



KHA Noon Briefing

Hospitals and Social Media: Risks and Rewards

May 4, 2010

Celebrating 100 Years of Kansas Hospitals Working Together



Kansas Hospital Panel

- Children's Mercy Hospitals and Clinics
 - Shawn Arni, Director of Marketing and Public Relations
 - Mikki Massey, MSA, Privacy Compliance Officer
- Lawrence Memorial Hospital
 - Deborah Thompson, Vice President, Human Resources
 - Jeff Novorr, Vice President, Compliance
 - Becki Carl Stutz, Student Volunteer Coordinator
- Saint Luke Hospital and Living Center, Marion
 - Mike Norris, Marketing Director



Overview

- How social media is being used in Kansas hospitals.
- How to avoid potential risks.
- Practical ideas for developing hospital social media policies and procedures.



delicious

digg™

flickr™

facebook

twitter

Google™
Image Search

You Tube

Linked in®

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Social Media

- Stake your claim
 - Secure your identity online
- Watch and listen
 - Tools available to help
- Prepare to respond
 - Plan ahead



Stake Your Claim

- Discover what is already out there
- Create social media guidelines
- Educate staff and visitors
- Designate a person in charge
- Protect your name
- Create your own accounts



Watch and Listen

- Social Media - 17 % of all Internet use
- What is being said about you?
- Google News Alerts
- www.google.com/analytics
- www.blogsearch.google.com
- www.technorati.com
- www.search.twitter.com
- www.twist.flaptor.com
- www.spezify.com

www.tweetgrid.com/grid

TweetGrid! | [FAQ](#) | [TWEET](#) | [DM](#) | [PHOTO](#) ^{NEW!} | Share: [[Full Address](#)] [[Short URL](#)] [[Tweet it](#)] | Any Language | Tweets per box | Grid Layout | Follow @[tweetgrid](#)

Tweet: (140) Hashtag:

User: Pass: [[Hide](#)]

healthcare reform

Settings

- rparky**: Michael Moore's 30 minute warning to Democrats on #healthcare reform: <http://trunc.it/2b8pp> #hcr #singlepayer #hcr09 #publicoption
Wed Sep 30 - 11:54:10 pm
- pawspagal**: don't get sick, and if you get sick, die quickly fight 4 the public option healthcare reform <http://bit.ly/BCqod>
Wed Sep 30 - 11:52:44 pm
- PulseonHealth**: Brian Ahier - Health IT & Healthcare Reform: The Patient at the Center <http://bit.ly/40q4IM> (via OneRiot)
Wed Sep 30 - 11:46:17 pm
- HealthVault**: RT @[lamEnabled](#): Flippin' out about healthcare reform? Blog your thoughts and win a Pure Digital Flip Camera! <http://digg.com/u1BpD>
Wed Sep 30 - 11:40:59 pm

HCAHPS

Settings

- Goodberry**: Create a positive impact on your HCAHPS scores. Attend the Healthcare Service Excellence Conference. <http://bit.ly/nTAW5>
Wed Sep 30 - 4:10:37 pm
- Goodberry**: Learn how to motivate managers and associates to achieve HCAHPS goals at the Healthcare Service Excellence Conference. <http://is.gd/3FL1>
Tue Sep 29 - 4:10:43 pm
- BrianLeeCSP**: Visit <http://bit.ly/nTAW5> for info on HCAHPS Value-Based Purchasing, and to send a delegate from your hospital now!
Tue Sep 29 - 12:45:31 pm
- pressganey**: Press Ganey CEO Rick Siegrist blogs on how hospitals can win under value-based purchasing <http://ow.ly/rpM1> #HCAHPS
Mon Sep 28 - 9:43:29 am

HIPAA

Settings

- JDSupra**: HIPAA and Flu Shots <http://bit.ly/15kJIF>
Wed Sep 30 - 11:29:28 pm
- moscompany**: HIPAA compliant transcription <http://www.managedoutsource.com>
Wed Sep 30 - 9:35:19 pm
- stevevietz**: Porn, Privacy and the HIPAA - XBIZ Newswire <http://bit.ly/10Zd4Q>
Wed Sep 30 - 8:31:42 pm
- EatonCompliance**: Remember that you need to run through #COBRA in order to receive HIPAA guarantee issue individual policy. Important if you have a pre-ex.
Wed Sep 30 - 7:54:46 pm
- karat11**: HIPAA Protection of Patient Privacy <http://bit.ly/PWnt8>
Wed Sep 30 - 6:50:34 pm

