

#hcsM - July 20, 2014

6:00

HealthSocMed | #hcsM

@HealthSocMed

Welcome to (#hcsM) healthcare communications & social media. If you're joining tonight, please introduce yourself! (@danamlewis moderating)

6:01

Mark Salke

@marksalke

Hi #hcsM! Mark here from Ann Arbor MI.

6:01

Janelle Logan

@JanelleLogan

Hello! Joining from [#grandrapids](#) mi. [#hcs](#)m

6:01

HealthSocMed | #hcsm

@HealthSocMed

We will assume all tweets within [#hcs](#)m during following hour are your own & not those of your employers (unless specifically declared).

6:01

Tiffany Jane Brand

@tiffanybrandlib

Tiffany Brand, MLIS. Prospective MPH in South Carolina. [#hcs](#)m

6:01

Steven Barley

@StevenBarley

Steven Barley: Director, Internet Services for @riverside (Health System) in Va #hcsn

6:01

Tim C Nicholson

@timbigfish

Gonna see what's new in #hcsn world. Might even join the convo if it feels right. Yep, the way from #Memphis.

6:01

Andrew Lopez, RN

@nursefriendly

@HealthSocMed Hello Everyone, Andrew Lopez, RN from #NewJersey, #Healthcare #tweetchat#enthusiast, #Nurseup Moderator #hcsn

6:02

Robert Mahoney

@mahoneyr

Evening, #hcsn, from fun and feisty St. Louis, MO

6:02

Mark Salke

@marksalke

Hi neighbor! RT @JanelleLogan: Hello! Joining from#grandrapids mi. #hcsn

6:02

Alan Brewington

@abrewi3010

Alan here. Creator of paintalks.com, skier, chronic pain patient, tall, blonde, bike rider, and patient advocate
[#hcsn](#)

6:03

Tim C Nicholson

@timbigfish

Gonna see what's new in [#hcsn](#) world. Might even join the convo if it feels right. Yep, all the way from [#Memphis](#).

6:03

Janelle Logan

@JanelleLogan

@marksalke hello! Go blue! #hcsm

6:03

Erin Moore

@ekeeley Moore

Erin here, Cincinnati in Philadelphia for the week, lurking tonight. Nice to *see* you all! #hcsm

6:03

Andrew Lopez, RN

@nursefriendly

@mahoneyr Hello Everyone, @GnosisArts@marksalke
@JanelleLogan @tiffanybrandlib@StevenBarley
@timbigfish #hcsm

6:03

Isabel Jordan

@seastarbatita

Hi. Isabel on Canada's West Coast. Chair of [@rarediseasefdn](#). Mom to [#raredisease](#) child. Organizing dinner while tweeting. yipes! [#hcsn](#)

6:03

Laurel Ann Whitlock

@twirlandswirl

Laurel, photographer in Orlando. Kitchen is clean, nails done, clothes laid out for tomorrow. Is this what being an adult feels like? [#hcsn](#)

6:03

Tim C Nicholson

@timbigfish

Hey, brother :-) @nursefriendly
@mahoneyr@GnosisArts @marksalke
@JanelleLogan@tiffanybrandlib @StevenBarley #hcsn

6:03

Robyn Davis

@Robyn_WINH

Hi there, #hcsn - I'm Robyn! I'm based in Columbia, SC
& I teach exhibitors across the US to squeeze even
more value out of trade shows!

6:04

Carolyn Thomas

@HeartSisters

@HealthSocMed @HealthSocMed Greetings from the beautiful west coast of Canada! Women's heart health blogger, speaker, wannabe cyclist #hcs

6:04

Mark Salke

@marksalke

@Robyn_WINH Welcome to #hcs, Robyn!

6:04

Dr. Gia Sison

@giasison

Good morning from Manila! Hi to everyone Gia here #hcs

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

harriseve

@harriseve

Howdy from #San Francisco! May only b able 2 lurk but: Eve, patient advocate & navigator #HCSM

6:05

Isabel Jordan

@seastarbatita

@HeartSisters @HealthSocMed @HealthSocMed Hi
almost-neighbour! #hcsn

6:05

Andrew Lopez, RN

@nursefriendly

@HeartSisters Hello Everyone,
@abrewi3010@ekeeley Moore @seastarbatita
@twirlandswirl@Robyn_WINH @HeartSisters #hcsn

6:06

Nisha Pradhan

@Nisha_Pradhan

@HealthSocMed @danamlewis Nisha here. Student and future physician. First time participating in #hcsml

6:06

Mark Salke

@marksalke

Welcome! RT @Nisha_Pradhan:
@HealthSocMed@danamlewis Nisha here. Student and future physician. First time participating in #hcsml

6:06

Robyn Davis

@Robyn_WINH

[@marksalke](#) Awesome - I'm excited to check it out!
Thanks :) [#hcs](#)

6:07

HealthSocMed | #hcs

@HealthSocMed

We'll get started with topic 1 (T1) in just a few minutes.
Remember if you jump in to [#hcs](#) later to introduce yourself!

