#hcsm - March 9, 2014

6:00   HealthSocMed | #hcsm@HealthSocMed
Welcome to (#hcsm) healthcare communications & social media. If you're joining tonight, please introduce yourself! (@danamlewis moderating)

6:00   Gnosis Media Group@GnosisArts
#hcsm: marcomm practices in healthcare. Mod: @HealthSocMed When: Sun 8:00pm CST. #tweetchatshappeningnow

6:01   HealthSocMed | #hcsm@HealthSocMed
We will assume all tweets within #hcsm during following hour are your own & not those of your employers (unless specifically declared).

6:01   Marie Ennis-O'Connor@JBBC
@HealthSocMed Marie tweeting in from down under in Australia #hcsm

6:01   Dana Lewis | #hcsm@danamlewis
Hope everyone got their clocks changed correctly - because #hcsm is starting…..now! :)

6:01   Ben Miller@miller7
Peeking in briefly on #hcsm from the #ihi15summit in DC; Ben - health policy guy in Colorado; @danamlewis fan!

6:02   Dana Lewis | #hcsm@danamlewis
@miller7 oh hi! :) #hcsm #reciprocalfan

6:02   Alan Brewington@abrewi3010
Alan here from rainy Boise Idaho. #hcsm

6:02   Bernadette Keefe@nxtstop1
hi everyone, Bernadette Keefe, physician, checking in from Chapel Hill,NC ~so nice to be here~ #hcsm

6:02   Jennifer Chevinsky@jchevinsky
Jen- @BioethxChat moderator (#bioethx- tomorrow's chat on 'A Dignified Death'); med/bioethics student :) #hcsm

6:02   Mark Salke@marksalke
Hi everybody #hcsm I'm Mark from Ann Arbor MI. I'm a SEO/ Mktr/SM enthusiast, formerly in EMR sales.

6:03   Dana Lewis | #hcsm@danamlewis
@nxtstop1 welcome to #hcsm!

6:03   Marie Ennis-O'Connor@JBBC
@nxtstop1 well hello again :-) #hcsm

6:03   Jordan Davidson@JA_Davids
Hi Everyone, Jordan here -- I'm a health journalist in NYC. #hcsm

6:03 DrFay@DrFayOnline
Fay here -founder of @myHealthImpact where we engage college students on health topics, including HIV awareness, women's health #hcsm

6:03 April Foreman@DocForeman
April: Psychologist serving #Veterans, following #hcsm , but trying to save up tweets for #spsm later so I don't get sent to Tweet jail.

6:03 Marie Ennis-O'Connor@JBBC
@marksalke Hi Mark - nice to see you again #hcsm

6:04 Ben Miller@miller7
@DocForeman I love how Twitter has it out for you! #hcsm

6:04 Marie Ennis-O'Connor@JBBC
@DrFayOnline Nice to see you again #hcsm

6:04 T2D Research@T2DRemission
#hcsm Good evening! Michael Massing checking in from a thawing New England.

6:04 Ryan Lucas@dz45tr
Hello all in #HCSM land. Ryan here. Product Dev in Behavioral Health.

6:04 Dana Lewis | #hcsm@danamlewis
Welcome to #hcsm, all! <--Dana Lewis, #hcsm creator & moderator, thinker | doer | teacher of health & digital. Chief Data Producer, #DIYPS.

6:04 Timothy Aungst@TDAungst
@FoodNetwork Make Me a Show For My Patients with Food Restrictions. Call it "Chopped: Medical Edition" thedigitalapothecary.com/musings/2014/3… #meded #hcsm

6:04 Bernadette Keefe@nxtstop1
@danamlewis Thank you so much for the welcome~really happy to be joining you and all~ :) #hcsm

6:04 Mark Salke@marksalke
Hi Marie! Thank you, and likewise. RT @JBBC: Hi Mark - nice to see you again #hcsm

6:04 Brent Reed@brentnreed
Hello everyone! I'm Brent, clinical pharmacist specializing in cardiology, joining from Baltimore, MD. #hcsm

6:04 Dr. Amanda Young@MNPsyD
Good evening all in #hcsm! Amanda, psychologist from MN here.

6:05 Dana Lewis | #hcsm@danamlewis
@brentnreed welcome! #hcsm

6:05   HealthSocMed | #hcsm@HealthSocMed
Welcome, everyone, to #hcsm! Special hi to any first-timers joining tonight :), and of course our friendly lurkers. Tweet in anytime!

6:05   DrFay@DrFayOnline
Hi @marksalke& @JBBC. Happy tweeting #hcsm

6:05   Robert Mahoney@mahoneyr
Evening, #hcsm. Hospitalist in tropical St. Louis, Mo.

6:05   Bernadette Keefe@nxtstop1
@JBBC Hi there, Marie~ nice to be with you~ per usual ~ :) #hcsm

6:05   Dan Goldman@danielg280
Hi everyone. Dan Goldman, lawyer at Mayo Clinic. #hcsm

6:05   Dana Lewis | #hcsm@danamlewis
@mahoneyr tropical? do I hear you inviting #hcsm for a visit? ;)

6:06   Mark Salke@marksalke
Hello Dr. Fay! RT @DrFayOnline: Hi @JBBC. Happy tweeting #hcsm

6:06   DrFay@DrFayOnline
@DocForeman Hi April! Good to see you #hcsm

6:06 Ryan Lucas@dz45tr
Excited to see a few people from behavioral health in the #HCSM chat!

6:06 Intake.Me@Intakeme
Hi #hcsm, Emily here, med student and co-founder of Intake.Me, working to improve doctor-patient engagement.

6:06 Mark Salke@marksalke
Glad you're here! RT @nxtstop1: @danamlewis Thank you so much for the welcome~really happy to be joining you and all~ :) #hcsm

6:07 Robert Mahoney@mahoneyr
Bear in mind, @danamlewis, we saw 50 degrees today. It's all relative. #hcsm

6:07 HealthSocMed | #hcsm@HealthSocMed
We'll get started with topic 1 (T1) in just a few minutes. Remember if you jump in to #hcsm later to introduce yourself!

6:07 Josh Herigon MPH@JoshHerigon
Hi everybody, Josh Herigon, 4th yr med student. Glad to join #hcsm tonight!

6:07 Dana Lewis | #hcsm@danamlewis
@mahoneyr haha, fair enough (and why I was asking ;)) #hcsm

6:07   DrFay@DrFayOnline
@docnieder Hi Kathy! Nice seeing you again on #hcsm

6:08   Mark Salke@marksalke
Hi Amanda. We haven't seen you in a while. :) RT @MNPsyD:
Good evening all in #hcsm! Amanda, psychologist from MN
here.

6:08   April Foreman@DocForeman
@miller7 LOL...Yep. Guess I tweet too fast on Sundays. ;)
#hcsm

6:08   DrFay@DrFayOnline
@Intakeme Hello Emily again #hcsm

6:08   Bernadette Keefe@nxtstop1
@marksalke Thank you! :) #hcsm

6:08   Marie Ennis-O'Connor@JBBC
@JoshHerigon Josh, i look to see med students on these
chats - gives me great hope for the future of medicine #hcsm

6:08   Marina Bastawrous@mbastaw
Hi all! Marina here--PhD student at the University of Toronto.
Research focuses on caregiving & peer support #hcsm

6:08 [Kati Debelic@Katiissick](#)
In just a little late, Kati here, 24/7 patient. Gave up my nursing license last month. [#hcsm](#)

6:08 ✨[Anna✨@smanna750](#)
[#hcsm](#) Anna frequent patient

6:08 [T2D Research@T2DRemission](#)
[#hcsm](#) Role: Editor? Gadfly? Work the interstices between general lore, scientific knowledge, and clinical practice for type 2 diabetes.

6:09 [Brad Justus@Brad_Justus](#)
Good Evening [#HCSM](#) Friends!