breast cancer awareness

Settings

- beautyjunkieGal**: Kicking off Breast Cancer Awareness Month: BJC Blog Paint the Town PINK <http://bit.ly/2pUrr5>
Wed Sep 30 - 11:58:03 pm
- Blessed_Ebb**: @[MrAaronNYC](#) lol. oct. is breast cancer month, feb. is AIDS awareness ; lol.
Wed Sep 30 - 11:57:59 pm
- thetruthSD**: @[kassimosgood](#) RT:@[NFLprguy](#) all NFL players r being encouraged 2 wear pink cleats wristbands gloves 4 Breast Cancer Awareness month. No fines
Wed Sep 30 - 11:57:44 pm
- MalibuStacy74**: Reminder - October is Breast Cancer awareness month. <http://www.cancer.ca> <http://www.cbcbf.org/>
Wed Sep 30 - 11:57:39 pm
- journalreview**: CED dons pink shirts for breast cancer awareness: You can throw all the stereotypes out the

www.icerocket.com

Blogs Web Twitter MySpace News Images Big Buzz

healthcare reform Advanced ▾

ICEROCKET™
blog search

Big Buzz 1 - 50 of 100 results for healthcare reform · [Save this search](#)

Blogs

- 16 m [Gore Vidal: 'We'll Have a Dictatorship Soon in the U.S.'](#) · ... been on **healthcare reform**. "He f***ed it up. I don't know how because ...
- 16 m [annekeyworth](#) · ... Care **Reform**, and had several people show up to our Tuesday night ...
- 47 m [Get Assistance With Prescription Medicine - Pharmaceutical Companies Are ...](#) · ... in SD a few months in the past, she lost her **healthcare** insurance ...
- 1 h [A New Political Hero Emerges: Meet Rep. Alan Grayson \(Video ...](#) · ... promised changes, such as **healthcare reform**...It is sadly beyond the pale ...
- 1 h [sickening](#) · ... to medical bills annually, as someone going into the **healthcare** field, i ...
- 1 h [THE F-22'S FIRST DOGFIGHT](#) · ... reported that H.R. 3200, a **healthcare reform** bill introduced ...
- 1 h [Adventist Health - Building A Healthier East Portland in New & ...](#) · ... on the issues of **healthcare reform**. Business leaders will have ...
- 1 h [The hideous nightmare of the Democrats' healthcare reform ...](#) · ... **healthcare** proposals, including the more "moderate" ones which avoid ...
- 1 h [Healthcare debate hits NY streets: Protesters target Aetna](#) · ... to their calls for single-payer **healthcare** and the group attempted ...
- 2 h [Here we go!](#) · ed style posts (like the one on **healthcare** and financial **reform** ...

[more](#)

Twitter

- 48 s  456 [LJSearles](#): RT @rparky: Michael Moore's 30 minute warning to Democrats on #healthcare
- 1 m  1786 [GeorgeAPeterson](#): **Healthcare Reform** has nothing to do w/ **Healthcare** or **Reform**
- 6 m  91 [rparky](#): Michael Moore's 30 minute warning to Democrats on #**healthcare reform**: tr
- 7 m  402 [pawspagal](#): don't get sick, and if you get sick, die quickly fight 4 the public option h
- 14 m  944 [PulseonHealth](#): Brian Ahier - Health IT & **Healthcare Reform**: The Patient at the Ce
- 19 m  1476 [HealthVault](#): RT @IamEnabled: Flippin' out about **healthcare reform**? Blog your thc
- 21 m  16 [HhayesH](#): @EMM8CHE I know! Are you talking about Carlin? IT'S soooooo sad ;-(i
- 25 m  268 [carlalopezpe](#): NYTimes: #Swiss #Health Care Thrives Without #Public Option (bit.ly
- 30 m  2093 [HealthPassion](#): Americans willing to fund **healthcare reform**: poll trigeia.us/?hX4qN

Video



News

- 3 m [Health care: Ignoring the huge red elephant in the room](#) · By William Blum In the frenzied search of recent months for a better way of delivering ...
- 4 m [Public option fate in Obama's hands](#) · Of course, other more moderate Democrats could point to a variety of statements where Obama is cool to the idea of ...
- 4 m [The Pros and Cons of Hissy Fits](#) · Grayson said he was ready to apologize — not for the "die quickly" line but for Congress's failure to pass ...
- 6 m [Brogdon talks health care](#) · Mike Rietz, R-Broken Arrow, for companies in Oklahoma to opt out of any new federal **health care reform** ...
- 9 m [Finance panel continues march to the floor, considers a number of ...](#) · Max Baucus to deliver legislation to the committee — the last of five House ...
- 10 m [seiu healthcare florida](#) · The West Palm Beach seniors were looking to engage the local Humana executive on the **healthcare reform** ...
- 10 m [What do you think?](#) · If Grayson really wants **health-care reform**, this isn't the way to get it. No. Republicans have already shown they ...
- 11 m [EDITORIAL: Obamacare -- faster inflation, worse care](#) · By THE WASHINGTON TIMES President Obama's promise that a government **health care** takeover is ...
- 11 m [Defeat is now conceivable](#) · From unemployment at 15 million, to **health care reform**, God knows how or when; to the Middle East where the peace ...
- 11 m [Above all, do no harm](#) · Orrin G. Hatch I have always believed one of the major purposes of **health care reform** is to lower the costs of medical ...

