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healthblawg Just sorry I can't head out for a post-session chat w [@brendafinkle](#) [@edbennett](#) & [@leeaase](#) now ... See you later [#oha](#) -4:23 PM Nov 12th, 2009

ctsinclair RT [@brendafinkle](#): Go to SMUG - [@leeaase](#) slides for presentation today at OHA PRMS session [#oha](#) -4:22 PM Nov 12th, 2009

klxmedia RT [@brendafinkle](#): Go to SMUG - [@leeaase](#) slides for presentation today at OHA PRMS session [#oha](#) -4:22 PM Nov 12th, 2009

healthblawg Thx RT [@brendafinkle](#): Truly appreciate the expertise we had at PRMS session TY to [@edbennett](#) [@leeaase](#) and [@healthblawg](#) for their time [#oha](#) -4:22 PM Nov 12th, 2009

ctsinclair Check out [@brendafinkle](#) and the tag [#oha](#) for lots of good SM nuggets about health care from [@leeaase](#) [@healthblawg](#) and others -4:21 PM Nov 12th, 2009

klxmedia Check out [@brendafinkle](#) and the tag [#oha](#) for lots of good SM nuggets about health care from [@leeaase](#) [@healthblawg](#) and others -4:21 PM Nov 12th, 2009

healthblawg My pleasure RT [@integrishealth](#): [@healthblawg](#) gave a great presentation on legal questions in social media. Thank you! [#oha](#) -4:20 PM Nov 12th, 2009

brendafinkle Truly appreciate the expertise we had at the OHA PRMS session thank you to [@edbennett](#) [@leeaase](#) and [@healthblawg](#) for their time! [#oha](#) -4:19 PM Nov 12th, 2009

brendafinkle Physician filming = free advertising? STARK issues involved? Limited amt of value at \$352.00. Is SM advertising? [#oha](#) -4:16 PM Nov 12th, 2009

integrishealth [@healthblawg](#) gave a great presentation on legal questions in social media. Thank you! [#oha](#) -4:15 PM Nov 12th, 2009

brendafinkle question: Are there samples for policies/procedures? [@edbennett](#) has link to policies on his website [@ebennett.org/policies](#) [#oha](#) -4:13 PM Nov 12th, 2009

susiemoo Congrats to OK hospital PR & Marketing Society on a fantastic session on social media. Great job guys!! [#oha](#) -4:13 PM Nov 12th, 2009

brendafinkle [@healthblawg](#) welcomes all comments and questions. Check out his

presentation at j.mp/ohahcsm [#oha](#) -4:12 PM Nov 12th, 2009

[brendafinkle](#) [@healthblawg](#) SM is journey - policies and procedures will need to be revisited and revised as technologies and use evolves [#oha](#) -4:10 PM Nov 12th, 2009

[brendafinkle](#) [@healthblawg](#) be monitoring SM - policies and procedures should be posted for public to access so they understand how you'll respond [#oha](#) -4:09 PM Nov 12th, 2009

[brendafinkle](#) [@healthblawg](#) "I've been in the ED for hours" can't comment back via twitter - try sending someone live to address need of patient in ED [#oha](#) -4:08 PM Nov 12th, 2009

[brendafinkle](#) [@healthblawg](#) how do you respond to pt tweet? Don't want to overexpose PHI in response tweet [#oha](#) -4:07 PM Nov 12th, 2009

[brendafinkle](#) [@healthblawg](#) blog neg comments - do you post all, some? How do you moderate comments? Policy required to support. [#oha](#) -4:07 PM Nov 12th, 2009

[brendafinkle](#) [@healthblawg](#) The fact that a patient-provider relationship exists is itself PHI [#oha](#) -4:01 PM Nov 12th, 2009

[brendafinkle](#) [@healthblawg](#) get pt consent when appropriate. Notice of Privacy Practices should address SM - how used, degree of privacy expected [#oha](#) -3:59 PM Nov 12th, 2009

[brendafinkle](#) [@healthblawg](#) thou shalt not practice medicine in public over the internet via twitter or FB [#oha](#) -3:58 PM Nov 12th, 2009