6:09 [Kathy Nieder MD@docnieder](#)
[@nxtstop1](#) In the twittersphere tonight! Hello! [#hcsm](#)

6:09 [HealthSocMed | #hcsm@HealthSocMed](#)
TOPIC 1 - Revising nutritional labels. Re: health literacy, is it enough? What else to improve literacy related to healthy lifestyles? [#hcsm](#)

6:09 [Kareo PM | EHR | RCM@GoKareo](#)
[@HealthSocMed](#) We're here! Happy Sunday everyone. [@GoKareo](#) [@joannkareo](#) are here for our first [#HCSM](#)

6:09   Josh Herigon MPH@JoshHerigon
@JBBC Thank you, I do think we have a very bright future in medicine. My peers are quite impressive. #hcsm

6:09   Dana Lewis | #hcsm@danamlewis
@joannkareo welcome! #hcsm

6:09   Kathy Nieder MD@docnieder
@GoKareo Hang on to your hat--you'll love it #hcsm

6:09   Joann Doan@joannkareo
Hi! Here with @GoKareo for #hcsm! Thanks for having us! @HealthSocMed

6:10   Mark Salke@marksalke
Hi Emily, nice to see you! RT @DrFayOnline: @Intakeme Hello Emily again #hcsm

6:10   DrFay@DrFayOnline
+@JBBC @JoshHerigon Same here. Always great hope in the future leaders in the field! #hcsm

6:10   Ben Miller@miller7
First, it is import to define and understand #health literacy nnlm.gov/outreach/consu… #hcsm

6:10 Kati Debelic@Katiissick
RT @JoshHerigon @JBBC Thank you, I do think we have a very bright future in medicine. My peers are quite impressive. #hcsm #hcsm

6:10 Bernadette Keefe@nxtstop1
@docnieder Hi there! Yes, nice to see you :) #hcsm

6:10 Kareo PM | EHR | RCM@GoKareo
@marksalke @nxtstop1 @danamlewis Hi everyone! #hcsm Glad to be joining in.

6:11 Kareo PM | EHR | RCM@GoKareo
We'll take your word for it! ;) RT @docnieder: @GoKareo Hang on to your hat--you'll love it #hcsm

6:11 Glenn Lanteigne@GlennLanteigne
Hi #hcsm community, I am just joining now, how is everyone doing tonight?

6:11 Intake.Me@Intakeme
@docnieder hi Dr Nieder, hope you're having a fabulous Sunday #hcsm

6:11 Kathy Nieder MD@docnieder
@miller7 T1 Agree. Here's the AMA's def: ama-assn.org/ama/pub/about-… #hcsm

6:11   Kareo PM | EHR | RCM@GoKareo
RT @docnieder: @miller7 T1 Agree. Here's the AMA's def:
ama-assn.org/ama/pub/about-… #hcsm

6:11   Kati Debelic@Katiissick
T1 nutritional labels: the public needs to know that restaurant servings are huge! Calories count need to appear on the rest. menus #hcsm

6:11   Timothy Aungst@TDAungst
Timothy Aungst, Heart Failure Pharmacist, Assistant Professor - Looking forward to #hcsm tonight.

6:12   Ben Miller@miller7
There is a robust literature on #health literacy ahrq.gov/research/findi… #hcsm Applying to nutrition labels not that different.

6:12   Ryan Lucas@dz45tr
T1: I've always been thrown by Recommended Daily Allowance #HCSM

6:12   Jennifer Chevinsky@jchevinsky
T1 IMO need more than just label revision- explanation that FatFree isnt 'healthier' ..no added sugar≠ sugarfree.. organic ≠unmodified #hcsm

6:12   Greg Matthews@chimoose
It's so exciting to hang out with your #hcsm friends at #SxSW @ Hilton Austin, Salon F instagram.com/p/IV9ym4sFU5/

6:12 Josh Herigon MPH@JoshHerigon
T1: We need better nutritional education, starting early in grade schools. Nutrition is difficult. #hcsm

6:12 Mark Salke@marksalke
Hi! Nice to see you here. @GoKareo @nxtstop1 @danamlewis #hcsm

6:13 Timothy Aungst@TDAungst
T1: Telling my patients to read a Nutrition Label is difficult. Most never have, now they have to learn. They want something easier. #hcsm

6:13 Dan Goldman@danielg280
T1: I actually think it's less about making info available, and more about making people want to access the info. #hcsm

6:13 Bernadette Keefe@nxtstop1
T1 The revision seems to be a HUGE improvement on current labels.Serving sizes & calories very clear, Sugar, and fat ~ much better. #hcsm

6:13 Kati Debelic@Katiissick
@danamlewis @jchevinsky net grams of carbs matters for diabetics using insulin pumps. #hcsm

6:13 Marie Ennis-O'Connor@JBBC
@miller7 agree - thanks for sharing that definition - saving it for future use #hcsm

6:13   Morning Dailies@MorningDailies
It's so exciting to hang out with your #hcsm friends at #SxSW
pic.twitter.com/bYA642O40T

6:13   dr suzyy hall@drsuzyyhall
T1 Healthy food options need to be more available and
affordable in all communities #hcsm

6:14   Josh Herigon MPH@JoshHerigon
T1: It may now be easier to read a label, but we have changed
anything about *understanding* the labels. #hcsm

6:14   Dan Goldman@danielg280
I don't think it's that people are looking for info and not finding
it. I think the ppl who need it them most arnt looking #hcsm

6:14   DrFay@DrFayOnline
T1| health literacy should be a continuous effort. Focus on
nutrition labels- fat, salt, sugar, calories, etc. - is inconsistent.
#hcsm

6:14   Alan Brewington@abrewi3010
A1 tax subsidies for organic/locally grown fruit and veggies.
Better promotion of real food vs food in a box #hcsm

6:14   Mark Salke@marksalke
And the 2000 calorie daily intake? RT @dz45tr: T1: I've
always been thrown by Recommended Daily Allowance
#HCSM

6:14 Jennifer Chevinsky@jchevinsky
T1 Labels are created to be confusing- to encourage ppl into buying... need to re-train brain to see through advertising techniques #hcsm

6:14 Scott Leibrand@scottleibrand
@danamlewis I like the idea of adding info on grams of added sugar. That would've been helpful today when looking at fruit snacks. #hcsm

6:15 Brad Justus@Brad_Justus
T1: I Was Amazed By This Video From Kaiser Permanente At #HIMSS14 Watch The Mall Smart Phone Scene #hcsm

6:15 Ben Miller@miller7
"Knowledge" on a topic (e.g. nutrition labels) is often insufficient for change (e.g. self efficacy) onlinelibrary.wiley.com/doi/10.1046/j…. #hcsm

6:15 Marina Bastawrous@mbastaw
RT @drsuzyyhall RT @JoshHerigon: T1: We need better nutritional education, starting early in grade schools. Nutrition is difficult. #hcsm

6:15 Dr. Jason Malinowski@drmalinowski
@jchevinsky #hcsm Agree that the food industry and the health promotion folks have different drivers. Thus confusion.

6:15 Dana Lewis | #hcsm@danamlewis
@scottleibrand good point to separate natural vs added. #hcsm

6:15 [Bernadette Keefe@nxtstop1](#)
[Agree.Not](#) main job RT [@mahoneyr](#) T1 some things may be too complicated to convey in a label. Need education, and willingness to follow. [#hcsm](#)

6:15 [DrFay@DrFayOnline](#)
[.@JoshHerigon](#) True and it should be intergenerational and address the economics of healthy nutrition consumption [#hcsm](#)

6:16 [P. F. Anderson@pfanderson](#)
[@DrFayOnline](#) Could you please explain more. I'm not understanding what you wish would be done differently [#hcsm](#)

6:16 [T2D Research@T2DRemission](#)
[@JoshHerigon](#) [#hcsm](#) I sometimes say when I get stuck calculating, or especially strategizing: "This is not rocket science—it's harder."

6:16 [✨Anna✨@smanna750](#)
[#hcsm](#) I shop the outside isle of the store. As much as I can, try to keep preservatives out.

