


Online Social Networks in Health & Healthcare

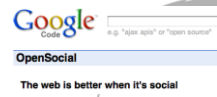
PF Anderson

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UNIVERSITY OF MICHIGAN
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- “Are social networks really worth it?”
- “The web is better when it’s social”




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



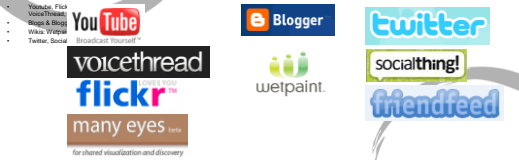
- Efficiency possibilities
- Build professional communities
 - Clinical
 - Research
 - Management
- Build learning communities
- Build sharing communities
- Build community support through outreach

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



Networking for networking

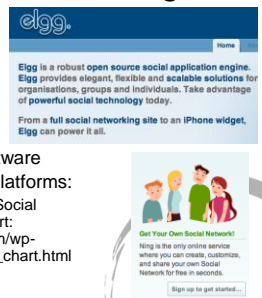
- Popular social networking sites



Networking for networking

- Make your own social network

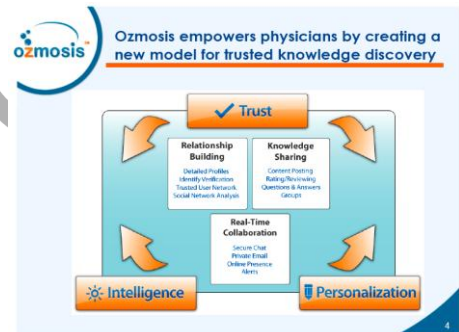
- Ning
- free, popular - >90,000 networks
- ELGG - open source software
- More social networking platforms: TechCrunch White Label Social Networking Platforms Chart: http://www.techcrunch.com/wp-content/wlsn_comparison_chart.html



Trends - Google Friends



Health networks - for doctors



Health networks - for doctors

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

Community Bookmarks

Ozmosis provides powerful tools to search for and filter content based on individual preferences

The screenshot shows a search results page with several entries. The first entry is 'Case of renal disease' with a date of 1/28/09 and a location of 'Cincinnati, OH'. The second entry is 'What about renal care?' with a date of 1/28/09 and a location of 'Cincinnati, OH'. There are also filters for 'Case of renal disease' and 'What about renal care?' on the right side of the page.

Health networks - for doctors

sermo Know more. Know earlier.

home about sermo how it works join sermo

60,000 physicians and growing

Get an invite from us? Don't forget to fill in promo code.

Today's Top Postings

Is this Sickle Cell? I saw a patient the other night with reported Sickle Cell crisis all the flags of drug seeking behavior - just relocated from out of town? hostile, and no objective physical exam findings, no primary care physician. Her CBC: WBC 6.5, HCT 34.

How do you treat hyperkalemia w/ elevated LFTs?

Physicians only Free - Always Clinical discussions Safe and secure

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

The screenshot shows the sermo website with a search bar and several search results. The first result is 'Is this Sickle Cell?' with a date of 1/28/09 and a location of 'Cincinnati, OH'. The second result is 'How do you treat hyperkalemia w/ elevated LFTs?' with a date of 1/28/09 and a location of 'Cincinnati, OH'. There are also filters for 'Is this Sickle Cell?' and 'How do you treat hyperkalemia w/ elevated LFTs?' on the right side of the page.

Health networks - for doctors

SocialMD You are not Logged In! Do you want to log in or Sign Up?

Welcome FlashCards Search Physician Blogs USMLE Residency Job

Ads by Google Rural Medical Jobs Facebook Emergency Medicine Cardiology Pediatrics

Welcome to SocialMD Login

SocialMD is a great new way to network with other physicians. Whether you are a medical student, resident, fellow or physician you will find that SocialMD is a great way to read and network with other medical professionals. There are currently more than 3100 members in SocialMD.

With SocialMD you can:

- Network better with medical students, residents and physicians
- Find Flash Cards for USMLE
- View, create and share FlashCards for USMLE (Currently there are over 1700 Public FlashCards)
- Read the latest medical news from various news sources
- Read blogs by students/physicians in a fast and effective way
- Use the SocialMD Search Engine optimized for searching USMLE and residency related information.
- Buy and sell books and other study material
- Discuss about individual programs and their requirements
- Find residents and fellows from the Programs you are interested in
- Find observing positions

SocialMD is free and it just takes a minute to Sign Up. Please [click here](#) to Sign Up.