[brendafinkle](#) [@healthblawg](#) define relationships between h/care providers and SM users - tailored to your org prior to beginning program. [#oha](#) -3:58 PM Nov 12th, 2009

[cpazzo](#) Great legal advice RT [@healthblawg](#): My slides from today's OHA session on [#socialmedia](#) in [#healthcare](#) legal issues <http://j.mp/ohahcsm> [#oha](#) -3:55 PM Nov 12th, 2009

[brendafinkle](#) [@healthblawg](#) - worry is "what if we say something that will get us into trouble?" Be careful what and how you share information. [#oha](#) -3:55 PM Nov 12th, 2009

[paulroemer](#) RT [@healthblawg](#): Only 400 of 5000 [#hospital](#) s in US are using [#socialmedia](#), per [@edbenett](#) [#oha](#) -3:54 PM Nov 12th, 2009

brendafinkle @healthblawg be sure you've covered potential legal liabilities ie patient confidentiality **#oha** -3:54 PM Nov 12th, 2009

brendafinkle @healthblawg be sure to involve your legal team early to avoid costly retrenchment and/or errors later. **#oha** -3:52 PM Nov 12th, 2009

brendafinkle @healthblawg presenting via Skype from Boston **#oha** -3:51 PM Nov 12th, 2009

integrishhealth Excellent presentation by **@LeeAase**. Very impressive. **#oha** -3:49 PM Nov 12th, 2009

healthblawg My slides from today's OHA session on **#socialmedia** in **#healthcare** legal issues **http://j.mp/ohahcsm #oha** -3:47 PM Nov 12th, 2009

harryy86 @telenor_service få fingeren ut: join **#OHA**, push på **#Google** for full **#Android #Market** tilgang, gi oss kunder en bedre mobil tjeneste... -3:43 PM Nov 12th, 2009

brendafinkle Legal social media information via **@healthblawg** next at OHA PRMS SM session **#oha** -3:43 PM Nov 12th, 2009

brendafinkle @leeaase Thesis **#27** - Opportunity! "Find your voice and inspire others to find theirs!" patients, employees etc. **#oha** -3:39 PM Nov 12th, 2009

brendafinkle Top post on Mayo blog- "A Happy Life Alone" sharing story returning to Mayo Clinic alone **@leeaase #oha** -3:36 PM Nov 12th, 2009

brendafinkle If you are remarkable enough your customers will create content for you - SM thesis **#25** via **@leeaase #oha** -3:35 PM Nov 12th, 2009

brendafinkle last message via **@leeaase. #oha** -3:29 PM Nov 12th, 2009

brendafinkle Key SM tool is flip video camera - \$149 - use video to highlight print stories - also available for media use. **#oha** -3:29 PM Nov 12th, 2009

brendafinkle RT **@SWHealthcare**: Thank you all for the kind words! **@edbennett** highlighted your program today in Oklahoma. **#oha** -3:25 PM Nov 12th, 2009

brendafinkle @leeaase presenting Mayo Clinic new media introductions such as podcasts on iTunes. **#oha** -3:25 PM Nov 12th, 2009

SWHealthcare Thank you all for the kind words! [#oha](#) -3:23 PM Nov 12th, 2009

brendafinkle [@leeaase](#) sharing United Airlines "United Breaks Guitars" YouTube video and power of SM [#oha](#) -3:15 PM Nov 12th, 2009

brendafinkle Sharing Mayo Clinic-Mayo's blog -patients can share their Mayo stories. Jayson Werth story picked up by media from blog/YouTube posts [#oha](#) -3:14 PM Nov 12th, 2009

bvancleaf [@EdBennett](#) says Aurora Health can track 14 procedures resulting from live tweeting of bilateral knee replacement. Also 2x followers. [#oha](#) -3:13 PM Nov 12th, 2009

brendafinkle RSS feeds sent directly to your email from blogs you have interest in rather than checking blogs daily to save time. [@leeaase](#) [#oha](#) -3:08 PM Nov 12th, 2009