6:16 [Mark Salke@marksalke](#)
[@jchevinsky](#) Nobody makes a 20 oz Coke into three servings. :) [#hcsm](#)

6:16 Brad Justus@Brad_Justus
Forgot The Video :) youtu.be/NZm5gJikhgE #hcsm

6:16 P. F. Anderson@pfanderson
@nxtstop1 I have to agree. I like the revised nutrition labels.
Good use of design to support information #hcsm

6:16 Bernadette Keefe@nxtstop1
T1 Portion control and understanding of portion sizes has
been a "growing" problem last few decades. Think the
emphasis on that>great. #hcsm

6:17 Josh Herigon MPH@JoshHerigon
Agreed RT @DrFayOnline: @JoshHerigon True and should be
intergenerational and address the economics of healthy
nutrition consumption #hcsm

6:17 Intake.Me@Intakeme
T1: I think the new labels highlight measures that people know
(like calories). Just less clear how helpful counting these help
health #hcsm

6:17 Ryan Lucas@dz45tr
@marksalke, exactly. I've eaten 4,000+ calorie diet while in
intense physical training. Don't know if "healthy," but
necessary #HCSM

6:17 Amol Utrankar@AmolUtrankar
Health literacy is part of a broader educational goal, finding &
critiquing info in a digital society | bit.ly/1f6c8cu #hcsm

6:17 Alan Brewington@abrewi3010
A1 add things like number of hours to exercise off the cheeseburger and fries from fast food joints. #hcsm

6:17   Mark Salke@marksalke
@mahoneyr Just not too tiny! #hcsm

6:17 Dana Lewis | #hcsm@danamlewis
@Intakeme good point, something I noticed, too. Surprised total carbs didn't get bigger play.. #hcsm

6:17 Timothy Aungst@TDAungst
@mahoneyr Like McDonald's Food Label? (Maybe a bit more advanced…) a57.foxnews.com/global.fbnstat… #hcsm

6:17 Dan Goldman@danielg280
RT @DocForeman @danielg280 There are a lot of people who know more about Kim Kardashian's love life than about their own health. #hcsm

6:17 Bernadette Keefe@nxtstop1
So agree RT @docnieder T1 Health literacy needs to be "cultural" in that we include health promotion in schools, work and communities #hcsm

6:17 Marie Ennis-O'Connor@JBBC
Pts with limited health literacy may have less understanding of health that reduces their autonomy in self-care and decision making #hcsm

6:17   Kathy Nieder MD@docnieder
Yes, it's hard to make health literacy "sexy" RT
@DocForeman: @danielg280 #hcsm

6:18   Mark Salke@marksalke
I've heard of this. RT @smanna750: #hcsm I shop the outside
isle of the store. As much as I can, try to keep preservatives
out.

6:18   Robert Mahoney@mahoneyr
At the rate many people exercise, could be "days"
@abrewi3010 #hcsm

6:18   DrFay@DrFayOnline
+@drsuzyyhall Agree! Food deserts and lack of affordable
options are critical. Then, there is literacy in food prep
preparation. #hcsm

6:18   P. F. Anderson@pfanderson
@mahoneyr Excellent point. Numeracy and dyscalculia are
significant issues with #healthlit #hcsm

6:18   Scott Leibrand@scottleibrand
@danamlewis All sugars are equally (un)healthy, but I'd like to
know how much of the snack is actually fruit, as fruit has some
value. #hcsm

6:18   Ryan Lucas@dz45tr
T1: one day, maybe we'll have "smart" Nutrition labels that can
adjust for lifestyle #HCSM

6:19 [Kathy Nieder MD@docnieder](#)
[@marksalke](#) I use that with my patients--eating on the perimeter of the grocery store. It's a start [#hcsm](#)

6:19 [Ben Miller@miller7](#)
In the fast food world, posting calories has not appeared to make a difference in food choice [eurekalert.org/pub_releases/2…](#) A literacy issue? [#hcsm](#)

6:19 [Dana Lewis | #hcsm@danamlewis](#)
[@Intakeme](#) well, not all 'sugar' is bad. Some natural (like fruit) ok. All about moderation. [#hcsm](#)

6:19 [Kati Debelic@Katiissick](#)
There needs to be food labels readily available at the deli counter as well. everywhere. Make it inevitable for people to see. [#hcsm](#)

6:19 [Brad Justus@Brad_Justus](#)
They Are Discussing Soylent At [#SXSW](#) Today. Maybe This Is The Answer? [campaign.soylent.me/soylent-free-y…](#) [#hcsm](#)

6:19 [Amol Utrankar@AmolUtrankar](#)
.[@docnieder](#) The eternal question: how to make choices with long-term consequences (AKA, nutrition) feel immediate. [#hcsm](#)

6:19 Katy Hanlon@khanlon
@miller7 Yes, better if part of a community-based and targeted whole health program. #hcsm #peers #communityhealthworkers

6:19 dr suzyy hall@drsuzyyhall
"@smanna750: #hcsm I shop the outside isle of the store. As much as I can, try to keep preservatives out." Awesome tip!!

6:19 Mark Salke@marksalke
@Intakeme Some members of our society are most concerned with calories period, cuz they're hungry! #hcsm Need to fix this.

6:19 P. F. Anderson@pfanderson
@Jess_ME_CFS Thank you for this. I worry about trends toward "one size fits all" nutrition communication. Different for everyone. #hcsm

6:20 April Foreman@DocForeman
@docnieder @danielg280 "And I was like GURL, did you SEE that brussel sprout. Hawt." #hcsm

6:20 Marina Bastawrous@mbastaw
@miller7 I'd argue not literacy issue but, rather, bad informed decisions (myself among those that make them) #hcsm

6:20 Bernadette Keefe@nxtstop1
T1 What we need is QR labels and special APP which breaks down nutrition into any number of stats~ suitable for one's health condition #hcsm

6:20 Amanda Ball@MsAmandaBall
#hcsm Only shop the perimeter of the grocery store... it has everything you need.

6:20 Kathy Nieder MD@docnieder
@AmolUtrankar Difficult although if you can get people to begin, they quickly have more energy and feel better in general. #hcsm

6:20 P. F. Anderson@pfanderson
@danamlewis @Intakeme Yes, the new guidelines from the WHO worry me in that respect. Over simplify. #hcsm

6:20 Robert Mahoney@mahoneyr
Also, knowing something has 10% of your day's fat isn't as helpful until you know the item has 2% of your day's calories @pfanderson #hcsm

6:21 Amol Utrankar@AmolUtrankar
.@miller7 What's 'literacy,' really? Knowing something (like # calories), or understanding how to put that into action? #hcsm

6:21 Alan Brewington@abrewi3010
@danamlewis it was just a thought. Maybe if people knew they had to run a marathon to burn crap off they would eat better #hcsm

6:21 P. F. Anderson@pfanderson
@danamlewis @Intakeme Not just total carbs, but total available carbs (balanced w/ fiber) #hcsm

6:21 DrFay@DrFayOnline
+@pfanderson Appears that the foci on what 2 balance n nutrition veers 2 often.Results n consumer confusion rather that literacy #hcsm

6:21 Kati Debelic@Katiissick
@marksalke @Intakeme i'm one of them. i only got 1200 cal a day and not loosing weight. Exercise is not an option. calories matter #hcsm

6:21 Kathy Nieder MD@docnieder
@Intakeme Ending with #hcsm makes for a great weekend. :P

6:21 Jennifer Chevinsky@jchevinsky
@marksalke and the newer 'zero' campaigns- coke zero, sprite zero.. has u convinced there is nooothing in it, maybe healthy. False. #hcsm

6:21 Marina Bastawrous@mbastaw
@nxtstop1 I think the customisable app would line up nicely with making things culturally-relevant as well! #hcsm

6:21 Mark Salke@marksalke
@smanna750 It is real. The inside aisles are where all the processed grub is. :) #hcsm

6:21 Marie Ennis-O'Connor@JBBC
Personal motivations, emotional factors, access to facilitators influence dev of health literacy skills ow.ly/up9ni #hcsm

6:22 Ryan Lucas@dz45tr
@mbastaw, informed decisions and solving the pervasiveness which leads to blindness @miller7 #HCSM

6:22 Jess ME CFS@Jess_ME_CFS
@pfanderson Most definitely! As someone on a high-calorie diet for medical reasons I sometimes feel ostracised.. #hcsm

6:22 Alan Brewington@abrewi3010
@mahoneyr that's my point though. People might make more of an effort to eat better if it's put to them like that #hcsm

6:22 P. F. Anderson@pfanderson
@Brad_Justus Terrifying. Oy vey. #hcsm

6:22 Dr. Jason Malinowski@drmalinowski
#hcsm i think the diabetes people are ahead of us on this, at least in Canada. Bar graphs I like, but concerned about less literate pts.

