my credit card: \$\_\_\_\_\_  
 MasterCard  Visa  American Express  Discover

Name on credit card: \_\_\_\_\_

Credit card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Please send me an invoice.

Attendee's name \_\_\_\_\_ Title \_\_\_\_\_

Organization's name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP/Postal code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**CANCELLATIONS** All cancellations are subject to a \$150 service fee (per attendee). Before September 2, 2011, you will receive a refund of your payment minus the service fee. After September 2, 2011 your payment will be credited toward a future Ragan event, minus the service fee. Registrants who fail to attend and do not cancel prior to the event are not entitled to a credit or refund of any kind. No exceptions.