6:07

Dr. Gia Sison

@giasison

@Nisha_Pradhan Glad to meet you
Nisha@HealthSocMed @danamlewis #hcs

6:07

Andrew Lopez, RN

@nursefriendly

@Nisha_Pradhan Hello Everyone, Crowd is gathering :)
@giasison @ACharlesPlatt @harriseve #hcs

6:07

Dr. Gia Sison

@giasison

@nursefriendly Hi Andrew! And all!
@Nisha_Pradhan@ACharlesPlatt @harriseve #hcs

6:08

Dr. Brian Stork

@StorkBrian

[@danamlewis](#) After a Lengthy Hiatus... Joining in Tonight From West Michigand**drbrianstork.com/welcome-lake-s...** [#hcs](#)m

6:08

Robyn Davis

@Robyn_WINH

[@nursefriendly](#) Thanks and hello! cc
[@HeartSisters@abrewi3010](#) [@ekeeley](#)moore
[@seastarbatita@twirl](#)andswirl [@HeartSisters](#) [#hcs](#)m

6:09

Andrew Lopez, RN

@nursefriendly

@GetSocialHealth Hello Janet, #hcs

6:09

Charles Platt

@ACharlesPlatt

Hello from #Macon GA! #hcs

6:09

HealthSocMed | #hcs

@HealthSocMed

TOPIC 1 - Can patients and HC providers influence the U.S. FDA? How can they be most effective? What works - and what doesn't work? #hcs

6:09

Kambria

@RNKambria

Hi! I'm new to [#hcs](#)m looking forward to the conversation

6:09

Laurel Ann Whitlock

@twirlandswirl

[@ACharlesPlatt](#) We were just talking about Macon at work the other night. [#hcs](#)m

6:09

Nisha Pradhan

@Nisha_Pradhan

@giasion @HealthSocMed @danamlewis Likewise,
Gia :) #hcsn

6:10

MeredithGould

@MeredithGould

@StorkBrian <waving> #hcsn

6:10

Mark Salke

@marksalke

Hi Brian, it's been a long time. Good to see you!
RT@nursefriendly: @StorkBrian @danamlewis Hello
Brian, good to have you :) #hcsn

6:10

Erin Moore

@ekeeleymoore

T1 - Hell yeah we can! #CF advocacy efforts helped move breakthrough drug #Kalydeco thru #FDA in 3mo. #hcs

6:10

Andrew Lopez, RN

@nursefriendly

@HealthSocMed T1 We can absolutely influence the#FDA by applying pressure on both politicians and industry officials. #hcs

6:10

Robert Mahoney

@mahoneyr

What manner of influence are we talking about?

@HealthSocMed #hcsM

6:10

✨ Anna ✨

@smanna750

Hi! Professional patient, from Florida #crohns
and#gastroparesis #hcsM

6:10

MeredithGould

@MeredithGould

#hcsM Lurking...sorta. Hi, all!

6:10

Isabel Jordan

@seastarbatita

MT [@HealthSocMed](#) TOPIC 1 - Can pt & HC providers influence U.S. FDA? How can they be most effective? What works - & what doesn't work? [#hcs](#)

6:11

Andrew Lopez, RN

@nursefriendly

[@HealthSocMed](#) T1 By asking the right questions of the right people and applying pressure in the right places :) [#hcs](#)

6:11

Dr. Gia Sison

@giasison

T1 Yes we can. Feedback works. Strong need for collaboration is needed! [#hcsn](#)

6:11

Nick Dawson

@nickdawson

Me too...sorta RT [@MeredithGould](#):
[#hcsn](#)Lurking...sorta. Hi, all!

6:12

Laurel Ann Whitlock

@twirlandswirl

T1 I hear [Change.org](https://change.org) petitions are the only legal method of change recognized by the US government. ;) [#hcs](#)

6:12

Twice Diabetes

@TwiceDiabetes

[@StripSafely](#) campaign seemed to have success w FDA regns of bgm strips. [#hcs](#)

6:12

Mark Salke

@marksalke

A1: I think the FDA is paying attention to how providers, producers (pharma) and consumers are interacting on social networks. [#hcs](#)m

6:12

Robert Mahoney

@mahoneyr

Couldn't one argue that for the FDA to be effective it should be free from influence? [#hcs](#)m

6:12

Nick Dawson

@nickdawson

[#Hcsm](#) T1: for starters, FDA holds public policy meetings often - anyone allowed to watch or attend

6:12

Isabel Jordan

@seastarbatita

T1: greatest power is when HCPs, pts & researchers are providing same pressure/message. Real potential for change then [#hcs](#)m

6:12

Andrew Lopez, RN

@nursefriendly

[@HealthSocMed](#) T1 If the public was educated on the potential dangers of #GMO, and they told their supermarkets it would not sell . . #hcs

6:13

harriseve

@harriseve

Come out & play! RT [@nickdawson](#): Me too...sorta RT [@MeredithGould](#): #hcs Lurking...sorta. Hi, all!

6:13

Andrew Lopez, RN

@nursefriendly

[@HealthSocMed](#) T1 When we "talk with our feet" hit #supermarkets, #grocers in the pocketbook, it will influence their decisions. #hcsn

6:13

✨ **Anna** ✨

@smanna750

I know my GI wants me on a drug not available in the U.S. She said it has great results in UK and Canada. Hope there is something! #hcsn

6:13

Charles Platt

@ACharlesPlatt

T1 [#hcs](#)m Working with professional organizations can have an impact.

6:13

Isabel Jordan

@seastarbatita

RT [@ACharlesPlatt](#) T1 [#hcs](#)m Working with professional organizations can have an impact.

6:14

Laurel Ann Whitlock

@twirlandswirl

@mahoneyr I would think (hope?) it means "influence to speediness" not necessarily "influence approval." #hcs

6:14

Andrew Lopez, RN

@nursefriendly

@HealthSocMed T1 If #supermarkets know #consumers will not buy #GMO foods, they will not carry them. #hcs

6:14

Mark Salke

@marksalke

A1: For example: time.com/2976537/the-fd... #hcs

6:14

UnSarcasticFrog

@OneGrenouille

Pt...sorta here sorta not... agree - lobbying can affect outcomes eg speed of clinical trials, compassionate use cases, etc #hcs

6:14

Andrew Lopez, RN

@nursefriendly

@HealthSocMed T1 If educated #consumers apply pressure consistently on the #FDA, #Grocers, #producers, it will get action. #hcs

6:14

Dr. Brian Stork

@StorkBrian

T1 If Anyone Has Any Influence at the FDA, Can You Please Ask Them to Really Take a Hard Look at e cigarettes #hcs