susiemoo RT [@brendafinkle](#) Go to SMUG - [@leeaase](#) slides for presentation today at OHA PRMS session [#oha](#) -3:07 PM Nov 12th, 2009

brendafinkle Because of social media those with similar interests or disease processes can link and share information. Nice for rural areas [@leeaase](#) [#oha](#) -3:07 PM Nov 12th, 2009

susiemoo RT [@cpazzo](#) [@leeaase](#) makes a good point that social media IS word of mouth. [#oha](#) -3:05 PM Nov 12th, 2009

cpazzo [@leeaase](#) makes a good point that social media IS word of mouth. [#oha](#) -3:03 PM Nov 12th, 2009

brendafinkle [@leeaase](#) sharing FB updates from patients on outcomes re: treatment from Mayo Clinic [#oha](#) -3:03 PM Nov 12th, 2009

cpazzo RT [@brendafinkle](#): Go to SMUG - [@leeaase](#) slides for presentation today at OHA PRMS session [#oha](#) -3:00 PM Nov 12th, 2009

brendafinkle RT [@toddstogner](#): Im excited that my co-workers are getting to hear Lee Aase speak about social media. Google SMUG for more info. [#oha](#) -3:00 PM Nov 12th, 2009

brendafinkle Social Media Univ, Global SMUG read about the 35 SM thesis of SM from [@leeaase](#) [#oha](#) -3:00 PM Nov 12th, 2009

toddstogner I'm excited that my co-workers are getting to hear Lee Aase speak

about social media. Google SMUG for more info. [#oha](#) -3:00 PM Nov 12th, 2009

[cpazzo](#) RT [@brendafinkle](#): SM is free, immensely powerful and consistent with your orgs values. [@leeaase](#) [#oha](#) -2:59 PM Nov 12th, 2009

[brendafinkle](#) Go to SMUG - [@leeaase](#) slides for presentation today at OHA PRMS session [#oha](#) -2:59 PM Nov 12th, 2009

[brendafinkle](#) [@guykawaski](#) hero of [@leeaase](#) ck out Guy's blog - Reality Check [#oha](#) -2:58 PM Nov 12th, 2009

[brendafinkle](#) SM is free, immensely powerful and consistent with your orgs values. [@leeaase](#) [#oha](#) -2:57 PM Nov 12th, 2009

[brendafinkle](#) [@leeaase](#) states that your "mileage" or outcomes may vary with SM by project. [@mayoclinic](#) has seen this as well. [#oha](#) -2:56 PM Nov 12th, 2009

[brendafinkle](#) [@leeaase](#) granddaughter introduced him to FB and power of social media. Remotely track FB updates via flip video given to daughter. [#oha](#) -2:55 PM Nov 12th, 2009

[brendafinkle](#) [@cpazzo](#) introducing [@leeaase](#) to group of approximately 100 attendees to OHA PRMS SM session [#oha](#) -2:52 PM Nov 12th, 2009

[brooklyn2020](#) RT [@brendafinkle](#) Stock prices for co.'s tht owned up to negative events rose vs those hiding info (related to ROI) via [@edbennett](#) [#oha](#) -2:45 PM Nov 12th, 2009

[brendafinkle](#) How to get started with a staff of one? [@edbennett](#) use hootsuite or other tools that can help automate SM programs. Can link to FB [#oha](#) -2:45 PM Nov 12th, 2009

[normanregional](#) Norman Regional recognized for being the only hosp in OK with a patient blog via [@edbennett](#) [#oha](#) visit the blog at <http://bit.ly/D9dpD> -2:41 PM Nov 12th, 2009

[susiemoo](#) RT [@brendafinkle](#) Return on Connections vs ROI: Pos WOM, Service Recovery, Message Influence, Brand monitoring etc [@edbennett](#) [#oha](#) -2:41 PM Nov 12th, 2009