6:22 Robert Mahoney@mahoneyr
Don't we also need to agree on nutrition principles before educating patients? They've heard fat is bad...no, no, carbs are bad, etc. #hcsm

6:22 Mark Salke@marksalke
Bam! MT @AmolUtrankar: .@docnieder The eternal question: how to make choices w/ long-term consequences (nutrition) feel immediate. #hcsm

6:22   Josh Herigon MPH@JoshHerigon
.@nxtstop1 Or an app that can use a picture of a nutrition label and apply OCR to break down the label into nutr info important to you #hcsm

6:22   Dan Goldman@danielg280
Media plays a role in disseminating health misinfo, eg fad diets, which adds to difficulty of knowing what's accurate #hcsm

6:23   Brad Justus@Brad_Justus
Maybe #Paleo Is The Anti-Label Movement? #CavemanProblems #hcsm

6:23   Marie Ennis-O'Connor@JBBC
T1 Personal motivation a factor which comes into play re health labelling #hcsm

6:23   Kathy Nieder MD@docnieder
Motivation is so hard for people, especially if they are filling themselves up w/addictive added sugars and solid fats #hcsm

6:23   DrFay@DrFayOnline
+@drsuzyyhall this also gets to the cultural aspects of health literacy, food prep & educating families & communities. #hcsm

6:23   Mark Salke@marksalke
@nxtstop1 The technology existst to do this. #hcsm

6:23 Brent Reed@brentnreed
Especially true with sodium limits. MT @mahoneyr "Don't we also need to agree on nutrition principles before educating patients?" #hcsm

6:23 Robert Mahoney@mahoneyr
Yup. This. RT @TDAungst: Like McDonald's Food Label? (Maybe a bit more advanced…) a57.foxnews.com/global.fbnstat… #hcsm

6:24 P. F. Anderson@pfanderson
@DrFayOnline Agreed. And science often based on assumptions not thoroughly tested, guidelines & research shaped by ag industry. #hcsm

6:24 ✨Anna✨@smanna750
#hcsm I shop farmers markets as much as possible. Keep money local and I feel the food is better for me

6:24 Ben Miller@miller7
#cosmos + #hcsm = @ePatientDave

6:24 Kathy Nieder MD@docnieder
Like this! MT @nxtstop1: T1 What we need is QR labels & APP breaks down nutrition into any number of stats~ #hcsm

6:24 Marina Bastawrous@mbastaw
@nxtstop1 Totally agree! #hcsm

6:24 April Foreman@DocForeman
@danielg280 Yes. Nutrition and other kinds of health literacy definitely have a huge "marketing" problem. #hcsm

6:24 Dr. Jason Malinowski@drmalinowski
@mahoneyr #hcsm Yes and how nuts were bad, before they were good.

6:24 bacigalupe@bacigalupe
oh wow. coming late to #hcsm and the conversation includes culture, a word that should be in all conversations always

6:24 Jennifer Chevinsky@jchevinsky
@JoshHerigon That would b incredibly interesting app innovation! Scan code 2 see if fits ur nutritional diet..! And in what quantity! #hcsm

6:24 Marie Ennis-O'Connor@JBBC
T1 first step - you need to build health knowledge and motivation #hcsm

6:24 P. F. Anderson@pfanderson
@Jess_ME_CFS Ditto! When the doc sent me to dietician, she laughed herself silly cuz I was following standard guidelines. #hcsm

6:25 Robert Mahoney@mahoneyr
Won't companies just start buying targeted ads in the QR app? @docnieder @nxtstop1 #hcsm

6:25 April Foreman@DocForeman
@docnieder @nxtstop1 What we need is our phones to track our diets, and labels to scan into our phone tracking apps. #hcsm

6:25 Ryan Lucas@dz45tr
T1: thought...Wouldn't diet planning be more impactful than just nutrition labels updates? #HCSM

6:25 April Foreman@DocForeman
@docnieder @nxtstop1 ..."I'm sorry, Hal. You can't eat that." #hcsm

6:25 Marina Bastawrous@mbastaw
T1 - Would love to see comparative options on labels. E.g. "I contain x calories, y fat, z carbs...These similar products contain...." #hcsm

6:25 Kati Debelic@Katiissick
Me too. It's been a year and it helps me immensly RT @docnieder @nxtstop1 I use the @fitnesspal app for that #hcsm #hcsm

6:26 Mark Salke@marksalke
@Katiissick And folks that are hungry are most concerned with filling their bellies. #hcsm

6:26 Amanda Ball@MsAmandaBall
Is it bad that I'm lurking this conversation while dining on a Spongebob Squarepants GoGurt? I think not. #hcsm

6:26 P. F. Anderson@pfanderson
@jchevinsky @marksalke Yep! I'd rather have water, or water lightly flavored with citrus rind or vinegar shrubs (sweet vinegar) #hcsm

6:26 Joann Doan@joannkareo
@danamlewis Thanks Dana! #hcsm

6:26 Amol Utrankar@AmolUtrankar
Maybe too wonk-ish, but in the context of healthcare, what's the functional definition of #literacy? #hcsm #meded

6:26 Marie Ennis-O'Connor@JBBC
@jchevinsky which is why we need to build a good base of health knowledge among pop. as a foundation for health literacy #hcsm

6:27 Ben Miller@miller7
@MsAmandaBall No judgement here. #hcsm loves all Gogurt eaters.

6:27 Robert Mahoney@mahoneyr
Don't look at that label. @MsAmandaBall #hcsm

6:27 Marina Bastawrous@mbastaw
@MsAmandaBall We're all human! Important difference between a 'dietary splurge' and an unhealthy way of life :) #hcsm

6:27 [Alan Brewington@abrewi3010](#)
A1 we also need to start defining "everything in moderation" better. What does moderation mean for me vs someone else? [#hcsm](#)

6:27 [Intake.Me@Intakeme](#)
T1: nutrition labels only a 1st step. FAR too easy in current society to eat poorly, need more design to make eating healthy easy! [#hcsm](#)

6:27 [DrFay@DrFayOnline](#)
+[@jchevinsky](#) [@JoshHerigon](#) Going farther...Make the app available to local communities and schools as test beds for innovation. [#hcsm](#)

6:27 [HealthSocMed | #hcsm@HealthSocMed](#)
Ok, good discussion on labels, literacy, culture, & healthy lifestyles. Onward to topic 2 (T2) in a minute! [#hcsm](#)

6:27 [Jennifer Chevinsky@jchevinsky](#)
[@marksalke](#) literacy only 1 part of issue- literacy in reading labels &understanding implications; But also issue of FoodSilos &costs [#hcsm](#)

6:27 [P. F. Anderson@pfanderson](#)
[@nxtstop1](#) Interesting, but could exclude those on wrong side of the digital divide [#hcsm](#)

6:27 **Bernadette Keefe@nxtstop1**
T1 Jen, so agree about "health food stores"~basically I like Michael Pollen "Eat Real Food, Mostly Plants" as very sound advice #hcsm

6:27 **Aurelia Cotta@AureliaCotta**
.@miller7 no, it's a poverty issue. Poor people can afford cheap, prepared food. They can't afford the time/food to cook from scratch #hcsm

6:27 **Mark Salke@marksalke**
@Katiissick Oh gosh. Yes! #hcsm

6:27 **Marie Ennis-O'Connor@JBBC**
@nxtstop1 agree - health literacy qs has limited effectiveness if people haven't got healthy foundation first #hcsm

6:28 **T2D Research@T2DRemission**
@pfanderson @Jess_ME_CFS #hcsm A whole industry tells diabetics "You can eat like everyone else"—as if that were healthy for either!

6:28 **Josh Herigon MPH@JoshHerigon**
Always a concern RT @pfanderson: @nxtstop1 Interesting, but could exclude those on wrong side of the digital divide #hcsm

6:28 **Intake.Me@Intakeme**
T1: we also minimize the role of how addictive, cheap prepared/fatty/sugary foods are. Need to change an industry, not just people. #hcsm

6:28 DrFay@DrFayOnline
+@mahoneyr @docnieder @nxtstop1 Yes, now be on into enterprise! #hcsm

6:28 Marie Ennis-O'Connor@JBBC
Parallel to the process and outcome of becoming more health literate is the concept of empowerment #hcsm

6:28 Aurelia Cotta@AureliaCotta
@miller7 posting calories just makes poor people feel guilty and depressed that they can't do better. #hcsm

6:28 Alan Brewington@abrewi3010
@MsAmandaBall is it good? I've never tried one before. #hcsm

6:28 Dana Lewis | #hcsm@danamlewis
@abrewi3010 great point. and perhaps remove stigmas related to moderation? #hcsm

6:28 Marina Bastawrous@mbastaw
@jchevinsky @marksalke Costs are a HUGE issue. A number of times i've chosen a less healthy food option due to costs #hcsm

6:29 Brad Justus@Brad_Justus
Maybe we will be limited on food purchases using a new currency called BITeCoin? #hcsm