6:14

Alan Brewington

@abrewi3010

A1 FDA does have open/public meetings & other ways to submit thoughts. System isn't easy to follow but it is doable. [#hcs](#)m

6:14

Robert Mahoney

@mahoneyr

Hard to have one without the other.
[@twirlandswirl#hcs](#)m

6:15

Mark Salke

@marksalke

We definitely influence with how we spend our \$\$
\$.@nursefriendly @HealthSocMed #hcs

6:15

Nisha Pradhan

@Nisha_Pradhan

T1: FDA is really accessible to patients and HC
providers. We underestimate the power + effectiveness
of SM and ePatient allies #hcs

6:15

georgemargelis

@georgemargelis

Sorry I'm late George Margelis geek doctor from Australia joining in [#hcs](#)

6:15

Nick Dawson

@nickdawson

[@marksalke](#) good point! [#hcs](#)

6:16

Tiffany Jane Brand

@tiffanybrandlib

Ex. ALA- National Library Legislative day (large turnout when in DC). Can partner with community health orgs and patients to lobby. [#hcs](#)

6:16

Amanda

@LAlupusLady

T1 @HealthSocMed patient advocacy is not enough,
the FDA & NIH need to prioritize their missions & goals.
#hcsn

6:16

Annette McKinnon

@anetto

@nursefriendly @HealthSocMed May be hard for
consumers and HC providers to counteract lobbyists.
Needs unity of purpose from HC #hcsn

6:16

Laurel Ann Whitlock

@twirlandswirl

[@georgemargelis](#) Geek? We speak the same language, then! :) [#hcs](#)

6:16

Steven Barley

@StevenBarley

From the FDA: We want patients (and caregivers and patient advocates) to be involved [qub.me/KYYJKH#hcs](#)

6:16

Isabel Jordan

@seastarbatita

MT @Nisha_Pradhan T1: FDA is really accessible to pts & HC providers. We underestimate power + effectiveness of SM & ePatient allies #hcs

6:17

Isabel Jordan

@seastarbatita

@twirlandswirl @georgemargelis I have a feeling you're among your people. ;) #hcs

6:17

Nick Dawson

@nickdawson

@StevenBarley there's a face from the early days of#hcsm - het Steven!

6:17

Isabel Jordan

@seastarbatita

Collaboration is key Well said!RT @nursefriendly
RT@giasison: T1 Yes we can. Feedback works. Strong
need for collaboration is needed! #hcsm

6:17

Dr. Gia Sison

@giasison

Yes! RT [@marksalke](#): We definitely influence with how we spend our \$\$\$ [@nursefriendly@HealthSocMed](#) [#hcs](#)

6:17

Charles Platt

@ACharlesPlatt

T1 [#hcs](#) I am a member of the Issues & Legislative Com of [@AHRMMtweets](#) and we provide input on issues

6:17

Steven Barley

@StevenBarley

@nickdawson Hey Nick. Yeah. Back at it. Hope you're doing well. #hcs

6:17

Janet M. Kennedy

@GetSocialHealth

RT @anetto: @nursefriendly @HealthSocMed May be hard ... to counteract lobbyists. Needs unity of purpose #hcs <"Unity of purpose" hard too>

6:17

David Lee Scher, MD

@dlschermd

[#hcs](#)m T1 I'd settle for watching the anthrax, polio and ebola viruses at CDC first. Sorry.

6:18

Isabel Jordan

@seastarbatita

[@anetto](#) Hi Annette! ::waving:: [#hcs](#)m

6:18

Brian T. Black

@deliverforacure

[#hcs](#)m ~~ good evening to all . Such a great week !!
Ready for another !!

6:18

Andrew Lopez, RN

@nursefriendly

[@mahoneyr](#) T1 That would explain why they've been so damn ineffective with [#Bigpharma](#) influencing at every turn :([#hcs](#)

6:18

Dr. Brian Stork

@StorkBrian

[@StevenBarley](#) Great Link Thank You for Sharing [#hcs](#)

6:18

MeredithGould

@MeredithGould

[@nickdawson](#) Wow --> [@StevenBarley](#) Hi! I remember you. Great contributions to [#hcs](#)

6:19

Janelle Logan

@JanelleLogan

T1 - Is there an effective venue for ePatients to combine their voices to be heard by the FDA? [#hcs](#)

6:19

georgemargelis

@georgemargelis

Glad to be here, and you guys have a much friendlier time for Australia :) [#hcs](#)

6:19

Steven Barley

@StevenBarley

@MeredithGould Hi! #hcs

6:19

Andrew Lopez, RN

@nursefriendly

@mahoneyr T1 It is well established that #Bigpharma woos #FDA employees with lucrative future employment offers. #hcs

6:19

Annette McKinnon

@anetto

@StevenBarley Movement in Canada also to include consumers cihr-irsc.gc.ca/e/41204.html . Hope to see movement #hcs

6:20

Robert Mahoney

@mahoneyr

That's right. Do we want no influence, or do we want to choose who influences? @nursefriendly #hcs

6:20

Isabel Jordan

@seastarbatita

RT @anetto @StevenBarley Movement in Canada also to include consumers cihr-irsc.gc.ca/e/41204.html . Hope to see movement#hcs

6:20

Mark Salke

@marksalke

Well there ya go. MT @StevenBarley: From the FDA: We want patients (& caregivers & patient advocates) involved qub.me/KYYJKH #hcs

6:21

Peter Chai

@PeterRchai

Good evening #hcsn crew. Just coming off an ED shift... Found myself wishing, if only I could have a e-system to reach out for d/c f/u

6:21

Robert Mahoney

@mahoneyr

Once you decide that someone should be able to influence, you will always lose control of who influences. @nursefriendly #hcsn