[more](#)

Images





Prepare to Respond

- Learn in advance how to contact social media outlets
- Have hospital policies in place to deal with internal issues
- Develop scenarios
- Develop internal and external messages
- Create communication response plan



Children's Mercy
HOSPITALS & CLINICS
www.childrensmc.org

Children's Mercy Hospitals and Clinics

Mikki Massey, MHA, CHC, Privacy Officer
Shawn Arni , Director of Marketing and Public Relations

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You Tube Channel

The screenshot shows a web browser window displaying the YouTube channel for Children's Mercy Hospitals and Clinics. The browser's address bar shows the URL <http://www.youtube.com/childrensmerykc>. The YouTube logo and navigation menu are visible at the top. The channel banner features a woman in a lab coat with the text "Changing the way cancer is treated around the world". The main video player shows a video titled "Children's Mercy Oncology" with a duration of 0:00 / 0:33. Below the video, the channel name "Children's Mercy Oncology" is displayed, along with the upload date "February 08, 2010" and "174 views". The video description states: "Where do nearly 90% of the areas pediatric cancer patients go for treatment? Who has eight times more pediatric cancer specialists than any other hospital in the region? And who participates in more than 80 clinical and laboratory trials that are changing the way cancer is treated around the world? The answer is Childrens Mercy Hospitals and Clinics. ... (more info)". To the right of the video, there are sections for "Uploads (92)", "Our Experts (10)", and "Employee Testimonials (6)". The "Uploads" section lists three videos: "Children's Mercy Oncology" (174 views - 1 month ago), "Million Reasons Mosaic - Autumn" (59 views - 3 months ago), and "Million Reasons Mosaic - Colton & Carter" (28 views - 3 months ago). The "Our Experts" section lists three experts: "Our Allergy, Asthma, & Immunology Expert - Dr. Childrens..." (188 views), "Our Obesity Expert - Dr. Hampi" (93 views), and "Our Emergency Medicine Expert - Dr. Fitzmaurice" (176 views). The "Employee Testimonials" section lists one testimonial: "Sarah Seitz" (103 views). At the bottom left, there is a "Subscribe" button and options to "Add as Friend", "Block User", and "Send Message". The "Recent Activity" section shows two uploads: "Children's Mercy Oncology" (1 month ago) and "Million Reasons Mosaic - Autumn" (3 months ago).

Facebook

Children's Mercy Hospital | Facebook

http://www.facebook.com/ChildrensMercy

Cars for Sale...oTrader.com AutoTrader.com CarMax craigslist eBay Lee's Summit High School sbrackman/PreCalculus PowerSchool MyNutrikids.com Bank of America Facebook Twitter www.cnbagcn.com

facebook

Keep me logged in Forgot your password?

Email Password Login

Sign Up Children's Mercy Hospital is on Facebook
Sign up for Facebook to connect with Children's Mercy Hospital.

Children's Mercy Hospital

Wall Info Photos Events Discussions Boxes >>

Children's Mercy Hospital + Fans **Children's Mercy Hospital** Just Fans

 Children's Mercy Hospitals and Clinics in Kansas City, MO, is a national leader in pediatric health care. Our award winning staff offer expertise, innovation and family-centered care to every child.
Fan Page Administrator: Community Relations

Information

Location:
2401 Gillham Road
Kansas City, MO, 64108
Phone:
816-234-3000

Fans
6 of 8,065 fans See All

 Jessica  Mike  Jacob

 Erika  Brenna  Robert

Poll
1 of 4 polls See All

Did your child get a flu vaccination this year?
 Yes. Seasonal Flu

 **Children's Mercy Hospital** This week's Kansas City Business-Journal features a listing of Kansas City's "Best Doctors" as chosen by their peers - and 62 of the physicians listed are Children's Mercy doctors. That's 25% of the entire list of 246 physicians! Congratulations to all of our physicians on the list, and thanks for all you do every day...
See More
Tue at 11:33am · Comment · Like

 Teri, Cindy, Jennifer and 44 others like this.
[View all 11 comments](#)