6:29   [Kathy Nieder MD@docnieder](#)
[@Intakeme](#) unfortunately, you can't change industry until people change and stop buying crap. [#hcsm](#)

6:29   [Intake.Me@Intakeme](#)
Great idea! RT [@dz45tr](#) T1: thought...Wouldn't diet planning be more impactful than just nutrition labels updates? [#hcsm](#)

6:29   [Bernadette Keefe@nxtstop1](#)
T1 Another point about nutrition advice is it changes.frequently! just recently new info re full fat milk being better than skim milk~ [#hcsm](#)

6:29   [Jennifer Chevinsky@jchevinsky](#)
[@DrFayOnline](#) [@JoshHerigon](#) YES- with post survey- when pick items against suggestion of app, what was motivation? Taste? Cost? etc [#hcsm](#)

6:29   [P. F. Anderson@pfanderson](#)
[@mahoneyr](#) Almost everyone has some sort of genetic enzyme deficiency or genetic susceptibility to deficiency of some sort [#hcsm](#)

6:29   [Ben Miller@miller7](#)
[@AmolUtrankar](#) Ah yes! Knowledge does not suffice. Great points! [#hcsm](#)

6:30 Kati Debelic@Katiissick
@mbastaw @jchevinsky @marksalke it's tough making healthy choices when on the go, or when eating socially. #hcsm

6:30 HealthSocMed | #hcsm@HealthSocMed
TOPIC 2 - Yes, HIPAA. But when there's not HCP/hospital/system involved, do we worry overmuch about privacy @ price of HC innovation? #hcsm

6:30 Intake.Me@Intakeme
@docnieder agree-it's a self-perpetuating cycle. but worth pointing out, not just at consumer level, Farm bill, etc. play huge role. #hcsm

6:30 Dana Lewis | #hcsm@danamlewis
T2 at #hcsm - Yes, there's HIPAA. But when no HCP/hospital/system involved, do we worry overmuch about privacy @ price of HC innovation?

6:30 Ryan Lucas@dz45tr
T1: Knowing what's in a box, versus how all of the boxes that day interact is bigger than labels #HCSM

6:30 DrFay@DrFayOnline
+@pfanderson @nxtstop1 This would increase divides - health, education, tech, etc. these are systemic issues. #hcsm

6:30 Mercury360® Health@m360health
60% of physicians say that social media improves the quality of care delivered to patients bit.ly/1ih77zU #hcsm

6:30 bacigalupe@bacigalupe
What's 'literacy,' really? @AmolUtrankar @miller7 #hcsm
Literacy is not a skill or a thing. It is a relationship.

6:31 Alan Brewington@abrewi3010
@danamlewis great point yourself! :) Stigma and diet are a
huge problem in our country #hcsm

6:31 Kathy Nieder MD@docnieder
T2 Not looking at postings on Twitter, Facebook and other
SoMe sites. I know way too much abt my FB friends health
probs! #hcsm

6:31 Ryan Lucas@dz45tr
T2: Was just discussing the privacy issue at @Health20DB
this week. That's opening culturally. #HCSM

6:31 April Foreman@DocForeman
@Intakeme @dz45tr Yes. Your scale, your EMR blood test
records, and your phone should hook up w/ your grocery store
ads and... #hcsm

6:31 P. F. Anderson@pfanderson
@T2DRemission @Jess_ME_CFS Ditto for celiacs. Except
gluten diets that most closely mimic standard diets horrible for
health #hcsm

6:31 Robert Mahoney@mahoneyr
T2 If there's no HCP or hospital system involved, is HIPAA
involved? @HealthSocMed #hcsm

6:32 [Dan Goldman@danielg280](#)
T2: well, it's all about balance. Privacy is important, whether legally required or not. [#hcsm](#)

6:32 [April Foreman@DocForeman](#)
[@Intakeme](#) [@dz45tr](#) And then talk to your fridge...and then have some groceries and recipes delivered. I may be carried away here. ;) [#hcsm](#)

6:32 [Jess ME CFS@Jess_ME_CFS](#)
[@pfanderson](#) yup! Ppl constantly educate that cake etc is bad- it's *good* for me! Those needing to gain weight often ignored/forgotten [#hcsm](#)

6:32 [bacigalupe@bacigalupe](#)
Literacy means that the one in charge of creating a message, thinks abt the other emphatically. Doesn't assume we all share same view [#hcsm](#)

6:32 [Ben Miller@miller7](#)
Ah yes, the fun of HIPAAnoia [#hcsm](#)

6:32 [Ryan Lucas@dz45tr](#)
Bingo! re: bringing [#EHR](#), [#Nutrition](#) [#Diet](#) [#exercise](#) together [@DocForeman](#) [@Intakeme](#) [#ConnectTheDots](#) [#HCSM](#)

6:33 [Marie Ennis-O'Connor@JBBC](#)
[@bacigalupe](#) literacy is the ability to find, understand, and appraise information [#hcsm](#)

6:33 Brent Reed@brentnreed
Wonder if it's truly the privacy concerns holding back
innovation in health care, or fear of litigation related to
privacy? #hcsm

6:33 Aurelia Cotta@AureliaCotta
@miller7 every moment of every day. SDOH rules all. #hcsm

6:33 Amanda Ball@MsAmandaBall
@abrewi3010 Do yourself a favor and get the Cool Cotton
Candy flavor. And, for the sake of the #hcsm discussion,
nutritional content = 60ca

6:33 Dan Goldman@danielg280
@mahoneyr HIPAA applies to health insurers as well, and to
companies that have patient info through a provider or insurer
#hcsm

6:33 Chris Sebastian@csebastian
T2: I think innovation is more restrained by the creativity of
those with power to effect change than by privacy. #hcsm

6:33 Dana Lewis | #hcsm@danamlewis
@mahoneyr re: your Q, HIPAA is related to a HCP/HC system/
insurers. otherwise, it's not in play #hcsm

6:33   Amol Utrankar@AmolUtrankar
Now, here's a fascinating perspective to think about .. RT "@bacigalupe: Literacy is not a skill or a thing. It is a relationship." #hcsm

6:33   Kati Debelic@Katiissick
@Jess_ME_CFS @pfanderson lucky you. Wish i had that problem. #hcsm

6:33   Ryan Lucas@dz45tr
I don't think you are, @DocForeman! @Intakeme #HCSM

6:33   April Foreman@DocForeman
Our worries about privacy probably does not match the actual risk/rewards we face. #hcsm

6:33   Kathy Nieder MD@docnieder
Speaking of HIPAAnoia Try getting your pts records from @Walgreens if they didn't say who their PCP was during the visit! @miller7 #hcsm

6:34   Jennifer Chevinsky@jchevinsky
T2 IMO #privacy always A concern;New innovation makes choose/balance btwn concerns. Sometimes BestOption 2 giveup privacy : / #hcsm #bioethx

6:34   Josh Herigon MPH@JoshHerigon
T2: Privacy is fundamentally about trust. Become flippant about privacy and you risk everything in the relationship, esp true in HC #hcsm

6:34 bacigalupe@bacigalupe
Whenever I read HIPAA I think of "hipo" #hcsm (means hiccup in Spanish)

6:34 Kathy Nieder MD@docnieder
@DocForeman As in "I'd rather be cured than secure?" #hcsm

6:34 Intake.Me@Intakeme
T2 one thing HIPAA has right: establishes your health data as your own - supports pt empowerment in using their own info! #hcsm

6:34 Ben Miller@miller7
@docnieder PCP as a vital sign!!! #hcsm

6:34 Marina Bastawrous@mbastaw
T2- Saddened that great health tech research wasted bc speed of research MUCH slower than rate of innovation in tech. Big problem. #hcsm

6:34 Marie Ennis-O'Connor@JBBC
By improving people's access to health info and their capacity to use it effectively, improved health literacy is key to empowerment #hcsm

6:34 Kathy Nieder MD@docnieder
Yes! RT @miller7: @docnieder PCP as a vital sign!!! #hcsm

6:34 DrFay@DrFayOnline
+@bacigalupe @AmolUtrankar @miller7 Literacy is a relationship influenced by lifestyle which is multidimensional. #hcsm

6:34 Dan Goldman@danielg280
One person's "roadblock" is another person's "protection." Privacy is related to trust and if you lose patient's trust, then.... #hcsm

6:34 P. F. Anderson@pfanderson
@Jess_ME_CFS LOL! My cakes are vastly healthier than most. Stuffed full of nutrition. Not empty calories w/ tons of sugar #hcsm