6:21

Peter Chai

@PeterRchai

[@JanelleLogan](#) I think there is. The many digital innovation groups at acad centers are working on it, like [@BrownEDHI](#) [#hcs](#)m

6:22

Dr. Gia Sison

@giasison

[@PeterRchai](#) Great to see you Peter [#hcs](#)m

6:22

David Lee Scher, MD

@dlschermd

[#hcs](#)m FDA influenced by food lobby also. Not limited to BigPharma. [@fedupmovie](#)

6:22

Dr. Gia Sison

@giasison

+1/RT @StevenBarley: From the FDA: We want patients (and caregivers and patient advocates) to be involved qub.me/KYYJKH #hcs

6:22

Charles Platt

@ACharlesPlatt

T1 #hcs Comments to FDA Regarding the Draft Guidance on the Global Unique Device Identification Database ow.ly/znoEg

6:22

Isabel Jordan

@seastarbatita

T1: if pts want to influence impt to organize through pt advocacy groups in order to provide united message for strength #hcsn

6:22

MeredithGould

@MeredithGould

@harriseve @nickdawson Play, well, I'm stuck on T1 b/c I can't imagine anyone actually influencing the FDA!
#hcsn

6:23

Peter Chai

@PeterRchai

@giasion I'm still excited by this tweetchat thing...
Thinking about other ways to use it #hcsn

6:23

Andrew Lopez, RN

@nursefriendly

@mahoneyr T1 Allowing #bigpharma to influence
the#FDA decision-makers, drug approvals destroys
credibility, objectivity. #hcsn

6:23

Laurel Ann Whitlock

@twirlandswirl

@mahoneyr @nursefriendly Because there will always be someone in a position of power and someone else with the money to sway them....#hcs

6:23

Steven Barley

@StevenBarley

@anetto It's definitely the right model to pursue (and for all the right reasons) #hcs

6:23

Robert Mahoney

@mahoneyr

I think it's an example of "be careful what you wish for".
If you wish for influence, someone will get
it. [@marksalke](#) [@nursefriendly](#) [#hcs](#)

6:23

Dr. Gia Sison

@giasison

[@PeterRchai](#) Lots of benefits in its use Peter. I hear
you :) [#hcs](#)

6:23

Andrew Lopez, RN

@nursefriendly

@mahoneyr T1 Clinton destroyed objectivity when it made the FDA dependent on application fees :(#hcs

6:23

UnSarcasticFrog

@OneGrenouille

Would like to see some data here - precise examples of supposed influence and results #hcs

6:24

MeredithGould

@MeredithGould

+1 RT [@OneGrenouille](#): Would like to see some data here - precise examples of supposed influence and results [#hcs](#)

6:25

Dr. Gia Sison

@giasison

[@mahoneyr](#) Lets just hope it gets to the right and good influence [@marksalke](#) [@nursefriendly](#) [#hcs](#)

6:25

HealthSocMed | #hcsM

@HealthSocMed

Good T1 - moving on to our second topic (T2) shortly!
[#hcsM](#)

6:25

Sherry Reynolds

@Cascadia

A1 FDA like most federal agencies listens to congress since that is source of their funding - special interests win [#hcsM](#)

6:25

Robert Mahoney

@mahoneyr

Agreed. For that reason, I would argue nobody should have influence. Should be as "objective" as possible. [@nursefriendly](#) [#hcs](#)

6:25

Andrew Lopez, RN

@nursefriendly

[@mahoneyr](#) Yep, and they lost control of the [#Influencers](#) decades ago :([#hcs](#)

6:26

Charles Platt

@ACharlesPlatt

T1 [#hcs](#)m Previous tweet was an example of [@AHRMMtweets](#) comments on FDA policy on Unique Device ID

6:26

MeredithGould

@MeredithGould

[@harriseve](#) [@nickdawson](#) Maybe it's because I watched the livestream testimony re: social media guidelines years ago. [#hcs](#)m

6:26

✨**Anna**✨

@smanna750

Having major GI problems I try to cook my foods from scratch. Don't trust food labels or ingredients. FDA allows to many loop holes [#hcs](#)

6:26

Isabel Jordan

@seastarbatita

[@mahoneyr](#) [@nursefriendly](#) Objectivity require full knowledge. This requires pt input. Are there mechanisms to allow for this? [#hcs](#)

6:26

BrownEDHI

@BrownEDHI

@PeterRchai @JanelleLogan right! We are looking not only for dedicated physicians, but patients who can help our group! #hcs

6:27

HealthSocMed | #hcs

@HealthSocMed

TOPIC 2 - #showmeyourpump has caught media attention. What can we learn to help improve other efforts to raise HC awareness online? #hcs

6:28

Tiffany Jane Brand

@tiffanybrandlib

@nursefriendly @mahoneyrT1 Lack of diversity in trials
a big issue. #hcs

6:28

Alan Brewington

@abrewi3010

A1 do other countries have a FDA? Does it work like
ours? Is there a better model? #hcs

6:28

Peter Chai

@PeterRchai

T2: this tweetchat has totally raised my awareness!
#hcs

6:28

Laurel Ann Whitlock

@twirlandswirl

T1 The only "influence" that seems ethical is the conveying of objective information as evidence - particularly harmful personal exp. [#hcs](#)

6:28

Twice Diabetes

@TwiceDiabetes

[@HealthSocMed](#) Use more beautiful scantily clad girls?
[#hcs](#)

6:28

Robert Mahoney

@mahoneyr

Good point [@seastarbatita](#). Maybe we should distinguish between "input" and "influence". Huge difference. [@nursefriendly](#) [#hcsn](#)

6:28

David Lee Scher, MD

@dlschermd

[@OneGrenouille](#) WHO recommended 50% decrease of recommended diet sugar limits. US govt threatened hold WHO funding. Recommendation gone. [#hcsn](#)