 **Cathy Payne Gitschlag** Thank God for such a wonderful hospital and the hemoc/onc Docs are top notch. I am amazed with the staff and how well they do with our children. Dr. Gamis and Joy you are awesome!!
Yesterday at 9:21am

 **Rachelle Vargas** Children's Mercy Hospital Doctor Kathleen Neville and Jill Anderson in the hemoc clinic are so amazing they do a wonderful job with my son . They are good at what they do and good with my son . I Think God that they are there to save my sons life
Yesterday at 5:09pm

 **Children's Mercy Hospital** Tuesday, March 30 is National Doctors' Day! In preparation for this year's "Take Me Out to the Ballgame" celebration at Children's Mercy, we invite you to help us show our All-Star doctors just how much you appreciate them. What makes your child's doctor a Children's Mercy All-Star?
Mon at 12:09pm · Comment · Like

 Chrisy, Jeff, Sandy and 25 others like this.
[View all 41 comments](#)

 **Children's Mercy Hospital** Pepsi and Coke are talking about taking their sugary drinks out of elementary schools as part of efforts to reduce childhood obesity. Does your child's school offer sodas and other sugary drinks in vending machines? Should they be removed?
March 18 at 11:45am · Comment · Like

 Angela, Stacie, Julie and 15 others like this.

Twitter

The screenshot shows a web browser window displaying the Twitter profile of Children's Mercy. The browser's address bar shows the URL <http://twitter.com/ChildrensMercy>. The page features the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The profile header includes the Children's Mercy logo, a 'Follow' button, and options for Lists and settings. The main content area displays a series of tweets about sun exposure tips, including links to bit.ly URLs and text about UV exposure risks. The right sidebar contains profile statistics: 584 following, 1,782 followers, and 80 listed. It also lists 560 tweets, provides actions like 'block ChildrensMercy' and 'report for spam', shows a grid of users being followed, and includes an RSS feed link for ChildrensMercy's tweets.

Children's Mercy (ChildrensMercy) on Twitter

<http://twitter.com/ChildrensMercy>

Home Profile Find People Settings Help Sign out

ChildrensMercy

Follow Lists

Sun exposure tips:
<http://bit.ly/cZtBzd>
about 8 hours ago via bit.ly

Sunburn 101 from CMH: <http://bit.ly/auWjBa>
about 8 hours ago via bit.ly

More tips on why teens should skip the tan:
<http://bit.ly/c57UTI>
about 8 hours ago via bit.ly

And excessive UV exposure is related to a depressed immune system, which can lead to a higher rate of infection.
about 8 hours ago via web

Eye damage is also caused by UV exposure.
about 8 hours ago via web

General skin damage, which leads to wrinkles and other negative effects, is related to UV exposure.
about 8 hours ago via web

There are other dangers to Ultraviolet (UV) exposure besides skin cancer.
about 8 hours ago via web

The Ultraviolet A (UVA) levels in tanning beds are 10 to 15 times higher than in natural sunlight, making a tanning bed even more dangerous.
about 8 hours ago via web

The Ultraviolet B (UVB) levels in a tanning bed are similar to those in natural sunlight.
about 8 hours ago via web

According to the American Academy of Dermatology, 35% of females have used a tanning bed by age 17.

Name Children's Mercy
Location Kansas City, MO
Web <http://www.child...>
Bio Premier, independent pediatric medical cntr actively involved in clinical care, pediatric research, & educating the next generation of pediatric subspeciali

584 following 1,782 followers 80 listed

Tweets 560

Favorites

Actions
block ChildrensMercy
report for spam

Following

View all...

RSS feed of ChildrensMercy's tweets



Policies and Guidelines

- Original Policy was a revision of existing Internet Use Policy.
- Provided guidelines for creating a hospital-sponsored social media site, Web site or blog.
- Created application process that required approval by VP and Community Relations.
 - Community Relations access to the account was required
 - Must post at least once every two weeks
 - Provided guidelines for content



Issues and Concerns

- Employee use of social media
 - **Managing Risks**
 - HIPAA, copyrights and other legal
 - “Friending” patients
 - Live events
 - **Managing Time**
 - Employee productivity
 - Patient perception
 - **Managing Reputation**
 - Guidelines for appropriate content
 - Transparency and disclaimers
 - Rules of engagement
 - **Managing Resources**
 - Staff time
 - Bandwidth concerns



Social Media Team

- Privacy Officer
- Corporate Compliance
- Human Resources
- Patient Advocate
- Community Relations
- Technology Development
- Ambulatory Services
- Graduate Medical Education
- Patient Care Services
- Medical Research
- Internet Services
- Information Technology
- Allied Health
- Legal Affairs
- Medical Informatics
- Child Life/Family Advisory Board/Volunteers