To search the web using SocialMD's Search Engine [click here](#).

If you would like to find more about how SocialMD can help you please click on the menu choices above.

The screenshot shows the SocialMD website with a search bar and several search results. The first result is 'USMLE' with a date of 1/28/09 and a location of 'Cincinnati, OH'. The second result is 'Residency' with a date of 1/28/09 and a location of 'Cincinnati, OH'. There are also filters for 'USMLE' and 'Residency' on the right side of the page.

towniecentral.com home of Farnam Media's interactive healthcare communities

Welcome to Towniecentral.com

The center for professional online communities where you can share your successes, ask and give friendly advice, learn about the newest innovations in your specialty and bond with your peers.

Register Today

Dental Professionals General Communities

Veterinary Professionals General Communities

Medical Professionals General Communities

The screenshot shows the towniecentral.com website with a search bar and several search results. The first result is 'Dental Professionals' with a date of 1/28/09 and a location of 'Cincinnati, OH'. The second result is 'Veterinary Professionals' with a date of 1/28/09 and a location of 'Cincinnati, OH'. There are also filters for 'Dental Professionals' and 'Veterinary Professionals' on the right side of the page.

dentaltown a Farnam Media Interactive healthcare community

Unlimited Free Online Classifieds!

Looking for employment? Want to sell that pesky piece of equipment taking up space in your office? Check out Towniecentral.com's Classified Ads section! It's free and easy to use!

Message Boards Total Members: 39123

Recent Press Releases

Dentaltown Magazine July 2008

The screenshot shows the dentaltown website with a search bar and several search results. The first result is 'Unlimited Free Online Classifieds!' with a date of 1/28/09 and a location of 'Cincinnati, OH'. The second result is 'Looking for employment?' with a date of 1/28/09 and a location of 'Cincinnati, OH'. There are also filters for 'Unlimited Free Online Classifieds!' and 'Looking for employment?' on the right side of the page.

biomedexperts your scientific, health & medical

Mahmoud Torabnejad

This is a preview profile on BiomedExperts - the first literature based scientific social network. It brings the right researchers together and allows them to collaborate online. Citations and PDF provided for the BiomedExperts network of 413,248 pre-calculated profiles free of charge for researchers worldwide.

Research Profile (preview)

Network (preview)

Publications

Sign in free and see...

The screenshot shows the biomedexperts website with a search bar and several search results. The first result is 'Mahmoud Torabnejad' with a date of 1/28/09 and a location of 'Cincinnati, OH'. The second result is 'Research Profile' with a date of 1/28/09 and a location of 'Cincinnati, OH'. There are also filters for 'Mahmoud Torabnejad' and 'Research Profile' on the right side of the page.

Health networks - for nurses

ANA NursingWorld
Center for Those Who Care

- About ANA
- FAQs
- Media Resources
- Contact Us
- Site Map

ANA MARKETPLACE CAREERS & CREDENTIALING PROFESSIONAL NURSING PRACTICE HEALTH CARE POLICY GOVERNMENT AFFAIRS OCCUPATIONAL & ENVIRONMENT

ANA MEMBER CENTER LOGIN + Home - Login

Join today, and receive:

- **A Voice on Capitol Hill**
Representation in Washington on nursing and health care reform
- **Discounts and Services**
Discounts and services that save you time and money
- **Access to Exclusive Information and Content**
Access to this page and many other features for Members only

Join today | Learn more

Username:
Password:

Health networks - for nurses

NurseLinkup
Transforming a place, where professionals meet

Home Members Events Media Articles News Forums Blogs Classifieds Jobs Links Meet People Specialty Clinics Students Associations

SEARCH

What's New

A cardiac specialist died and at his funeral the coffin was placed in front of a...
by nurseyou on March 4th 2008 3:03 PM

Login

Welcome, Guest
Email Address:
Password:
Remember Me:

Connecting your community!

Student Groups view all

Health networks - for nurses

NaBloPoMo
National Blog Posting Month

Main My Page Members Blogrolls FAQ Forum Groups HTML Badges Photos Prizes Randomizer Videos Join

Nurses United

This won't hurt a bit
This group is for nurses who blog.

