

## 7<sup>th</sup> HARC Forum: tweet archive

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**leeaase** Lee Aase

RT @carolyndv: If you are attending the HARC Forum tomorrow w/guest @LeeAase use #HARCsm in your Tweets 4 others 2 follow #hcsmanz

**ramsayhealth** Ramsay Health Care

Looking forward to the #HARCsm event tonight with @LeeAase @hughstephens and @croakeyblog

**leeaase** Lee Aase

Inviting #HCSM tweeps to join the #HARCsm fun if you're up for it. My keynote starts at 1 a.m. EST, midnight CST, 10 p.m. PST.

**kimija** Kimi James

Great slideshow points and enjoy "down under"! @LeeAase Preparing for my keynote @ #HARCsm in Sydney. My slides: <http://t.co/l2AqtNY2>

**leeaase** Lee Aase

@angelabdotme Yeah...also check the story on Slide 62 - Here's the original post. <http://t.co/y0ORkMdf> #HARCsm

**hughstephens** Hugh Stephens

have some great messages planned for #harcsm tonight. the "circle of health" is the winner i think

**croakeyblog** Melissa Sweet

Just so it's clear, panel has decided I'm the honorary "dull luddite" at #harcsm forum (sad but true). Tks @hughstephens & @LeeAase #hcsmanz

**drpieterpeach** Dr Pieter Peach

#harcsm The day has arrived. A cardiothoracic surgeon talking about social media.

**hughstephens** Hugh Stephens

How can we as clinicians/researchers/pub health professionals join the social media revolution? #harcsm

**lisa\_ramshaw** Lisa Ramshaw

Looking forward to discovering new ideas private hospitals can use to improve patient care at #harcsm

**sashac** Sasha Cunningham

Here for panel incl. Lee Aase, Director, Mayo Clinic Centre for Social Media, US #harcsm #health #socialmedia <http://t.co/dP6hlq9c>

**yhpo** kishan

Audience view of our Aussie panel members busy tweeting away as Prof. Hughes introduces them both. #HARCsm <http://t.co/8qfdy9y6>

**croakeyblog** Melissa Sweet

Lessons from Mayo Clinic #socialmedia experience: the importance of leadership: @LeeAase #harcsms

**hughstephens** Hugh Stephens

"social media is coming at you, whether you like it or not" @leeaase #harcsms

**drpieterpeach** Dr Pieter Peach

#harcsms "Its not optional whether you become involved in social media." Lee Aase from @mayoclinic

**croakeyblog** Melissa Sweet

Follow #harcsms for reports on #socialmedia & #healthcare from @LeeAase & others

**hughstephens** Hugh Stephens

@LeeAase in action at #harcsms <http://t.co/8H5yyclg>

**hughstephens** Hugh Stephens

For those following from #hcsms #hcsmanz #YH2011 & elsewhere, @leeaase 's slides are here: <http://t.co/LsPXImDO> #harcsms

**hughstephens** Hugh Stephens

"nobody is risk-averse and uptight as @mayoclinic. If we can get beyond the concerns, so can you" @leeaase #harcsms

**hughstephens** Hugh Stephens

month before starting podcast 900 downloads of audio, afterwards 74,000. #wow #harcsms

**hughstephens** Hugh Stephens

@leeaase created the SMUG 'university' and is chancellor. Check out: <http://t.co/RSS6rvMw> #harcsms

**dr\_krystal** Dr Krystal

RT @hughstephens: "Social media isn't some wild thing that you do for its own sake, it's what you do to do your job better" @leeaase #harcsms

**hughstephens** Hugh Stephens

Lots of 'aahs' and 'mm's about a great story of a surgeon following up with a promise after 10 years <http://t.co/IEAqUH62> [article] #harcsms

**priv8hospitals** APHA

Patient orientation guides on youtube are an excellent idea for hospitals in Australia #harcsms

**croakeyblog** Melissa Sweet

The Social Media University, Global or SMUG is explained by @LeeAase: <http://t.co/sCyUIO11> #harcsms

**croakeyblog** Melissa Sweet

35 #socialmedia theses from @LeeAase, inc "mass media era was a temporary anomaly" <http://t.co/eFjHL3Uy> #harcsms

**croakeyblog** Melissa Sweet

More #socialmedia theses: Technology makes things possible. People make things happen. #harcsms

**hughstephens** Hugh Stephens

#2: electronic tools merely let word of mouth spread further and faster. #hcsmanz #harcsm

**hughstephens** Hugh Stephens

Now watching the social media revolution video --> <http://t.co/3o4X0Jl9> check it out - great video. #harcsm

**croakeyblog** Melissa Sweet

The #socialmedia revolution clip on youtube gets mention from @LeeAase <http://t.co/crnelwpx> #harcsm

**hughstephens** Hugh Stephens

"for those of you who block social media in your workplaces, let me introduce you to the iPhone" @leeaase #harcsm

**hughstephens** Hugh Stephens

@mayoclinic used experienced doctors using social media to train residents in online professionalism #harcsm