6:29

Steven Barley

@StevenBarley

Here's the FDA's schedule for patient-focused drug development (area meetings) for the next year qub.me/ctm5ON #hcs

6:29

Isabel Jordan

@seastarbatita

[@mahoneyr](#) [@nursefriendly](#) Agreed. Definitions important. :) #hcs

6:29

MeredithGould

@MeredithGould

[@HealthSocMed](#) T2 Learn that there's power in being unapologetic and public about health solutions. [#hcs](#)

6:29

Carolyn Thomas

@HeartSisters

[@HealthSocMed](#) T2 Love [#showmeyourpump](#) campaign. Edgy, makes the unseen seen. To be seen first, then talked about [#hcs](#)

6:29

Annette McKinnon

@anetto

[@tiffanybrandlib](#) True. every kind of diversity lacking. Ethnicity, age, gender Most of us often excluded [#hcs](#)

6:29

Peter Chai

@PeterRchai

[@HealthSocMed](#) T2: is there an app for that? [#hcs](#)

6:30

Sherry Reynolds

@Cascadia

To really understand [#bigfood](#) look no further than impact of Iowa first state in Prez Primary and corn lobby power [#hcs](#)

6:30

✨**Anna**✨

@smanna750

T2) [#GetYourBellyOut](#) it has done wonders for Crohns and UC in the UK [#hcs](#)

6:30

Janet M. Kennedy

@GetSocialHealth

RT [@nursefriendly](#): [@GetSocialHealth](#) Hello Janet,[#hcs](#) <Hey back Andrew!>

6:30

Alan Brewington

@abrewi3010

A2 it would be nice if we could get [#showmeyourpump](#) enthusiasm into schools in order to combat medical bullying. [#hcs](#)

6:30

Mark Salke

@marksalke

A2: Any outreach that shows how patients lead 'normal' lives with chronic conditions has my support. [#hcs](#)

6:30

Robert Mahoney

@mahoneyr

Huge opportunity here. Highlight "imperfection" in the face of "perfection". We are all imperfect in the end. [@HealthSocMed](#) [#hcs](#)

6:31

Twice Diabetes

@TwiceDiabetes

t2 Power of the patients evident, tweets etc all from pumpers, nobody's interested in boring awareness = didactic stuff from HCPs [#hcs](#)

6:31

Laurel Ann Whitlock

@twirlandswirl

@marksalke People with chronic illness... leading normal, productive lives? How can it be!
#Noooooooooooooooooooo #hcsn

6:31

Andrew Lopez, RN

@nursefriendly

@HealthSocMed T2 There is so much that #patients can benefit from learning, that we don't have time for in the #hospital. #hcsn

6:32

Dr. Brian Stork

@StorkBrian

[@HealthSocMed](#) Lots of Great Ostomy Awareness
Going on Right Now With the
[#GetYourBellyOutCampaign](#) [#hcs](#)

6:32

Annette McKinnon

@anetto

T2 Hard for an epatient to be really open and show
people their "weaknesses". [#hcs](#)

6:32

Isabel Jordan

@seastarbatita

@smanna750 Yes there is similar in Canada. It's great!
#hcsn

6:32

Mark Salke

@marksalke

Or, their strength! RT @anetto: T2 Hard for an epatient to be really open and show people their "weaknesses".
#hcsn

6:32

Janet M. Kennedy

@GetSocialHealth

T2: Pageant contestants have often been helpful in bringing attention to health issues.

Love [#showmeyourpump](#) [#hcs](#)m

6:33

Tim C Nicholson

@timbigfish

T2. Authenticity lives where there is no shaming, no bullying. Remove fear. Celebrate best self. [#hcs](#)m

6:33

Isabel Jordan

@seastarbatita

RT [@MeredithGould](#) [@HealthSocMed](#) T2 Learn that there's power in being unapologetic and public about health solutions. [#hcs](#)

6:33

UnSarcasticFrog

@OneGrenouille

I faint and increase provider awareness by giving them notes about my disorders when I show up in the ER :P
[#hcs](#)

6:34

Alan Brewington

@abrewi3010

A2 [#showmeyourpump](#) is great opp to start conversation about sugar intake, exercise, what does a pump do?, what other disease comm need [#hcs](#)

6:34

Robert Mahoney

@mahoneyr

T2 maybe we'll see more advertisers focus on "imperfect" people who are nonetheless spectacular. Doesn't that describe each of us? [#hcs](#)

6:34

Christoph Trappe

@CTrappe

Media attention is certainly a way to amplify something that has started in social media. Sometimes it spreading through social enough [#hcs](#)

6:34

Andrew Lopez, RN

@nursefriendly

[@HealthSocMed](#) T2 Take the most common conditions, [#Diabetes](#), [#CHF](#), [#HeartDisease](#) and design comprehensive [#education](#) [#hcs](#)

6:34

Twice Diabetes

@TwiceDiabetes

Don't believe pumpers see their pump as a weakness, I don't!!! [#wearstrong](#) [#hcs](#)

6:34

Tim C Nicholson

@timbigfish

[@anetto](#) Yes but in the joining of weaknesses they found strength. Others can, too. [#hcs](#)

6:34

Annette McKinnon

@anetto

[@marksalke](#) True about the strength but hard to convey difficulty of accomplishing what is basically normal life
[#hcs](#)

6:35

Robert Mahoney

@mahoneyr

Imperfection is not weakness. Imperfection is human. We will only make progress when we fully embrace that. [@anetto](#) [#hcs](#)

6:35

Christoph Trappe

@CTrappe

What's in it for people to authentically share their stories - including weaknesses? Could be: they want to give back. Educate. [#hcs](#)

6:35

Steven Barley

@StevenBarley

Social media connects and crowds "patients like me" creating a powerful voice ... together. [#hcs](#)

6:35

Andrew Lopez, RN

@nursefriendly

@HealthSocMed T2 #hospitals, #associations need to sponsor, curate #youtube channels, #tweetchats, #podcasts. #hcsn

6:36

Mark Salke

@marksalke

@Cascadia @anetto True, Sherry! I have alopecia. It's not serious, but I suspect ppl think there is something more serious going on. #hcsn

6:36

Sherry Reynolds

@Cascadia

Has [#hcs](#)m changed your doctor or hospital to be more patient centered or is it just another marketing channel ?

