

# Healthcare and social media

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**Healthcare and Social Media Overview** In this modern era, social media has been of immense importance in many areas of human life. Social media is used as an effective communication tool for individuals and businesses. Similarly, healthcare industry is not an exception in this case. Over the years, it has been observed that social media has a significant influence on healthcare providers, patients and communities among others (Sultz & Young, 2009).

### Purpose

In this research paper, the objective is to identify the different functions of social media and accordingly, analyze the impact of social media on the healthcare industry.

### Applications of Social Media in Healthcare Industry

Social media is an effective communication method or a platform through which people collect valuable information as well as share their knowledge and experiences. It has been noticed that the application of social media has become more significant in recent days. During the last decade, it has been determined that the application of social media has increased enormously in the field of global healthcare industry (Sultz & Young, 2009). Presently, a large number of healthcare organizations have adopted social media tools for developing a better communication system with consumers and build strong relationship. In accordance with PricewaterhouseCoopers (2012), 42% of the global healthcare industry consumers have used social media in order to access health related services and information (PricewaterhouseCoopers, 2012).

Healthcare organizations usually use social media in order to accomplish organizational goals of communicating and building relationship with

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patients. Additionally, healthcare organizations have utilized social media platform as an intermediary with the intention of sharing healthcare related information and researches globally. It has been implemented by healthcare organizations in order to enhance care and treatment provisions (Sultz & Young, 2009). According to the report published by Computer Science Corporation (2012), it has been identified that during the year 2011, 65% of the healthcare organizations had used Twitter as a marketing strategy, whereas Facebook and YouTube had been used by 54% and 50% of healthcare organizations respectively (Computer Science Corporation, 2012).

Figure: 1 Involment of Social Media in Healthcare Industry

Source: (Wipro Technologies, 2010)

The Benefits and Risk of Using Social Media

According to report of KPMG International Cooperative (2011), social media has offered and introduced several new dimensions with respect to communication and marketing in front of the healthcare industry. Social media has provided the platform through which healthcare professionals and organizations are sharing ideas, information and experiences with each other in order to enhance the quality of medical services, care and treatment facilities (KPMG International Cooperative, 2011).

On the contrary, healthcare organizations and professionals are recognized to lose their goodwill in global market owing to different factors that include ethical issues and message control, as in social media every individual has an access to the message communicated and might provide negative feedbacks. Moreover, social media is also identified to be accountable for violating patients and organizational privacy rights through the leakage of <https://assignbuster.com/healthcare-and-social-media/>

important information about hospital or patients (Computer Science Corporation, 2012).

#### Future Prediction of the Usage of Social Media in Healthcare Industry

In the present scenario, the advent technology is the most important aspect responsible for growth as well as development of different spheres of industries on a global context. In this respect, social media will assist healthcare industry in developing medical knowledge, which will ensure to offer clinicians medical services among worldwide consumers.

Simultaneously, social media will also assist in building effective communication with the assistance of which the needs of the patients can be met successfully with better care and treatment services.

#### Conclusion

Form the above discussion, it has been observed that social media has become an important marketing strategy for healthcare organizations. Additionally, social media tools have also assisted consumers in accomplishing their personnel medical requirements to a greater extent.

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