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Next Steps

- Finalize Policy
- Educate Managers and Staff



Lawrence Memorial Hospital

Deborah Thompson, Vice President, Human Resources

Jeff Novorr, Vice President, Compliance

Becki Carl Stutz, Student Volunteer Coordinator

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Facebook Facts

- 73% of adults online are on Facebook
- Over 400,000,000 million people on Facebook
 - Nearly 113 million in US
 - Fastest growing demographic:
Women 55+

The Facebook logo, which is the word 'facebook' in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

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LMH Gift Shop

facebook Home Profile Account



LMH Gift Shop Thanks to those who came and registered at the Bone Marrow Drive yesterday. We had 554 donors who successfully completed the process! 2 hours ago clear

Wall Info Photos Reviews +

What's on your mind?

Attach: Everyone Share

Options Remove

LMH Gift Shop Thanks to those who came and registered at the Bone Marrow Drive yesterday. We had 554 donors who successfully completed the process!
2 hours ago · Comment · Like · Promote

Linda Young likes this.

Write a comment...

LMH Gift Shop Only 10 days until Mother's Day...Come on by and check out our great selection of gifts!
Yesterday at 10:30pm · Comment · Like · Promote

Belinda Rehmer Please stop tempting me! :)
Yesterday at 11:05pm · Delete · Report

Write a comment...

LMH Gift Shop Please consider joining us at LMH tomorrow to become a registered bone marrow donor.

NoTrauma | WellCommons

Chat (29)

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

LMH Gift Shop



Your Text Here

Becki Carl Stutz likes this.