6:36

Alan Brewington

@abrewi3010

A2 we need to have more [#showmeyourpump](#) opp with other disease communities. Great way to raise med lit rate [#hcs](#)m

6:36

Tim C Nicholson

@timbigfish

@StorkBrian @HealthSocMed Yeah, I was surprised at first but it's a cool thing to see so many drawing strength from one another. #hcsn

6:36

Andrew Lopez, RN

@nursefriendly

@HealthSocMed T2 Every #doctor, #nurse, #hcp knows the #FrequentlyAskedQuestions #consumers,#patients have. #hcsn

6:36

Nisha Pradhan

@Nisha_Pradhan

T2: Realize that being "brave and quiet" in ur suffering, as Hemingway put it, only stops others from gaining HC awareness. Speak up! [#hcs](#)

6:37

Laurel Ann Whitlock

@twirlandswirl

[@Cascadia](#) [@anetto](#) I would be open a lot more if I didn't have that sort of concern. [#hcs](#)

6:37

Tiffany Jane Brand

@tiffanybrandlib

T2 Make sure social media platform is one that target audience already uses before starting social media outreach/education. #hcs

6:37

Mark Salke

@marksalke

I understand. RT @anetto: True about the strength but hard to convey difficulty of accomplishing what is basically normal life #hcs

6:37

Laurel Ann Whitlock

@twirlandswirl

[@Cascadia](#) [@anetto](#) (Of course, the first step to erasing that concern is more people being open about it, anyway, but....) [#hcs](#)

6:37

Andrew Lopez, RN

@nursefriendly

[@HealthSocMed](#) T2 Lets start putting the answers to [#FrequentlyAskedQuestions](#) out where [#consumers](#) can benefit. [#hcs](#)

6:37

Carolyn Thomas

@HeartSisters

[@mahoneyr](#) And it makes money! Dove beauty product sales shot up >700% in Europe after 1st Real Beauty campaign showed size 12 models [#hcsn](#)

6:38

Laurel Ann Whitlock

@twirlandswirl

[@marksalke](#) [@anetto](#) YES. Hard to convey how hard a simple task really can be sometimes. [#hcsn](#)

6:38

Tim C Nicholson

@timbigfish

@CTrappe Yeah, it's funny to see the "news" is finding their "news" here. Almost daily we say, "hey, I saw that on Twitter yesterday" #hcsn

6:38

Twice Diabetes

@TwiceDiabetes

What did HCPs learn from #showmeyourpump?#hcsn

6:38

Laurel Ann Whitlock

@twirlandswirl

[@marksalke](#) [@anetto](#) It almost feels like it can have the opposite effect - make people think "gee, they can't even do _____?" [#hcs](#)

6:38

Mayo Clinic SMHN

@MayoSMHN

Ponder this: RT [@Cascadia](#): Has [#hcs](#) changed your doctor or hospital to be more patient centered or is it just another marketing channel ?

6:38

Dr. Brian Stork

@StorkBrian

[@danamlewis](#) T2 Allow Me to Show You My Belfie...[#GetYourBellyOut](#) [@StomaCloak](#)
[#hcsmpic.twitter.com/FGnFJULgzK](https://hcsmpic.twitter.com/FGnFJULgzK)

6:39

Laurel Ann Whitlock

@twirlandswirl

[@marksalke](#) [@anetto](#) Instead of highlighting the fact that "this simple thing is harder for me than it is for you, but I DID IT ANYWAY." [#hcsm](#)

6:39

Christoph Trappe

@CTrappe

Answer FAQs from offline on the website as blog posts.
Make them educational and compelling. [#hcsn](#)

6:39

Robyn Davis

@Robyn_WINH

A2: Highlight individuals we can relate to who are impacted & how - once this feels personal, it's easier for more people to care. [#hcsn](#)

6:39

✨**Anna**✨

@smanna750

SM allows people that would otherwise not be able to get together in a large group, to do just that [#hcs](#)

6:40

HealthSocMed | #hcs

@HealthSocMed

Moving on to T3, our final topic for tonight, in a minute!
[#hcs](#)

6:40

Robyn Davis

@Robyn_WINH

A2: ...once people care, then they share. [#hcs](#)

6:40

Christoph Trappe

@CTrappe

Social media, blogging, content marketing is most powerful when it's not viewed as a marketing channel. Though it helps with marketing [#hcs](#)

6:41

T2D Research

@T2DRemission

[@CTrappe](#) Amen! [#hcs](#)

6:41

Mark Salke

@marksalke

I get the point. But the another point is communication. Be it 'marketing' or other, it's still impactful.

[@HeartSisters](#) [@Cascadia](#) [#hcs](#)m

6:41

Annette McKinnon

@anetto

T2 Was excited that local hospital dropped firewall and encourages healthcare and social media for staff. Big step. [@EastGeneral](#) [#hcs](#)m

6:41

Alan Brewington

@abrewi3010

A2 anything that gets attention on individual patient stories is what HC needs more of [#hcsn](#)

6:41

Mark Salke

@marksalke

This. Is. True. RT [@Robyn_WINH](#): A2: ...once people care, then they share. [#hcsn](#)

6:42

HealthSocMed | #hcsM

@HealthSocMed

TOPIC 3 - What if there were open source medical devices - would you use one? Would you contribute to one? Why/not? Discuss. #hcsM

6:42

Carolyn Thomas

@HeartSisters

[@twirlandswirl](#) The "warrior patient" as heroic role model is tricky. Personally, I don't need heart patient/triathlete stories! #hcsM

6:42

Janet M. Kennedy

@GetSocialHealth

RT @Cascadia: Has #hcsM changed your doc/hosp to be patient centered or another MKT channel? <Not "patient" centered but more communication.

