

Project management 3

Technology, Information Technology



Social Media and Healthcare System Social Media and Healthcare System

Managing a project involves planning, organizing, making sure all stakeholders are motivated, and taking control over all the resources available to achieve a certain goal. Project managers have to oversee a project regardless the challenges. In my opinion, project manager are agent of change because every project, regardless what it is about, it must bring a certain change which could either be a change in the way an organization operates or a completely new face of the organization. Additionally, according to HIMSS Social Media Work Group (2012), change marks the success or failure in a project. On this note, this paper will mainly focus on the impact of project managers introducing social media into healthcare and how it can be added in various healthcare projects.

In this day and age, the use of social media in health is becoming more popular day in, day out. For instance, around 60% of internet users in US access health information online. Over the years, social media has provided an online platform intended for mass collaboration but with the current technology, social media can be added as a tool in various healthcare projects. For instance, medical device manufacturers, through the social media have been able to facilities projects such as body weight management and diabetes management (HIMSS Social Media Work Group, 2012). Driven by the tremendous development in technology and access to technological devices, in 2009, a company came up with Wi-Fi body scale app for those will to lose weight. Through social media such as Tweeter and Facebook, about 40% of internet users had attempted using the app. Secondly, inspired by the numerous numbers of people posting their blood sugar levels on the

international diabetes foundation tweets, doctors from university introduced an app know as Bant. Bant incorporated wireless digital glucometers to measure blood glucose levels. In the same year, a 49% increase on blood glucose measurement in US alone was recorded (HIMSS Social Media Work Group, 2012).

In conclusion, it is clear that social media has not only succeeded as a platform for exchange of information but it has also brought change in healthcare projects. Thanks to social media, it is easy, cheaper and time saving to manage ones health. An individual can receive treatment from his or her house with the help of apps, blogs and websites accessible in the social media.

Reference

HIMSS Social Media Work Group. 2012. Healthcare “ Friending” Social Media: What Is It, How Is It Used, and What Should I Do? Healthcare Information and Management Systems Society (HIMSS) . retrieves from < <http://www.himss.org/files/HIMSSorg/content/files/HealthcareFriendingSocialMediav15%284%29.pdf> > 12th Apr 2014