Like

Information

Location:
325 Maine
Lawrence, KS, 66044

Phone:
(785) 505-3144

Mon:
9:00 am - 5:00 pm

Tues - Thurs:
9:00 am - 8:00 pm

Fri - Sat:
9:00 am - 5:00 pm

Sun:
1:00 pm - 4:00 pm

Lawrence's Best Kept Secret-the Lawrence Memorial Hospital Gift Shop

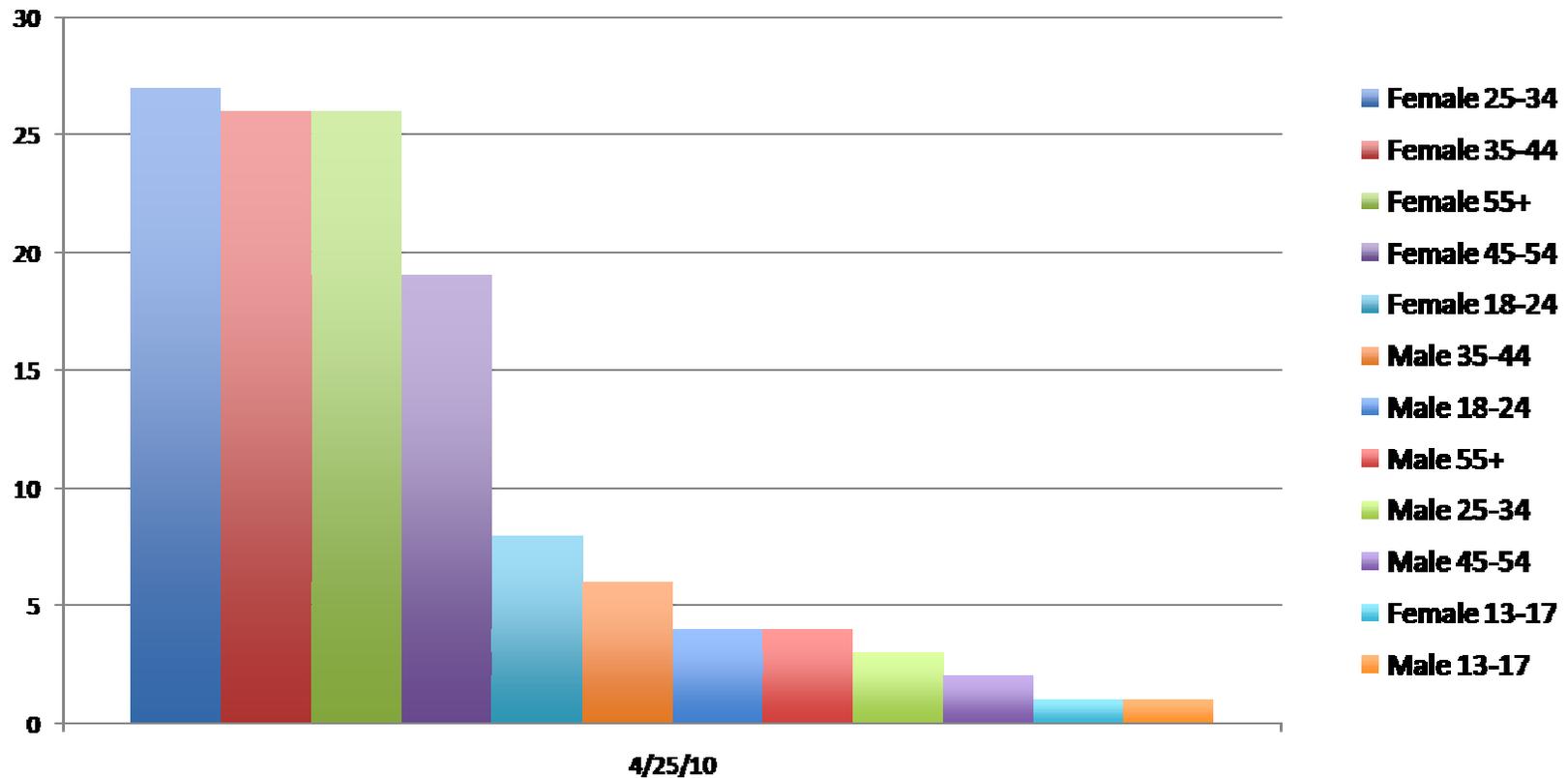
Edit Page

Promote with an Ad

Suggest to Friends



Demographic Information

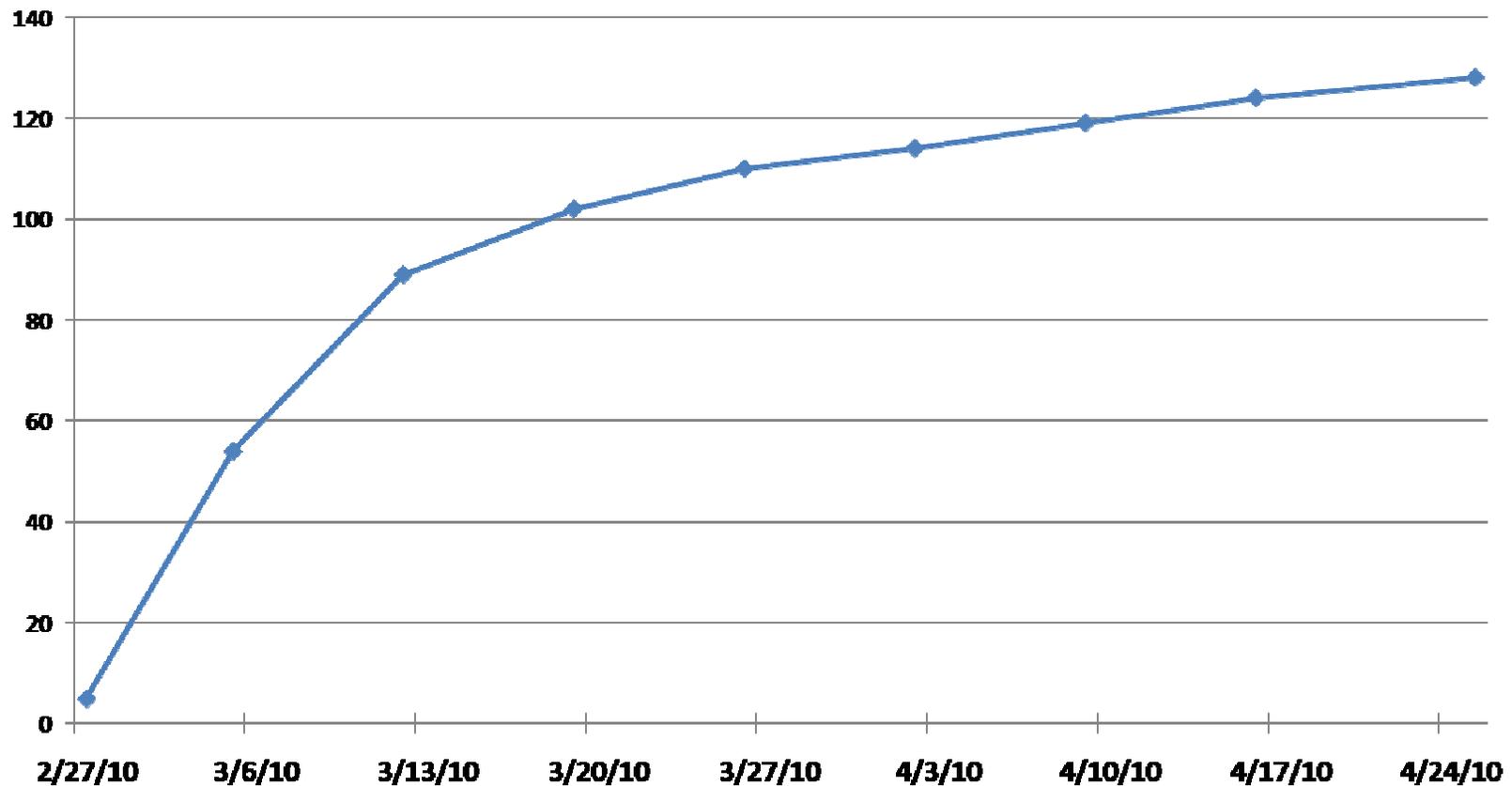


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Fans to the Gift Shop Page

Total Fans



Celebrating 100 Years of Kansas Hospitals Working Together



LMH Social Networking Policy

- The purpose of this policy is to provide LMH employees, volunteers, contract staff, and physicians the requirements for participation in social media, both LMH hosted and Non-LMH hosted,
- in which the participating individual's affiliation with LMH is **known, defined, or presumed**. LMH respects your right to communicate in the public arena, but reminds you of the need to always act in a responsible and professional manner.



Evolution of the Policy

- Influencing Factors:
 - Increased access to desktop computers and smart phones
 - Lawrence, KS demographics
 - LMH's becoming increasingly “wired” with clinical and other systems
- Key events:
 - Staff questions about internet use and boundaries
 - Questionable postings by a few staff members



Referenced Policies

- All policies and procedures that apply to other LMH communications apply to communications on social networking sites, journals, blogs, and the like. These include, but are not limited to:
 - Service Excellence Standards
 - Relationship Based Care Standards
 - PRIDE Values
 - Code of Conduct
 - Responsible Use Policy – 8110-002
 - Internet and E-Mail Policy – 8110-001
 - De-Identified Information – 8060-007
 - Photographs, Audio Recording, and Videotaping for Medical Use – 1010-012
 - Solicitation and Distribution – HRP-32
 - Harassment – HRP-63



LMH – Related Sites

- Individuals or departments who wish to host a social networking site from LMH must obtain approval from the Director of Community Relations.



Applies Anywhere...

- If you participate in communication online via any online blogs, journals, or use any other social networking tools, this policy applies if your identity as an LMH Associate is known, defined or presumed.