What Kind of Nurse Are You?
Started by NLS123, Last reply by NLS123 Nov 29 2007.
I work in step-down ICU for large academic/tertiary city hospital. I've been there for three and a half years. What sort of nursing do you do? How long have you been doing it? Do you blog about your... [Read More...](#)

Abusive coworkers...
Started by NLS123, Last reply by NLS123 Nov 29 2007.
What to do with fellow co-workers that are verbally abusive? Most notably in stressful situations. Anyone else dealing with this? [Read More...](#)

Is there anybody out there?
Started by NLS123 Nov 23 2007

Existing Members: Sign In
Ning ID:
Password:

Please Visit Our Sponsors
[Blotter Ad Network](#)

Health networks - for students

TIROMED

Home Ask a Mentor Forums Members Groups Associations Classifieds Promote Help

TIROMED IS A FREE NETWORK

WELCOME!
TIROMED. Your portal to the [pedigophore](#).
Join Your [Peers](#). Ask a [Mentor](#). Be a [Mentor](#).

Exclusively for:
• Physicians in Practice
• Fellows
• Residents
• Medical Students
• Pre-medical Students

TIROMED WELCOMES ISM!
We'd like to welcome our ISM Association to the TIROMED community. The Italian Secretariate of Medical Students (ISIM)

[WWW.SIM.ORG](#)
Segreteria Nazionale Studenti Medici

TIROMED PRESS

TIROMED WELCOMES ISM!

TIROMED WELCOMES ISM!

Health networks - for students

DoctorsHangout.com
A Friendly and Social Networking Site for Doctors & Medical Students Worldwide

Main My Page Members Forum Gadgets Groups Photos Videos

cleft palate surgery
Added by [Tanya](#) at 1:39pm on February 13th, 2008
[View Videos](#)

Latest Videos

- Development of teeth
- Total Laryngectomy: hysterectomy with Electrolarynx - bilateral hysterectomy
- Endometrial Resection - hysterectomy up hysterectomy
- Roger Clemens Institute For Sports Medicine

Health networks - for students

• Student Dentist

Student Dentist
Dentistry for Students and Dentists

Main My Page Members Forum Groups Photos Videos

The social network for pre-dental students, dental students, and dentists.

Latest Activity

- [Benjamin Callaway](#) started a discussion called [America makes passage to India too cheap dentistry](#).
May 14
- [Vanessa Callaway](#) joined Student Dentist. [Liana](#) & [Comment](#) for Venkush Chintaru.
May 11
- [Daniela Abad](#) commented on the video [Amazing natural video](#).
May 2
- [Rance](#) joined Student Dentist. [Liana](#) & [Comment](#) for Rance.
Apr 22
- [Kerwin D](#) joined Student Dentist. [Liana](#) & [Comment](#) for Konrad P.
Apr 03
- [Matthew Barbentz](#) joined Student Dentist. [Liana](#) & [Comment](#) for Matthew Barbentz.

Health networks - collaborating across bins

within3

Get Connected Who's Connected About Us



Did you know?
Within3 members span 61 countries and all six inhabited continents.

How well are you connected?

Within3 is a health technology company, founded by social scientists, whose mission is to help organizations and health science professionals forge stronger relationships to fight and prevent disease.

Connecting professionals to the trusted colleagues and organizations around them, Within3 works with health-science organizations to create powerful interdisciplinary, stand-alone, or multi-center communities with the goal of accelerating research and improving patient outcomes.

Best of all, it's FREE to individuals. Forever.

Learn how to start growing your network on Within3.

Get Connected

Join Within3, it only takes a moment.
Advertisement and Email Opt In Personal Privacy Assured
Inclusion Only | Easy to Use

Gyminee
Stay motivated. Have fun. Get fit.

Workout Programs Food Search Challenges Fitness Groups Forums Exercise Library Blog

Workout and Food Tracking
Gymnee is the premier fitness social network for detailed tracking, online accountability, and motivation. 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.

Signup For Free Take The Tour

Health networks - for support

DailyStrength

Home Support Groups Treatments Stories People Join Help

Member Sign In
Email Password Remember me Login

Lost your password? No account? Register

Spread the Word! Get a CD Store to post CD Store is Open 224 items and more

Support Groups Anonymous and Free

DailyStrength.org is the largest, most comprehensive health network of people sharing their advice, treatment experiences, and support.

