

The Use of Social Media for ASCs & Practices

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Session Objectives



- ✓ Outline the potential benefits of establishing a social media platform.
- ✓ Provide essential requirements to meet before launching a social media presence.
- ✓ Describe how to determine the effectiveness of your current social media platform.
- ✓ Identify critical mistakes to avoid when using social media.

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What is social media anyway?



It's an easily accessible, widely used series of platforms that distribute a vast amount of information more rapidly than ever before.

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If Facebook were a country,
it would be the world's
third largest
and
twice the size of the
United States
population!

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The fastest growing
segment on Facebook is
__to__ year old __.

The #2 largest search
engine is __.

Successful companies use
social media to __ first,
__ second!

__ percent of
consumers trust peer
recommendations.

Only __ percent trust
advertisements!

People update __,
__. Imagine what that
means for disgruntled
customers.



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What relevance does social media
have for health care providers?

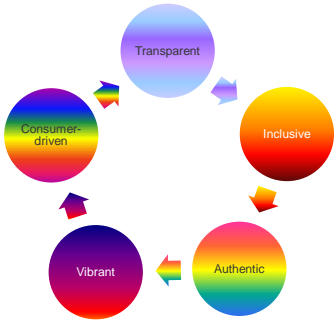
Simply put,
social media is people
having conversations
on line.

It is a fundamental
shift in the way we
communicate.

At its best, social media
shifts online communication from
a monologue to a dialogue.

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Dynamic Dialogue



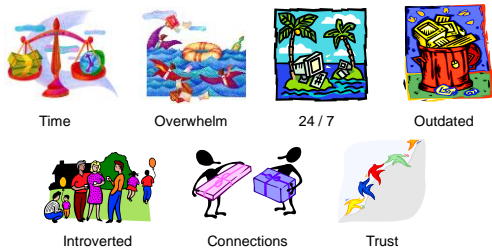
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Social media has my attention . . .



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Progression from skeptic to believer



LOYALTY

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Potential Benefits

Providers using social media well are adept at . . .

- ✓ Establishing relationships
- ✓ Creating meaningful discussions
- ✓ Building trust in their organization
- ✓ Conveying their facility is a center of excellence



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Essential Requirements

- ✓ Identify your unique patient demographics.
- ✓ Ensure your proposed strategy meets the perceived needs & interests of those patients.
- ✓ Effectively incorporate your chosen platform into your strategic plan.
- ✓ Outline the pros and cons of a social media presence.



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Effectiveness



- ✓ Are you influencing your patients?
- ✓ Are your employees engaged?
- ✓ Are your physicians inspired?

They can love you or hate you - just don't leave them indifferent.

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Avoiding Mistakes

- ✓ Launching your platform without a vision
- ✓ Assigning the task to someone who lacks attention to detail
- ✓ Blurring the line between professional and personal
- ✓ Not maintaining relevant, up-to-date content
- ✓ Placing all your outreach efforts in one basket
- ✓ Neglecting internal affairs



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What happens
in Vegas . . .
stays on
YouTube, Flickr,
Twitter and Facebook.

Think before you post!



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Questions?

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