[brendafinkle](#) Stock prices for companies that owned up to negative events rose vs those that hid information (related to ROI) via [@edbennett](#) [#oha](#) -2:40 PM Nov 12th, 2009

brendafinkle **@normanregional** recognized for being the only hosp in OK with a patient blog via **@edbennett #oha** -2:38 PM Nov 12th, 2009

brendafinkle RT **@susiemoo**: **@edbennet** says be READY to repond in crisis via social media. **#oha** -2:37 PM Nov 12th, 2009

brendafinkle Feedback through UMMC for SM updates has been extraordinarily positive via **@edbennett #oha** -2:37 PM Nov 12th, 2009

healthblawg Only 400 of 5000 **#hospital** s in US are using **#socialmedia**, per **@edbennett #oha** -2:37 PM Nov 12th, 2009

susiemoo **@edbennet** says be READY to repond in crisis via social media. **#oha** -2:36 PM Nov 12th, 2009

brendafinkle Can't wait to address situations via press releases - public expect "real time" responses SM can help. **@edbennett #oha** -2:36 PM Nov 12th, 2009

LeeAase Great Return on Connections model from **@EdBennett** at **#oha** -2:34 PM Nov 12th, 2009

brendafinkle Return on Connections vs ROI: Pos WOM, Service Recovery, Message Influence, Brand monitoring etc **@edbennett #oha** -2:34 PM Nov 12th, 2009

brendafinkle RT **@susiemoo**: Scott & White hospital used Twitter and blogging during Ft. Hood crisis recently **@SWHealthcare**. **#OHA** with **@edbennett #oha** -2:33 PM Nov 12th, 2009

brendafinkle **@edbennett** public expectation transforming from push website format to more two way convo's via SM **#oha** -2:33 PM Nov 12th, 2009

Swineheart RT **@LeeAase**: Tweeps from **#oha** will enjoy the "Men who can't pee" video as example of SoMe marketing **http://bit.ly/2D2MTY** -2:32 PM Nov 12th, 2009

brendafinkle NEW Oklahoma hospitals on www.ebennett.org/ok can follow live tweet stream for all hospital tweets! **@edbennett** ck it out **#oha** -2:32 PM Nov 12th, 2009

susiemoo Scott & White hospital used Twitter and blogging during Ft. Hood crisis recently **@SWHealthcare**. **#OHA** with **@edbennett** -2:31 PM Nov 12th, 2009

brendafinkle **@swhealthcare** corresponding with media on status of hosp during Ft. Hood crisis updating frequently **#oha** -2:30 PM Nov 12th, 2009

brendafinkle @swHealthcare highlighted by **@edbennett** as ex of crisis communications. Blog, Twitter and YouTube for Ft Hood crisis updates **#oha** -2:29 PM Nov 12th, 2009

brendafinkle @innovishealth shared w/ media all info will be shared via blog/twitter updates clearing phone lines for h/care needs **#oha** -2:27 PM Nov 12th, 2009

brendafinkle Crisis Communications **@innovishealth** Fargo SD flood only hosp in full operation in Fargo how to communicate? Set up blog/Twitter acct **#oha** -2:27 PM Nov 12th, 2009

brendafinkle @scrippshealth tracking mentions in SM. Quick response to cust svc issue being shared via **@edbennett #oha** -2:24 PM Nov 12th, 2009

LeeAase Tweeps from **#oha** will enjoy the "Men who can't pee" video as example of SoMe marketing **http://bit.ly/2D2MTY** -2:24 PM Nov 12th, 2009

brendafinkle Wearechla.org site being shared highlighting blog programs - "share your story." **#oha** -2:24 PM Nov 12th, 2009

AmandaChanguris RT **@LeeAase: @EdBennett** says Aurora Health can track 14 procedures resulting from live tweeting of knee replacement. Also 2x followers. **#oha** -2:23 PM Nov 12th, 2009

brendafinkle RT **@cpazzo: @edbennett** talking about live tweeting during knee surgery. Redefining the term modern medicine **#oha** -2:23 PM Nov 12th, 2009