**ramsayhealth** Ramsay Health Care

@mayoclinic has a patient orientation video for first time patients for each of the sites. Great way to help put patients at ease. #harcsm

**croakeyblog** Melissa Sweet

We are watching this & chuckling: <http://t.co/xfhnaq> #harcsm

**drpieterpeach** Dr Pieter Peach

Cute. "@hughstephens: Now talking about viral success of 'the piano video' <http://t.co/4fOUfWFv> (youtube) #harcsm"

**croakeyblog** Melissa Sweet

Re the piano clip: "It's making people smile when they think about us (Mayo Clinic) which is not a bad thing": @LeeAase #harcsm

**whychange** Cal Paterson

Now talking about viral success of 'the piano video' <http://t.co/AoPOhb2p> (youtube) #harcsm

**hughstephens** Hugh Stephens

Dr Koka thought about using youtube to increase patient satisfaction by giving basic information and introducing himself. #harcsm

**hughstephens** Hugh Stephens

YouTube video offers ability to begin building patient rapport before first appointment. #harcsm

**DrPieterPeach** Dr Pieter Peach

#harcsm @LeeAase "To explain SM to senior staff -> its just an extension of normal communication, just quicker" What about private circles?

**kimbo\_ramplin** Kimberley Ramplin

Winner, best non-kitten piano video (unanimous SMUGgle vote): RT @croakeyblog We are watching this & chuckling: <http://t.co/SUkD4saA> #harcsm

**practicalwisdom** Lisa Fields

@leeaase Thx 4 adding joy= Mr. & Mrs Cowan. <http://t.co/ys1sm8Fq> My Adults learn: Older couple can still have chemistry G8 lesson #harcsm

**aida\_lee** Aida Lee

So sweet. RT @PieterPeach: Cute. "@hughstephens: Now talking about viral success of 'the piano video' <http://t.co/XCt0jkn5> #harcsm"

**hughstephens** Hugh Stephens

@leeaase gives a great practical real-world example of how social media increased referrals. #harcsm

**@hughstephens** Hugh Stephens

A parent went online about her daughter's experience w POTS, saw a video of @mayoclinic doc, went there --> finally got answers #harcsm

**hughstephens** Hugh Stephens

Now hearing about an ePatient who was referred to doc thanks to twitter which helped her get rid of chronic wrist pain. #harcsm

**hughstephens** Hugh Stephens

Social media drove a new practice into general use within 2 years rather than usual 17 years. #harcsm

**ramsayhealth** Ramsay Health Care

Traditional media wouldn't pick up the story. Shared the story on social media. Traditional ended up picking it up eventually. #harcsm

**hughstephens** Hugh Stephens

#33: social media will reduce diffusion time for research and information. #harcsm

**croakeyblog** Melissa Sweet

"turning research on its head" - having it instigated by patients rather than researchers: @LeeAase #harcsm

**centenaryinst** Centenary Institute

"@croakeyblog social networking helping advance research into rare diseases creating virtual registries @LeeAase #harcsm" cc @jodieingles27

**hughstephens** Hugh Stephens

Talking about how a patient with SCAD managed to build n=60 support group, n=18 pilot study created to look at medical records #harcsm

**hughstephens** Hugh Stephens

Huge research project was all made possible thanks to one patient who mobilised others through social media. #harcsm

**kimbo\_ramplin** Kimberley Ramplin

Best #HARCsm takeaway so far for me: social networking driving medical research, esp re: participation in studies worldwide #brilliant4TGI

**hughstephens** Hugh Stephens

#37: applying social media in health isn't just inevitable: it's the right thing to do. #harcsm

**georgedude** George Doubinski  
Listening to @leeaase on social media in healthcare. #harcs ( @ Royal Prince Alfred Hospital (RPA)) <http://t.co/28wcwQNK>

**hughstephens** Hugh Stephens  
@mayoclinic couldn't just do a copycat video, needed to be original, fun yet educational.  
#harcs

**ben\_hr** Ben Harris-Roxas  
Look at the #harcs hashtag if you're interested in social media and health - tweets from the HARC Forum on social media. #hcsmanz

**hughstephens** Hugh Stephens  
See full video of this great parody about heart disease: <http://t.co/AkCeF4ut> #harcs

**kimbo\_ramplin** Kimberley Ramplin  
Thought the piano video was good until @LeeAase played this: <http://t.co/Ata8FINF>  
#HARCsm

**hughstephens** Hugh Stephens  
Now up, @croakeyblog / Melissa Sweet. Calls herself the luddite. #harcs

**hughstephens** Hugh Stephens  
"the digital revolution is here, and the public is voting with its keystrokes" @croakeyblog  
#harcs

**hughstephens** Hugh Stephens  
@croakeyblog is broadening the focus of social media and health tonight beyond hospitals.  
#harcs

**hughstephens** Hugh Stephens  
About a third of the audience use social media for their work currently, 1/3 would like to.  
#harcs