- The policy applies regardless of whether the access to the online tool takes place at work or outside of work.



Specifics

- Participating individuals are expected to adhere to LMH policies and procedures
- Participants may not post any comments or material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive or embarrassing to another person or organization.
- Participants may not post content or conduct any activity that fails to conform to any and all state and federal laws applicable to LMH. Copyright laws must be adhered to, ensuring users have permission to use or reproduce any copyrighted material owned by others.



What about HIPAA?

- Any posting that contains information that has the **potential to identify a patient** is a violation of HIPAA Federal privacy laws.
- Patient identifiers come in many varieties, including, but not limited to diagnosis, age, or room number.
- Because most social networking entries are automatically date and time stamped, that is further information with which a patient may be identified.
- Individuals may not use or disclose any patient identifiable information of any kind, including photographs, on any social media site without the written permission of the patient.
- Written permissions consist of a standard release of information, which will become a part of the medical record.



Values

- Your comments are a reflection of LMH to anyone reading your posting. It is up to each of us to choose the attitude we bring to our jobs, and that carries over into how we represent LMH to our community, in person or via the internet.
- Associates must not say or suggest that the views and opinions they express related to LMH and other health care topics represent the official views of LMH.



Mandatory Computer-Based Training

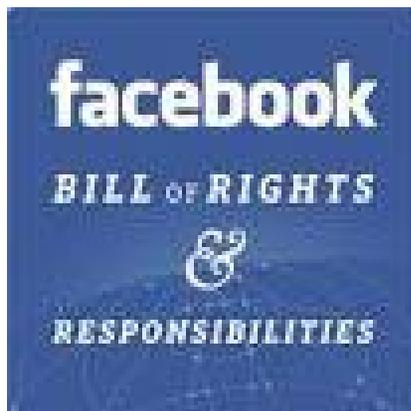
- Objectives:
 1. Define “social networking.”
 2. State LMH guidelines for associates who use social networking sites.
 3. Identify potential dangers of participating in social networking.



Facebook Owns It...

Have you ever read Facebook's "Statement of Rights and Responsibilities" regarding "Sharing Your Content and Information"? Interesting, yet frequently overlooked.