6:42

Brian T. Black

@deliverforacure

#hcsM ~~ HCP and Patients still far apart on there DX and complications of there diseases . Had to inform PC of Clinical Study. My Research.

6:42

Annette McKinnon

@anetto

@abrewi3010 We've got a #shirtlesshorde political movement here Allen. Guy with no shirts - replace mayor #hcsm

6:42

Steven Barley

@StevenBarley

MT @anetto Excited that local hospital dropped firewall & encourages healthcare & social media for staff. BIG step. @EastGeneral #hcsm

6:43

Twice Diabetes

@TwiceDiabetes

RT @HeartSisters The "warrior patient" as heroic role model is tricky. Personally, I don't need heart patient/ triathlete stories! #hcs

6:43

Carolyn Thomas

@HeartSisters

@CTrappe If it smells like marketing, I'm outa there.... #hcs

6:44

T2D Research

@T2DRemission

T3 Yes, would use (as patient). Would be happy to contribute to i/o development. Glucometer i/o, correlations specifically. #hcs

6:44

Annette McKinnon

@anetto

@HeartSisters Yes, and with feet of (add word for falling apart) why do they always want a walk! #hcs

6:44

Steven Barley

@StevenBarley

Plenty of open source (software) success stories. Get a developer community behind it and great things can follow. [#hcs](#)

6:44

Robert Mahoney

@mahoneyr

As HCP, a little awed that this once fatal disease can now be managed with a device that lets people be people. [@TwiceDiabetes](#) [#hcs](#)

6:45

Tiffany Jane Brand

@tiffanybrandlib

[@HealthSocMed](#) T3 Have more q's than answers w/ this. As a pump user, wondering about patches, upgrades, manual override capabilities. [#hcs](#)

6:45

Isabel Jordan

@seastarbatita

T3: would be more likely to use open source than DRM
[#hcs](#)

6:45

Janet M. Kennedy

@GetSocialHealth

T3: Open source is collaborative and informal but products/code needs a level of scrutiny to ensure safety. [#hcs](#)

6:45

✨ **Anna** ✨

@smanna750

T3) Absolutely, I'm already a case study and being seen @ a research hospital. I share to educate and hopefully help others. [#hcs](#)

6:45

Tiffany Jane Brand

@tiffanybrandlib

[@HealthSocMed](#) T3 Tech literacy of patients an issue as well. [#hcs](#)

6:46

T2D Research

@T2DRemission

[@HeartSisters](#) Witness the resounding thud and silence, or occasional rebuke, that greets overt marketing/pitching here at [#hcs](#)

6:46

Tim C Nicholson

@timbigfish

Open source. Open minds. Open community. Like "Open and say ah", maybe It's more natural that it seems. [#hcs](#)

6:46

Carolyn Thomas

@HeartSisters

[@anetto](#) Because some healthy jock in the fundraising department thinks it's a great idea...[#hcs](#)

6:46

Natalia Shche, Ph.D.

@creativepharma

@Cascadia varies, @drmalinowski is truly engaging (wish my pcp had FB pg like his); some others pure mktg :howardluksmd.com/orthopedic-soc... #hcs

6:47

Tim C Nicholson

@timbigfish

Open source. Open minds. Open community. Like "Open and say ah", maybe It's more natural than it seems. Let's be open. #hcs

6:47

Robert Mahoney

@mahoneyr

T3 one problem with open-source devices is how short the update cycle is. Could be cumbersome to update so often. [@HealthSocMed](#) [#hcs](#)m

6:47

Mark Salke

@marksalke

Marketing, done right, is simple: communication.
RT[@HeartSisters](#): [@CTrappe](#) If it smells like marketing, I'm outa there.... [#hcs](#)m

6:47

Annette McKinnon

@anetto

[@smanna750](#) Not tech but joined population health study [@ON_HealthStudy](#). Allowing personal data to be used [#hcs](#)

6:48

T2D Research

@T2DRemission

[@mahoneyr](#) As usual, doc, have a bone to pick over "once fatal"; and that's a conversation for another day. B^) [#hcs](#)

6:48

Mark Salke

@marksalke

Great point. MT [@GetSocialHealth](#): T3: Open source is collaborative and informal but products/code need scrutiny to ensure safety. [#hcs](#)

6:48

Twice Diabetes

@TwiceDiabetes

[@mahoneyr](#) I love my pump, istopped my 1am hypos but didn't make me any more of a person than I'd been 4 my 35yrs on injections [#hcs](#)

6:49

Carolyn Thomas

@HeartSisters

[@marksalke](#) Marketing, done wrong. Example: "Ask your doctor" drug ads. [@CTrappe](#) [#hcs](#)

6:49

Amanda Changuris

@AmandaChanguris

[@MayoSMHN](#) [@Cascadia](#) I'd say vast majority is being used for marketing, but huge potential for so much more. [#hcs](#)

6:49

Alan Brewington

@abrewi3010

A3 open communication & patients willing to help is the only thing that will help the sloth HC system change.
Learning 4 design works [#hcsn](#)

6:49

Steven Barley

@StevenBarley

Keep in mind: 1) Medical device means FDA approval (for safety, etc); 2) Open source means many reviewers/contributors [#hcsn](#)