**hughstephens** Hugh Stephens  
"as a journalist, I find twitter an invaluable tool to provide news that isn't always otherwise available" @croakeyblog #harcs

**hughstephens** Hugh Stephens  
social media was part of how @croakeyblog changed from thinking about what will sell best to editor to what will be best 4 readers #harcs

**hughstephens** Hugh Stephens  
Now talking about how #medicarelocals can use social media to engage their communities about health #harcs

**gpaccess** GP Access  
@hughstephens is talking about the circle of health covering doctor, patient and family. Social media only intensifies this #harcs

**croakeyblog** Melissa Sweet  
How Twitter magnifies the reach: eg potentially 12,000 people have seen our #harcs tweets  
<http://t.co/m3rcJrHx>

**ramsayhealth** Ramsay Health Care

If your org isn't ready to embrace social media then you can embrace it personally. Health professional to Health Professional #harcsm

**lisa\_ramshaw** Lisa Ramshaw

YOU are the place to start in social media if you work in a hospital says @hughstephens #harcsm

**hughstephens** Hugh Stephens

RT @yhpo: @hughstephens giving his prezzi #HARCsm <http://t.co/wj6QWriG> #harcsm

**carolyndv** Carolyn DeVartanian

An action orientated presentation from @hughstephens at #harcsm! What YOU as a HCP can do with social media.

**vuniwai007** Angus Ritchie

'The youth of today are starting to use social media for research' @hughstephens #harcsm

**yhpo** kishan

#harcsm Panel members @LeeAase, @Croakeyblog @hughstephens <http://t.co/tjGd5A10>

**lisa\_ramshaw** Lisa Ramshaw

Q for presenters: Australians are largest users of social media globally. Why is Australian healthcare so far behind other sectors? #harcsm

**asubterranean** James Haridy

"Australia is lagging 12-18 months behind the US regarding social media use in health" <http://t.co/SJnIAGVX> #harcsm

**hughstephens** Hugh Stephens

@croakeyblog suggests that Australian healthcare orgs are more risk averse than their int'l counterparts --> less SM uptake. #harcsm

**hughstephens** Hugh Stephens

"it has been my impression that the health sector has been slower to take up social media" #verytrue @croakeyblog #harcsm

**m\_hef** Marita Hefler

Nearly 50% of #harcsm audience didn't agree social media is a revolution 4 health care communications. Seriously? No wonder Oz lags.

**hughstephens** Hugh Stephens

Good question about how much of @mayoclinic's social media success is due to health model in US. #harcsm

**hughstephens** Hugh Stephens

Worth checking out is @sandnsurf's list of Australian hospitals using social media: <http://t.co/SJnIAGVX> #harcsm

**hughstephens** Hugh Stephens

Great. "the solution to pollution is dilution" about getting evidence-based medicine online #harcsm

**hughstephens** Hugh Stephens

How can we create benefit out of the 'bad feedback' in social media? @croakeyblog suggests increased transparency #harcsm

**kerrykalcher** Kerry Kalcher

Sums it up v well RT @hughstephens: Great. "the solution to pollution is dilution" about getting evidence-based medicine online #harcsms

**normanswan** Norman Swan

@croakeyblog @LeeAase #harcsms Lee Aase will be on Monday's Health Report @RadioNational

**hcsmanz** #hcsmanz

<shameless self promotion> don't wait until next year's #harcsms to discuss healthcare & Social Media - #hcsmanz chat is every Sunday

**jeniwilson8** Jeni Wilson

Indisputable evidence - social media can improve health outcomes! Txns #harcsms & panel. See @LeeAase awesome preso <http://t.co/aJrTz7h>

**vuniwai007** Angus Ritchie

Surprised to hear that Liverpool Hospital being mentioned in social media. Have to check that out @hughstephens #harcsms

**carolyndv** Carolyn DeVartanian

Many of our hospitals are. Often in good ways. "@vuniwai007: Surprised to hear that Liverpool Hospital being mentioned in social media. #harcsms"

**Stefi\_War** Stephanie Warzecha

#harcsms thanks for the tweets guys! :)

**BecAngove** Bec Angove

Loved #harcsms social media is the way of the future

**kerrykalcher** Kerry Kalcher

Thks to @LeeAase @hughstephens @croakeyblog for tonight's #harcsms - v interesting & enjoyable!

**croakeyblog** Melissa Sweet

My 3 pitches for health & social media projects @ #harcsms: 1. HealthWatch, an SM campaign to monitor health impact of broader policy

**croakeyblog** Melissa Sweet

.. 2nd pitch: The HealthySMTimes - to provide independent analysis & reporting of news on healthcare and social media #harcsms

**croakeyblog** Melissa Sweet

3rd pitch OurHealth: using social media for 2-way exchange of info/exerptise between primaryhealthcare & community #harcsms

**Kimbo\_Ramplin** Kimberley Ramplin

Thanks to all @ #HARCsm for organising forum, @LeeAase @croakeyblog & @hughstephens for thought-provoking content.