- Access 550+ support groups for health issues and the challenges
- Set realistic goals and get advice from people just like you
- Research the latest drugs, treatments and alternative therapies

Join Now, Get Support It's FREE

Popular Support Groups

Mental Health	Physical Health	Personal Challenges
Depression	Cancer	Behavior
Bipolar	Hepatitis C	Divorce
Alcohol	Diabetes	Parenting
Anxiety	Multiple Sclerosis	Dieting
more...	more...	more...

Visit Our 500+ Support Groups

Latest Activity

- Personal gave just finished a Hug 11:24am
- Personal needed to stretch Disposer Post 11:24am
- Personal gave motivational Powers 11:24am
- Personal gave support a Hug 11:24am
- Personal gave Hugs a Hug 11:24am
- Personal and Personal are new friends

Health networks - for support groups

acor.org
The free online library for everyone affected by cancer & related disorders

Home Dictionary Help Site Map Find a mailing list Search

PUBLICATIONS
Cancer-Related Books

From symptoms and side-effects to coping and caregiving, ACOR surveys the best cancer books for patients and their families.

ACOR offers access to 118 mailing lists that provide support, information, and community to everyone affected by cancer and related disorders.

- MAILING LISTS
- SUPPORT & RESOURCES
- TYPES OF CANCER
- TREATMENT OPTIONS
- CLINICAL TRIALS
- PUBLICATIONS
- PARTNERSHIPS
- HELP ACOR

News

- Robotic surgery extends benefits to broader cancer patients at New York University-Memorial Sloan-Kettering
- Robotic surgery, largely ignored by prostate cancer surgery, is rapidly being adopted by sites in other areas
- Study for bladder cancer ...
- What's New
- Check the e-Patient Blog to read how empowered & engaged patients are leading & transforming the healthcare system.
- How Cancer Survivors Provide Support on Cancer-Related Internet Mailing Lists

MyFamily Health

Know more. Know earlier

Already a member? Sign in

Connect with your relatives and track your health.
Easy. Organized. Safe.

Step 1 Create your family tree, It's Free
All fields are required

First Name: _____
Last Name: _____
Email: _____
Gender: Female Male

Step 2 Add Health information

Step 3 Review health risks for you and your family

"The family tree has become the most important genetic test of all. All families have some kind of disease. The more you know, the more tools you have to practice preventive medicine, for yourself and your kids."

Health networks - others

DiabetesAlert

healthinabox

Medical Writing Hub

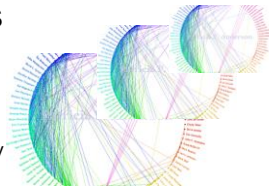
Health Informatics Discussion Forum

hospital impact

Health Informatics Discussion Forum

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/>
- TechCrunch White Label Social Networking Platforms Chart: http://www.techcrunch.com/wp-content/wlsn_comparison_chart.html

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://ebfriends.ning.com/>
- Fibromyalgia: <http://fibromyalgia.ning.com/>
- Gastric Bypass: <http://gastricbypass.ning.com/>

Links - On Ning 2

- Healthcare Marketing: <http://healthcaremarketing.ning.com/>
- Healthcare with a Heart: <http://healthcarewithaheart.ning.com/>
- Health Informatics Forum: <http://healthinformaticsforum.ning.com/>
- Hospital Impact: <http://hospitalimpact.ning.com/>
- Illness-Disability-Healthcare-Caregiver Ministry Network: <http://illnessministry.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/medicalandhealthscienceslibraries>
- 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/>

Want more?

The screenshot shows the website davidrothman.net with the tagline "Exploring Medical Librarianship and Web Geeking". The main content area features a post titled "More Social Networks for Clinicians" with a "4/7 New" badge. The post text reads: "I've previously mentioned physician social networks Healthiva and Sermo (both competing for the title of 'MySpace for Doctors'), and NurseLinkUp, a social network for nurses. Time to add to that list: TIRO • MED™". Below the text is a "SocialMD" logo and a description: "SocialMD is a professional knowledge network exclusively for students of medicine and physicians. The purpose of this network is to facilitate communication not only between peers at the same academic and professional level, but to allow communication between all levels." To the right of the post is a search bar and a "Syndication" section with RSS and Atom feeds. At the bottom, there is a "Subscribe" button and a small "Ad by Google" notice.