Facebook owns your content. All of it. Forever. . .





Identity Theft

- Guard your financial and other sensitive information.
- Picture social networking sites as billboards in cyberspace.
- Think twice before clicking on links or downloading attachments in emails.
- Protect your computer.



St. Luke Hospital and Living Center

Critical Access Hospital

Mike Norris
Marketing Director

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Facebook Page

facebook

Sign Up

St. Luke Hospital and Living Center is on Facebook
Sign up for Facebook to connect with St. Luke Hospital



St. Luke Hospital and Living Center

Wall Info Photos

VISION:
St. Luke will be the health system of choice as we reach out to individuals and set the standard for excellence in wellness and health care. We will improve the quality of life as we build the future of health care in our communities.

Information

Location:
535 S. Freeborn
Marion, KS, 66861

Phone:
620.382.2177 - Office hours are for business office only. ER services are

January 12 at 6:00am · Comment · Like



St. Luke Hospital and Living Center The following photos/renderings give an inside view of the hospital's building project. More photos will be added as time goes on. As of now, construction will begin in the spring of 2010.




St. Luke Hospital Renovation

January 12 at 8:35am · Comment · Like



Karon Hess cool!
January 12 at 6:04pm

January 7 at 9:07am · Comment · Like



St. Luke Hospital and Living Center St. Luke Hospital Auxiliary has pledged \$125,000 to St. Luke Hospital's building project. Wow! Thank you so much! More information on the donation and the building project will be updated on the page soon!

January 7 at 9:07am · Comment · Like



Brenda Larson Yahoo!!!!
January 7 at 3:07pm

January 7 at 5:29pm



Johnsie Just Buller Cheers for the auxiliary
January 7 at 5:29pm

January 7 at 7:37pm



Jeremy Armstrong I have never worked with a more dedicated and supportive auxiliary than the one in Marion.
January 7 at 7:37pm

January 2 at 7:44am · Comment · Like · Report



Johnsie Just Buller While in high school I started my nursing career at St Luke under the watchful eye of the sisters and Dr RR Melton. During my years in nursing school at Halstead I would return and work during my vacations, etc. I have many fond memories of the time I worked there. I will enjoy following on facebook. Johnsie (Just) Buller

January 2 at 7:44am · Comment · Like · Report



St. Luke Hospital and Living Center Johnsie, thank you for sharing your memories with all the St. Luke fans. Also, you have won a prize for becoming the 100th St. Luke Facebook fan! Congratulations.

Operation: You Can Do It!

facebook

Keep me logged in

[Forgot your password](#)

Email

Password

Sign Up

Operation: You Can Do It is on Facebook

Sign up for Facebook to connect with Operation: You Can Do It.



No matter what you say, "YOU CAN DO IT!!!"

Information

Category:
[Sports & Recreation - Outdoor Sports](#)

Description:
This group represents the hard-working employees at St. Luke Hospital in Marion, KS who have decided to promote health and wellness to the community by actions

Operation: You Can Do It

 Join

Wall

Info

Discussions

Photos

Video

Events

Basic Info

Name: Operation: You Can Do It
Category: [Sports & Recreation - Outdoor Sports](#)
Description: This group represents the hard-working employees at St. Luke Hospital in Marion, KS who have decided to promote health and wellness to the community by actions and not just words! You Can Do It!!!
Privacy Type: Open: All content is public.

Contact Info

Email: mike.norris@slhmarion.org
Office: 620-381-3444
Location: Marion, KS

Recent News

News: So far, 31 St. Luke Hospital employees have signed up to run or walk a 2-mile or half-marathon, Saturday Aug. 14 in Marion, KS. The event is called "Run For Your Momma," and is hosted by MOPS (Mothers of Pre-schoolers) of Marion.



Background

- Facebook page created in Oct. 2009.
- OIC, Mike Norris (marketing director), is only one with access to page.
- Page is used more for PR announcements than health information.
- There are approximately 115 “friends” – interaction is minimal.



Current Use

- So far, interaction has been positive.
- St. Luke is not engaged with Twitter or any other social media sites.
- CEO Jeremy Armstrong supportive of social media and posts occasionally.
- Even when not posting CEO keeps up to date with what is on the page.



Policies/Overview

- Currently St. Luke does not have a social media policy.
- One will be set in place soon - policy will connect with code of conduct.
- Overall experience has been positive.
- Information is widespread, up-to-the-second, and permanent at very little cost.



How Can KHA Help?

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Resources Available

- Go to www.kha-net.org
- Click on Communications
- Click on Social Media

- Social Media PowerPoint
- Sample Policies
- Helpful Links
- Ongoing Education As Needed



Questions?

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