LeeAase @EdBennett says Aurora Health can track 14 procedures resulting from live tweeting of bilateral knee replacement. Also 2x followers. **#oha** -2:22 PM Nov 12th, 2009

cpazzo @edbennett talking about live tweeting during knee surgery. Redefining the term modern medicine **#oha** -2:22 PM Nov 12th, 2009

brendafinkle @aurorahealthcare live surgery tweet program being shared now by **@edbennett #oha** -2:21 PM Nov 12th, 2009

brendafinkle @edbennett sharing examples of other hosp's - **@SutterEdenMed** being shared their for their success **#oha** -2:21 PM Nov 12th, 2009

LeeAase @brendafinkle @cpazzo Thanks for passing along! It's going to be fun to demo this live during the **#OHA** session! -2:19 PM Nov 12th, 2009

brendafinkle @edbennett For Twitter create clear, concise msgs and link to your

"comments policy." [#oha](#) -2:19 PM Nov 12th, 2009

[brendafinkle](#) RT [@LeeAase](#): Also invite anyone listening in on the [#OHA](#) chat to check out our [#wristpain](#) chat with USA Today <http://bit.ly/dBIMH> [#oha](#) -2:17 PM Nov 12th, 2009

[LeeAase](#) RT [@brendafinkle](#): You tube highest success for UMMC at this time. It's a safe first step for hosp looking about venturing into SM. [#oha](#) -2:17 PM Nov 12th, 2009

[brendafinkle](#) [@edbennett](#) fastest growing demographic on FB is women 55 - 70 year olds. Telling story of his wife who wanted to follow her mother [#oha](#) -2:17 PM Nov 12th, 2009

[LeeAase](#) [@EdBennett](#) going to start doing MD bio videos on UMMC Web site [#OHA](#) -2:17 PM Nov 12th, 2009

[brendafinkle](#) Track hospital usage with [@edbennett](#) check out edbennett.org for all the latest information on hospitals utilizing SM [#oha](#) -2:10 PM Nov 12th, 2009

[brendafinkle](#) [@edbennett](#) Oct 27th 410 hosp total in SM sphere with Twitter, FB, You Tube or blogs. [#oha](#) -2:10 PM Nov 12th, 2009

[AmandaChanguris](#) RT [@brendafinkle](#): [@edbennett](#) on SM. It's a conversation, not a lecture. Group driven not top down it's messy and hard to control - [#oha](#) [[<3](#)] -2:09 PM Nov 12th, 2009

[brendafinkle](#) [@edbennett](#) desire for public will continue to communicate with each other regardless of which tool they end up using. [#oha](#) -2:09 PM Nov 12th, 2009

[cpazzo](#) Great turnout to hear our SM experts RT [@LeeAase](#): Getting ready for [#OHA](#) presentation this afternoon with [@EdBennett](#) and [@Healthblawg](#) -2:08 PM Nov 12th, 2009

[brendafinkle](#) [@edbennett](#) that's where your customers are spending their time. Where are you? [#oha](#) -2:08 PM Nov 12th, 2009

[normanregional](#) Follow the fun at the Oklahoma Hospital Association & presentations from [@edbennett](#) [@leease](#) and [@healthblawg](#) with the hashtag [#oha](#) -2:08 PM Nov 12th, 2009

[brendafinkle](#) [@edbennett](#) describes SM. It's a conversation, not a lecture. Group driven not top down it's messy and hard to control - [#oha](#) -2:08 PM Nov 12th, 2009

LeeAase: RT @normanregional: Group of over 100 healthcare pros are joining the PRMS group from #OHA to hear from @edbennett @leeaase and @healthblawg about 2 hours ago from TweetDeck · Reply · View Tweet

brendafinkle: @edbennett "lots of value from presence with websites" battling what's wrong with the yellow pages?? #oha about 2 hours ago from TweetChat · Reply · View Tweet · Show Conversation

brendafinkle: @edbennett from University of Maryland why is social media important and how can hospitals use these tools? #oha about 2 hours ago from TweetChat · Reply · View Tweet · Show Conversation