6:35 Jennifer Chevinsky@jchevinsky
T2 unfortunately 'choice' to give up privacy not always free choice. Coerced, undue inducement, no other 'viable option' #bioethx #hcsm

6:35 Robert Mahoney@mahoneyr
I guess I don't associate innovation with insurers, but good point nonetheless. @danielg280 #hcsm

6:35 April Foreman@DocForeman
@docnieder As in "This data isn't particularly sensitive or private to me...but getting well would be a HUGE benefit." #hcsm

6:35 Jess ME CFS@Jess_ME_CFS
@Katiissick @pfanderson haha, seriously you don't- threats of
tube-feeding are not fun ;) If only people could donate weight!!
#hcsm

6:35 Chris Sebastian@csebastian
Chris from Dallas checking in-- I'm a designer who will enter
medical school this fall. #hcsm

6:36 Timothy Aungst@TDAungst
T1: I think Food Network should make me a show for nutrition
for my patients. "Chopped: Medical Edition"
thedigitalapothecary.squarespace.com/musings/2014/3…
#hcsm

6:36 Mark Salke@marksalke
A2: We surrender privacy and share personal info all the time
for the smallest price. The context of PHI is impt, principle is
same. #hcsm

6:36 Dan Goldman@danielg280
@mahoneyr Well, insurers are behind a lot of big data and
care management projects which can benefit pts as well
#hcsm

6:36 Amol Utrankar@AmolUtrankar
As an #EMS provider, #HIPAA is far too often the scapegoat
for any gray areas about data, sharing, + disclosure. #hcsm

6:36 Jess ME CFS@Jess_ME_CFS
@pfanderson haha, I just go for whatever tastes best. Can't cook myself due to illness and I just need calories right now! #hcsm

6:36 Kati Debelic@Katiissick
@Jess_ME_CFS @pfanderson hehe. I'd gladly donate 50 lbs to you. we have the same illness but are at opposite ends metabolism wise #hcsm

6:36 Robert Mahoney@mahoneyr
I think HIPAA privacy is most often used as a reason why someone can't do their job. #hcsm

6:36 Marina Bastawrous@mbastaw
MT @TDAungst T1: Food Network should make show for nutrition for my patients. "Chopped: Medical Edition" thedigitalapothecary.squarespace.com/musings/2014/3… #hcsm

6:36 Intake.Me@Intakeme
T2: the idea is right: give patients control over who can view their data. BUT health data is more complex than HIPAA accounts for. #hcsm

6:36 Mark Salke@marksalke
Yup. RT @danielg280: T2: well, it's all about balance. Privacy is important, whether legally required or not. #hcsm

6:37 Ryan Lucas@dz45tr
We have the technology. We have the capability to make (#health #data) better! #HCSM @DocForeman @Intakeme

6:37 DrFay@DrFayOnline
+@JBBC Yes, am aware of the formal definition, but speaking in simple terms. #hcsm

6:37 Kathy Nieder MD@docnieder
@TDAungst @Walgreens doesn't get "treating provider" &won't release pt's records to me if they don't sign 4 them. & I'm seeing in f/u #hcsm

6:37 Brad Justus@Brad_Justus
I Have HIPAA Fatigue. Is That PHI? #hcsm

6:37 Bernadette Keefe@nxtstop1
T2 Ideally allowing for hippa ~we would wish to share our data~ or benefit of all~improved population health.But it's all about trust #hcsm

6:37 harriseve@harriseve
Yes MT @JBBC: improving access 2health info & ppl's capacity 2use it effectively: improved health literacy is key 2empowerment #hcsm

6:37 Mike Moore, DO@MikeMooreDO
+10^7 RT @miller7: Ah yes, the fun of HIPAAnoia #hcsm

6:38 Jess ME CFS@Jess_ME_CFS
T2- Healthcare innovation is vitally important, but privacy cannot be at risk/compromised, otherwise nobody will be willing to embrace #hcsm

6:38 Kathy Nieder MD@docnieder
I need the ICD10 code on that. RT @Brad_Justus: I Have
HIPAA Fatigue. Is That PHI? #hcsm

6:38 Robert Mahoney@mahoneyr
There may not be as many privacy implications in big,
aggregated data. @danielg280 #hcsm

6:38 Ben Miller@miller7
@MikeMooreDO I can now retire. #hcsm Thank you.

6:38 Kathy Nieder MD@docnieder
@TDAungst @Walgreens It's when they are seen in the
Walgreen's clinics. #hcsm

6:39 Kati Debelic@Katiissick
RT @nxtstop1 T2 Ideally allowing 4hippa~we would wish
2share our data~orbenefit ofall~improved pop health.But it's
all abt trust #hcsm #hcsm

6:39 bacigalupe@bacigalupe
Talking about trust and privacy, etc. Have you all watched
Dallas Buyers Club? A must for every HCP and patient. #hcsm

6:39 Bernadette Keefe@nxtstop1
T2 People will be much more eager to share their data when
they have full unfettered access to their medical record. #hcsm

6:39 Ryan Lucas@dz45tr
That's fair, @T2DRemission. #HCSM

6:39 Intake.Me@Intakeme
T2: The idea is right: give pts control over who sees their data. BUT health data is way more complex than HIPAA accounts for. #hcsm

6:40 T2D Research@T2DRemission
@Alice_Aitch @nxtstop1 Fascinating to read about the origins of Home Economics as a progressive movement. #hcsm

6:40 Mark Salke@marksalke
Bravo! MT @Intakeme: T2 one thing HIPAA has right: est your health data as your own - supports pt empowerment in using their own info! #hcsm

6:40 Jess ME CFS@Jess_ME_CFS
@Katiissick @pfanderson they would be very gladly received! Yup- you either go one way or the other with this illness it seems! #MEcfs #hcsm

6:40 Intake.Me@Intakeme
@nxtstop1 needs to be a 2-way street though. Med records are often just lists of billing data, need to make rational for patients. #hcsm

6:40 Brad Justus@Brad_Justus
@bacigalupe I will check it out. I thought it was about a Costco in Dallas #HCSM

6:40 bacigalupe@bacigalupe
Sorry I go on w/literacy but 1 of the problems is that focusing only on patient literacy: we forget responsibility of message creator #hcsm

6:41 Amol Utrankar@AmolUtrankar
.@Intakeme Not to mention, HIPAA predates the level of mobile interconnectivity we now have and the health potential that holds .. #hcsm

6:41 ✨Anna✨@smanna750
#hcsm I work in the health field, so I had all the HIPPA training. I also see it from the patient side. It's misused on both sides.

6:41 Dan Goldman@danielg280
We need to recognize that there is a tension between the systemic value of big data and individual control of medical info. #hcsm

6:41 Robert Mahoney@mahoneyr
That's true. Many people who "invoke" HIPAA don't seem to want to do what's being asked. @smanna750 #hcsm

6:41 Mark Salke@marksalke
That's really insightful, Emily. @Intakeme @DocForeman #hcsm

6:42 Brad Justus@Brad_Justus
Healthcare Big Data will be used for Good and Evil just like the Internet #hcsm

6:42 Bernadette Keefe@nxtstop1
@Intakeme T2 No kidding.Medical records as presented now are way less than ideal re not readily intelligible/ organized or rational #hcsm

6:42 bacigalupe@bacigalupe
. @danamlewis #hcsm The problem w/lot HC innovation is that it is often not w/the patient's need at the center but the innovator's #hcsm

6:43 Kati Debelic@Katiissick
T2 big data is crucial to elucidate poorly understood diseases. The more patients will share, the faster we can understand. #mecfs #hcsm

6:43 Dana Lewis | #hcsm@danamlewis
. @bacigalupe wondering how we can maximize support for patient innovators, who ARE innovating w/ patient needs @ center. #hcsm

6:43 Jennifer Chevinsky@jchevinsky
@Intakeme agree! Seems 2 have wiped out all meaning behind what HIPPA actually meant 2 stand for. Real discussion on #privacy #bioethx #hcsm

6:43 Intake.Me@Intakeme
@nxtstop1 yeah, releasing medical records to patients is a
first step. Making them rational is why I founded Intake.Me!
#hcsm

6:44 Dan Goldman@danielg280
@Katiissick See my last point :) This can often be at odds with
patient control of where their health data goes and what its
used 4 #hcsm

6:44 Dr. Jason Malinowski@drmalinowski
#hcsm paraphrasing, "lies, damned lies and healthcare
information"

6:44 Kati Debelic@Katiissick
RT @nxtstop1 @Intakeme T2 No kidding.Med records
aspresented now r way less than ideal,not readily intelligible/
org or rational #hcsm #hcsm

6:44 Ben Miller@miller7
@bacigalupe @danamlewis Precisely why we need a
"communities of solution" approach annfammed.org/content/
10/3/2… #hcsm

6:44 Robert Mahoney@mahoneyr
In all fairness to HIPAA, though, I remember when people
used to throw medical records away in general trash. Now
seems really wrong. #hcsm

6:44 Intake.Me@Intakeme
@jchevinsky Right. I'm no lawyer, but seems HIPAA is used for both allowing pt data to be sold AND preventing research collaboration. #hcsm

6:45 Jess ME CFS@Jess_ME_CFS
@HealthSocMed Not sure I understand #hcsm T2.. Assume HIPAA is US version of the new care.data plan in UK..? Can anyone confirm..?