6:49

Robert Mahoney

@mahoneyr

Ok, that part is debatable, but the pumps are impressive nonetheless. [@T2DRemission](#) [#hcs](#)

6:50

Laurel Ann Whitlock

@twirlandswirl

[@HeartSisters](#) Hey, now, that basically describes my sister. :P [#hcs](#)

6:50

T2D Research

@T2DRemission

[@mahoneyr](#) Grateful to have been diagnosed as much critical info came to light. Also realize change for T1s must be much more dramatic. [#hcs](#)

6:51

Robert Mahoney

@mahoneyr

Of course. It's only a step in the right direction, and it has a lot of limitations. But it's a big step. [@TwiceDiabetes](#) [#hcs](#)

6:51

Tiffany Jane Brand

@tiffanybrandlib

[@StevenBarley](#) T3 Another barrier: whether health insurance will cover device. [#hcs](#)

6:51

Twice Diabetes

@TwiceDiabetes

[@mahoneyr](#) Quite seriously, what is it that impresses U specifically? [#hcs](#)

6:52

Robert Mahoney

@mahoneyr

The pump doesn't make you a person, but maybe it makes it easier to be what you'd like to be?

[@TwiceDiabetes](#) [#hcs](#)

6:52

Janelle Logan

@JanelleLogan

T3 - I'm willing to be open about my experiences as an ePatient, not as sure about open source for devices.

Safety issues? [#hcs](#)

6:52

Alan Brewington

@abrewi3010

A3 there can't be any pay barriers to open communication. Must have accurate patient demo participating [#hcs](#)

6:53

Twice Diabetes

@TwiceDiabetes

[@mahoneyr](#) Easier 2 do certain things, sure, like not fear being found "dead in bed" [#hcs](#)

6:54

Christoph Trappe

@CTrappe

It's easy/easier to share your authentic story if it's part of a cause/something you believe in strongly. [#hcs](#)

6:54

Janet M. Kennedy

@GetSocialHealth

T3: Good marketing communicates ideas, product information. Don't confuse marketing just with sleazy sales. 2 sides to every coin. [#hcs](#)

6:54

Twice Diabetes

@TwiceDiabetes

RT @CTrappe It's easy/easier to share your authentic story if it's part of a cause/something you believe in strongly. #hcs

6:54

Annette McKinnon

@anetto

@HeartSisters @abrewi3010 Yes, he was great. Wants to live in peace now. The power of an authentic voice resonates #hcs

6:54

Christoph Trappe

@CTrappe

Everyone can already participate.
[#socialmedia#blogging](#) [#hcs](#)

6:54

Steven Barley

@StevenBarley

[@tiffanybrandlib](#) True. But typically follows results /
outcomes, doesn't it? [#hcs](#)

6:55

Robert Mahoney

@mahoneyr

Disclaimer: I'm not diabetic. But it seems to offer a magnitude greater control and flexibility not available otherwise [@TwiceDiabetes](#) [#hcs](#)m

6:55

HealthSocMed | #hcsm

@HealthSocMed

Time flies on Sunday nights - time to wrap up tonight's [#hcs](#)m chat! Last thoughts for the week ahead, everyone?

6:55

Twice Diabetes

@TwiceDiabetes

[@GetSocialHealth](#) Yes, but the lines get very blurred sometimes & astroturf lobbying can be diff 2 discern from grassroots :) [#hcs](#)

6:55

Mark Salke

@marksalke

TY! MT [@GetSocialHealth](#): T3: Good mktg communicates ideas, product info. Don't confuse mktg w/ sleazy sales. 2 sides to every coin. [#hcs](#)

6:56

Annette McKinnon

@anetto

@EastGeneral Looks like my hospital available to#SoMe outside of 9 to 5 hours! #hcsn

6:56

Carolyn Thomas

@HeartSisters

Why the patient's lived experience can be such powerful education: "The power of an authentic voice resonates" says @anetto #hcsn #meded

6:57

Christoph Trappe

@CTrappe

Good marketers are good storytellers. #hcsn

6:57

Alan Brewington

@abrewi3010

Congrats [@danamlewis](#) on finishing that relay race!
[#hcs](#)

6:57

Tim C Nicholson

@timbigfish

Make an hour in your week to hear thoughts and ideas from new people. It'll spark your creativity. The ROI is infinite. [#hcs](#) [#goodnight](#)

6:57

Sanford Jeames

@JeamesSailor

@Cascadia @nursefriendly A3. Use of #SOCmed by HCP & organizations is not used widely. Patient centered? More of marketing. #hcsn

6:57

Janelle Logan

@JanelleLogan

Thanks for a great #hcsn chat @HealthSocMed!

6:57

Laurel Ann Whitlock

@twirlandswirl

@DocForeman @drmikesevilla
@socworkpodcast...withdrawal symptoms.... #hcsn

6:57

Peter Chai

@PeterRchai

[@HealthSocMed](#) don't think you can shower and keep up with [#hcs](#)m at the same time. Lesson learned!

6:58

Janet M. Kennedy

@GetSocialHealth

RT [@TwiceDiabetes](#): [@GetSocialHealth](#) & astroturf lobbying can be diff 2 discern from grassroots :) [#hcs](#)m <Ha! Love astroturf lobbying

6:58

Carolyn Thomas

@HeartSisters

@HealthSocMed Thanks everybody - #hcsM is like Sunday evening brain exercise! ♡

6:59

Tiffany Jane Brand

@tiffanybrandlib

Thanks for the chat! #hcsM

6:59

Janet M. Kennedy

@GetSocialHealth

RT @CTrappe: Good marketers are good storytellers.#hcsM <Hear! Hear!>

6:59

Mark Salke

@marksalke

+1 RT @JanelleLogan: Thanks for a great #hcschat @HealthSocMed!

7:00

HealthSocMed | #hcschat

@HealthSocMed

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