3LittleLams: Reading all the tweets from #oha conference makes me miss my days of healthcare marketing. These PR are people are doing great things! about 3 hours ago from web · Reply · View Tweet

brendafinkle: @edbennett with Univ of Maryland being introduced by @cpazzo #oha about 3 hours ago from TweetChat · Reply · View Tweet · Show Conversation

LeeAase: Also invite anyone listening in on the #OHA chat to check out our #wristpain chat with USA Today <http://bit.ly/dBIMH> (expand) about 3 hours ago from TweetDeck · Reply · View Tweet

normanregional: Group of over 100 healthcare professionals are joining the PRMS group from #OHA to hear from @edbennett @leeaase and @healthblawg about 3 hours ago from TweetDeck · Reply · View Tweet

LeeAase: @EdBennett is up first at #oha. Intros starting now... and here's the presentation I'm going to be doing: <http://bit.ly/1PsPjS> (expand) about 3 hours ago from TweetDeck · Reply · View Tweet · Show Conversation

brendafinkle: @cpazzo recognizing the board for PRMS #oha #oha about 3 hours ago from TweetChat · Reply · View Tweet · Show Conversation

brendafinkle: @cpazzo opening remarks opening #oha conference #oha about 3 hours ago from TweetChat · Reply · View Tweet · Show Conversation

brendafinkle: Getting sound wired in for @healthblawg presentation from Boston. #oha about 3 hours ago from TweetChat · Reply · View Tweet

healthblawg: I'm doing this remotely, while Lee and Ed are in OK RT @LeeAase: Getting ready for #OHA preso this PM with @EdBennett and @Healthblawg about 3 hours ago from TweetDeck · Reply · View Tweet

brendafinkle: Group of over 100 healthcare professionals are joining the PRMS group from **#OHA** to hear the prez from **@edbennett** **@leeaase** and **@healthblawg** about 3 hours ago from [web](#) · [Reply](#) · [View Tweet](#)

susiemoo: The moment we've been waiting for at **#oha** is finally here! **@edbennett** and **@leeaase** about to present. about 3 hours ago from [TwitterBerry](#) · [Reply](#) · [View Tweet](#)

LeeAase: Getting ready for **#OHA** presentation this afternoon with **@EdBennett** and **@Healthblawg** about 3 hours ago from [TweetDeck](#) · [Reply](#) · [View Tweet](#)

integrishealth: At the Oklahoma Hospital Association Conference. Excited to learn more about socialmedia & healthcare. **#OHA** about 3 hours ago from [TwitterBerry](#) · [Reply](#) · [View Tweet](#)

cpazzo: RT **@EdBennett**: Getting ready to present at the Oklahoma Hospital Association meeting. **#oha** about 3 hours ago from [Tweetie](#) · [Reply](#) · [View Tweet](#)

Zorg20: **@EdBennett** go rock again Ed ! **#oha** about 3 hours ago from [TweetDeck](#) · [Reply](#) · [View Tweet](#)

2healthguru: RT **@brendafinkle**: Changing hastag to **#oha** for **@edbennett** & **@leeaase** presentations. Stay tuned to hear from **@healthblawg** re: legal thoughts about 3 hours ago from [TweetDeck](#) · [Reply](#) · [View Tweet](#)

EdBennett: Getting ready to present at the Oklahoma Hospital Association meeting. **#oha** about 3 hours ago from [web](#) · [Reply](#) · [View Tweet](#)

brendafinkle: Changing our hastag to **#oha** for **@edbennett** and **@leeaase** presentations. Stay tuned to hear from **@healthblawg** re: legal thoughts about 3 hours ago from [web](#) · [Reply](#) · [View Tweet](#)

LeeAase: **@normanregional** Looking forward to joining you this afternoon at **#oha** about 5 hours ago from [Tweetie](#) · [Reply](#) · [View Tweet](#)

normanregional: At the Oklahoma Hospital Association conference **@leeaase** and **@edbennett** are speaking about hospitals harnessing new media tools! **#OHA** about 6 hours ago from [TweetDeck](#) · [Reply](#) · [View Tweet](#)