6:45 Dan Goldman@danielg280
@Intakeme @jchevinsky Sale of pt medical info is prohibited under HIPAA #hcsm

6:45 bacigalupe@bacigalupe
Book coming out soon. Alfabetizacion en salud. Health literacy. salupedia.org/images/libro/p… #hcsm

6:46 DrFay@DrFayOnline
+@bacigalupe @danamlewis Follow the $$$ and this is not with the patient but with the innovator. #hcsm

6:46 HealthSocMed | #hcsm@HealthSocMed
Moving on to T3 in a minute - our final topic for tonight! #hcsm

6:46 Kathy Nieder MD@docnieder
@Jess_ME_CFS hhs.gov/ocr/privacy/hi… More than you want to know but essentially a US law PART of which protects pt health info #hcsm

6:46 Kati Debelic@Katiissick
@danielg280 in general pts with much neglected diseases voluntarily give out information in the hope research can move forward. #hcsm

6:46 Jennifer Chevinsky@jchevinsky
@Intakeme Re: HIPPA-Has become bout not violating code more than actually/truly protecting #privacy of patients. Unfortunate #bioethx #hcsm

6:46 Bernadette Keefe@nxtstop1
MT @Intakeme @jchevinsky Right. I'm no lawyer, but seems HIPAA to allows pt data to be sold AND preventing research collaboration. #hcsm

6:46 Intake.Me@Intakeme
@danielg280 @jchevinsky I'm not an expert, but would love to learn - how do people sell targeted ads on EMRs & other HIT then? #hcsm

6:46 Alan Brewington@abrewi3010
@danamlewis @bacigalupe we need to base rewards on intellectual curiosity & willingness to fail vs just shareholder profits. #hcsm

6:47 HealthSocMed | #hcsm@HealthSocMed
TOPIC 3 - Often people 'engage' as pts when sick. Chronic/ not. What can we do so ppl are prepared to engage, whenever they're ready? #hcsm

6:47   Dana Lewis | #hcsm@danamlewis

T3 at #hcsm - are there ways to prepare people so they can better engage as pts when they want or need to? Discuss.

6:47   Dana Lewis | #hcsm@danamlewis

. @abrewi3010 many pt innovators don't have shareholder profits, or outside funding. What if we gave them some? #hcsm @bacigalupe

6:48   Ben Miller@miller7

T3 We must "reintegrate" #healthcare back into our community. Make it less about the "system" and more about the community #hcsm

6:48   Dan Goldman@danielg280

@jchevinsky Not aware of mechanics but could serve ads without disclosing info #hcsm

6:48   Kati Debelic@Katiissick

T3 you are never prepared to become a full time patient. #hcsm

6:48   Jennifer Chevinsky@jchevinsky

T3 Love this topic! Need change from hospital/clinic/office as being 'place of the sick' to 'place of health maintenance!' #hcsm

6:48   Goldi Erowele PharmD@carenovatemag

.@DrFayOnline: +@bacigalupe @danamlewis Follow the $$$ and this is not with the patient but with the innovator. #hcsm

6:48 Bernadette Keefe@nxtstop1
@dz45tr T2 That is so true. Without basic trust in the system allowing for comfort in sharing data ,& this is cultural--No progress. #hcsm

6:48 John@joltdude
@HealthSocMed think some pts are frustrated getting accurate data and are stonewall trying to fix it.. #hcsm

6:48 Amol Utrankar@AmolUtrankar
Curate + create educational content for patients. We have resources for asymmetric communication in 2014; let's deploy them? #hcsm

6:48 Brent Reed@brentnreed
T3 Morale among many working in health care (professionals and beyond) can be a real barrier to patient engagement. #hcsm

6:49 Ryan Lucas@dz45tr
Love topic 3! Engage in *healthcare, not *sickcare @HealthSocMed #HCSM

6:49 DrFay@DrFayOnline
+@abrewi3010 @danamlewis @bacigalupe Excellent point...often proof of concept and anything less than profits are not accepted. #hcsm

6:49   Intake.Me@Intakeme

T3 doctors and health care organizations need to be better about "onboarding" new patients - giving them the tools to be engaged! #hcsm

6:49   Kati Debelic@Katiissick

And for the most part, patients do not choose their illness. #hcsm

6:49   bacigalupe@bacigalupe

Absolutely! I think some of PCORI projects intend to do this from a research perspective cc: @danamlewis @abrewi3010 #hcsm

6:49   Kathy Nieder MD@docnieder

T3 Engaging individuals w/info abt their illness at level they are--involves good educ tools & listening on the part of hcp #hcsm

6:49   Alan Brewington@abrewi3010

@danamlewis @bacigalupe I believe it would be hugely beneficial to get them outside funding. #hcsm

6:50   Josh Herigon MPH@JoshHerigon

+1 RT @AmolUtrankar Curate + create eductnl content for pts. We have resources for asymmetric communication in 2014; let's deploy them #hcsm

6:50   bacigalupe@bacigalupe

I assume we all agree the healthcare system would find a novelty to think of health rather than illness as its real mission. #hcsm

6:51 Amanda Ball@MsAmandaBall
#hcsm T3 As in emergency prep, patients need to be informed during downtime between sickness/injury so they can better identify symptoms.

6:51 Dr. Jason Malinowski@drmalinowski
#hcsm I did a series on my FB page about "how to get the most out of your doctor's visit". Helped pts realize the data I needed for Dx.

6:51 DrFay@DrFayOnline
T3| the "system" is not designed to handle health engagement from patients. Designed for illness. #hcsm

6:51 Jess ME CFS@Jess_ME_CFS
@HealthSocMed T3- ensure all the necessary info& support is readily available, not forced, but visibly there when pt seems interested #hcsm

6:51 Bernadette Keefe@nxtstop1
T3 Pt engages with HC system tiny % of time.Most of HC is self care/4 chronic dz -this very important.#mHealth ,#telehealth,journals #hcsm

6:51 Brad Justus@Brad_Justus
T3: I Am Excited About Wearables Getting People Into Connected Health Communities #hcsm

6:52 Intake.Me@Intakeme
T3: As docs, we hand out diagnoses & care plans every day, forgetting sometimes that we're asking someone to change their life. #hcsm

6:52 Ryan Lucas@dz45tr
Would be interesting to see comparative data re: health maintenance and auto maintenance @mahoneyr #HCSM

6:52 John@joltdude
HIPAA is still breaking things that weren't broken and masquerading some privacy issues that aren't protected.. #hcsm

6:52 Jennifer Chevinsky@jchevinsky
T3 Health profession need a change of image. So many ads of HCPs w/ the sick pt. Need more of the HCP w the healthy family! #hcsm

6:52 Dr. Rasin-Waters@rasinwaters
Agreed! @miller7: T3 We must "reintegrate" #healthcare back into our community. Make it less about the "system" & more about community #hcsm

6:52 Kati Debelic@Katiissick
T3 British Columbia engages people with the premise that we will all be at a time or another, a patient. #hcsm

6:52 harriseve@harriseve
I do my best 2teach patient empowerment daily & F2F | T3 #hcsm ow.ly/3hVQUG

6:53 **Mark Salke@marksalke**
A3: The paternalistic nature of medicine is receding. Ppl feel empowered. That's good. Next is discovering the channels open to them. #hcsm

6:53 **Brad Justus@Brad_Justus**
@dz45tr @mahoneyr Be Right Back, Need To Change My Oil #hcsm

6:53 **Natalia Shche, Ph.D.@creativepharma**
@drmalinowski wow! this is cool; can you share a link or the series are on a personal FB page? #hcsm

6:53 **Bernadette Keefe@nxtstop1**
T3 Home monitoring,phone call follow -up, texts, emails ,web all can help with engagement in between times. #hcsm

6:53 **Amol Utrankar@AmolUtrankar**
Align, in advance, people's expectations of care & treatment outcomes with realities. So often, the gap is appalling. #hcsm

6:54 **bacigalupe@bacigalupe**
Hi former patient, now that you're doing OK, we would like to hire you2 help us make system better... oops, forgot this is not #hcsm fiction

6:54 **Chris Sebastian@csebastian**
T3: we need infrastructure for a system that works with both healthy and sick populations #hcsm

6:54 [Jess ME CFS@Jess_ME_CFS](#)
T3 Important to engage pts at a time when most likely to be open to change e.g. Stopping smoking during doc visit for chest infectiom [#hcsm](#)

6:54 [Goldi Erowele PharmD@carenovatemag](#)
[@HealthSocMed](#) use of [#plainlanguage](#) by hcps, less medical jargons, better job accessing patients level of comprehension [#hcsm](#)

6:54 [✨Anna✨@smanna750](#)
[#hcsm](#) as someone w/2 chronic diseases, well visits are very important. Good for Dr to see you when your well, so they can see how sick u r

6:54 [Kati Debelic@Katiissick](#)
[@marksalke](#) it really is changing. I met a med student yesterday, and things are changing. It's about time. [#hcsm](#)

6:54 [T2D Research@T2DRemission](#)
[@drmalinowski](#) Bane of my life as health writer/editor is the glut of mis-/dis-information. And I see why ppl prefer its certainties. [#hcsm](#)

6:54 [Kathy Nieder MD@docnieder](#)
Wait, you want to pay pts to improve the system? Now there's a thought! [@bacigalupe](#) [#hcsm](#)

6:54 Ryan Lucas@dz45tr
100% MT @mahoneyr: Med profession focus on "prevention"
as avoiding disease, not staying healthy. Two different things.
@dz45tr #hcsm

6:54 John@joltdude
I'm willing to give up some privacy protections for improved
hcp and pt communication but there's not an easy opt in or out
#hcsm

6:55 Dana Lewis | #hcsm@danamlewis
@heltweet heh. yes, please wear clean socks to #hcsm, too ;)

6:55 Bernadette Keefe@nxtstop1
@drmalinowski T3 The more educated/health literate pt
becomes,the better they can provide a narrative which yields
representative info #hcsm

6:55 Dr. Jason Malinowski@drmalinowski
@creativepharma on my practice FB page "Dr Jason
Malinowski medical practice". It was late 2013. #hcsm enjoy.

6:55 bacigalupe@bacigalupe
Hi dear patient, we are working on this healthcare innovation,
we are required by law to have patient advocates w/us.
#fiction #hcsm

6:55 Amol Utrankar@AmolUtrankar
@docnieder @bacigalupe Kickstarter for patient health
innovators? Yep - it's got real potential! #hcsm

6:55 HealthSocMed | #hcsm@HealthSocMed
Time flies on Sunday nights! Time to wrap up tonight's #hcsm
chat. Last thoughts for the week ahead, everyone?

6:55 Jennifer Chevinsky@jchevinsky
T3 Prob also narrow understandng of 'health;'mayb better
more inclusive term= Wellness; would love 2 hav a 'wellness
professional!' #hcsm

6:56 Marina Bastawrous@mbastaw
T3- I think it's important to find out how specific pts want to
engage. What does being 'engaged' mean to them? #hcsm

6:56 Ryan Lucas@dz45tr
T3: Difficulty is that if you miss an oil change, engine blows up.
Much longer curve for health for some #HCSM

6:56 Intake.Me@Intakeme
@bacigalupe the law req is fiction, but the reality of companies
doing this is not. We have patient advisors on board in prod
dev! #hcsm

6:56 Dana Lewis | #hcsm@danamlewis
Wrapping up tonight's #hcsm chat - last thoughts for the week
ahead, everyone?

6:56 Marina Bastawrous@mbastaw
RT @dz45tr T3: Difficulty is that if you miss an oil change,
engine blows up. Much longer curve for health for some
#HCSM

6:56 DrFay@DrFayOnline
+@rasinwaters @miller7 W/this integration, there should b resources 2 support community models that r sustainable;again trust is key #hcsm

6:56 Alan Brewington@abrewi3010
A3 set up infrastructure so patients using wearables can get access to HC like they do when sick. Basically, we go to doc when healthy #hcsm

6:56 georgemargelis@georgemargelis
T3: We need to measure that engagaing early actually benefits patients and not just costs but outcomes too #hcsm

6:56 T2D Research@T2DRemission
@Jess_ME_CFS @danielg280 Though everyone forgets the P stands for portability. Ironic when it gets invoked to keep data from patients. #hcsm

6:57 Helen@heltweet
#engagement would be helped with removing the stamp on Xray etc packages that says"open by doctor only" Infoisowned by the #patient #hcsm

6:57 Kati Debelic@Katiissick
RT @mbastaw T3- I think it's important to find out how specific pts want to engage. What does being 'engaged' mean to them? #hcsm #hcsm

6:57   Ryan Lucas@dz45tr
T3: But likewise in that you can both fall ill and get in a car crash despite your prevention efforts #HCSM

6:57   georgemargelis@georgemargelis
T3: It seems logical that early intervention is better but many examples in medicine of logic not being correct :) #hcsm

6:57   Jess ME CFS@Jess_ME_CFS
@HealthSocMed Thought for the week ahead: I need to start to work out a manageable schedule of tiny things I can actually do.. #hcsm

6:57   John@joltdude
@dz45tr @GerryWieder HIPAA opt-in should be like the Google Play store and explain what is shared and why #hcsm

6:57   Andrew Underhill@AndrewUnderhill
@HealthSocMed give them ideas to save on insurance! #hcsm

6:58   April Foreman@DocForeman
I want my phone and EMR to talk, and then read my nutrition labels for me and tell me what to eat. I'm a simple woman. #hcsm

6:58   Robert Mahoney@mahoneyr
Like prostate cancer screening. Oh, wait, we just found out that doesn't change outcomes. @georgemargelis #hcsm

6:58 Bernadette Keefe@nxtstop1
CT:We are in a world with vast possibilities for patient education/health improvement,better,indivualized self care,with help of tech #hcsm

6:58 Marina Bastawrous@mbastaw
T3- #hcsmca talked about the possib of monetary incentive to get pts engaged. Thoughts on this? #hcsm

6:58 Intake.Me@Intakeme
Final thought: healthcare isn't just in the clinic or in the hospital anymore. Our laws, care & systems need to recognize that. #hcsm

6:58 Dan Goldman@danielg280
@GerryWieder HIPAA covered entities have to provide a notice of privacy practices that does this #hcsm

6:58 Ryan Lucas@dz45tr
Granular sharing MT @joltdude: @dz45tr @GerryWieder HIPAA opt-in should be like the Google Play store & explain what is shared #hcsm

6:59 Robert Mahoney@mahoneyr
Or putting peri menopausal women on HRT. Didn't work out, either @georgemargelis #hcsm

6:59 Kathy Nieder MD@docnieder
Final Thoughts: Providers: Let's listen harder this week. Patients: Come prepared. Thx @danamlewis, another g8t chat! #hcsm

6:59   Marina Bastawrous@mbastaw

Really enjoyed my first #hcsm chat! Maybe #hcsm & #hcsmca can do a join initiative some time! :)

6:59   Bernadette Keefe@nxtstop1

@mbastaw Well, insurance companies are already doing this through premium adjustments etc. Not sure how effective? #hcsm

6:59   Kati Debelic@Katiissick

Nice chatting and engaging, everyone, thank you. Have a great week, whatever it may mean. #hcsm

7:00   Ryan Lucas@dz45tr

#HCSM, have a good night!

7:00   Amol Utrankar@AmolUtrankar

.@mbastaw Interesting. IMO biggest engagement barrier isn't $, but getting providers to see patients as a kind of health professional #hcsm

7:00   HealthSocMed | #hcsm@HealthSocMed

That's a wrap on another awesome #hcsm chat! Thanks, all! See you again next Sunday at 8pm CT - and remember to DM or @HealthSocMed topics!

7:00   Ben Miller@miller7

Nice job @danamlewis Thanks for always reminding us that #healthcare is not about the system but about the people #hcsm