



Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices

By Kevin Pho M.D., Susan Gay

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Online health information combined with social media channels like Twitter and Facebook has created a new generation of patients. They are empowered. They have a voice in their own care that they never had before. And more are using social media and physician review sites to choose their doctor or medical practice. Given these stakes, you can't afford to leave your online reputation to chance.

Kick off your social media efforts today with **Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices**, a comprehensive resource not available anywhere else. In addition to unique insights from practicing physician and social media pioneer Kevin Pho, MD, this book offers doctors a step-by-step guide on how to use social media to manage an online reputation. It also provides insider tips on how to respond to online ratings and a guide to work with all of the major physician review sites. Do not let others define you on the web. Take control of your online reputation now!

What the book features:

- Foreword by Robert Wachter, MD, Professor of Medicine at the University of California, San Francisco
- Why an online reputation is important for doctors
- How patients use social media to find physicians and medical practices
- A step-by-step guide for how practices can brand themselves on major social media platforms (LinkedIn, Facebook, YouTube, Twitter, Google+, blogs) and drive Google traffic through content
- Profiles of the major physician rating sites, including Vitals, Yelp, Healthgrades, RateMDs.com, Angie's List, ZocDoc and Google+ Local
- Tips to protect and manage an online reputation
- How to respond to online reviews
- Online professionalism guidelines and best practices

Unlike guides written by professional marketing gurus, this book offers dozens of stories and case studies from the perspective of practicing physicians and engaged patients. Online reputation management advice is often scattered on the web, requiring time and effort to find. This book consolidates this information in a single, handy resource.

Doctors and office managers know they need to get involved with social media but do not know how or where to start. This book allows them to immediately tap into authoritative insight in a calming way, not in an alarmist manner.

Instructions on how physicians can proactively create content and harness the power of social media to define an online reputation and provide better care for patients. The practical format allows the reader to pick and choose from the sections most important to their practice.

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Editorial Review

Review

"For the physician contemplating the use of social media, this lovely volume is a precious and invaluable guide."

- **Abraham Verghese**, MD, author of *Cutting for Stone*

"As the digital era inevitably invades the medical cocoon, there is a vital unmet need for physicians to adapt, especially to new challenges such as dealing with one's online reputation. Kevin Pho, a leader in the convergence of social media and healthcare, with Susan Gay, provide a comprehensive and extremely useful roadmap for doctors. This information and perspective enables physicians to take charge of taking a default, sitting duck status."

- **Eric Topol**, MD, author of *The Creative Destruction of Medicine*

"An insightful and thought-provoking examination of the changing landscape of medicine, filled with practical advice for clinicians."

- **Jerome Groopman**, MD and Pamela Hartzband, MD, authors of *Your Medical Mind: How to Choose What Is Right for You*

"As one of the most prolific practitioners in the world of social media, Kevin Pho's insights for doctors and other health professionals are soundly based on experience. His ability to demystify this arena for others comes from a clear and concise exposition of what is fact and what is fear. His book is an important contribution to creating a more patient-centric healthcare system that is also highly respectful of the knowledge and good intentions of physicians and other clinicians."

- **Paul F. Levy**, Former CEO, Beth Israel Deaconess Medical Center

"This book is the newest, most comprehensive, most detailed and up-to-date reference source available to American physicians and medical practices. Richly nuanced by America's most popular and authoritative physician blogger and social media expert, it can guide you through this swamp—maybe not clean, but ready to move forward."

- **George Lundberg**, MD, President, The Lundberg Institute

"This book is sensational. It provides an argument that wins hands-down on how doctors no longer have the luxury of ignoring social media and its impact. This book will help physicians understand and prepare themselves for social media's impact on their future."

- **Judy Capko**, author of *Secrets of the Best-Run Practices*

"Social media is the wave of the future in medicine, and I can't think of a doctor more qualified to write about this phenomenon than Kevin Pho. This book is essential reading for any doctor or medical practice looking to establish an online presence."

- **Sandeep Jauhar**, MD, author of *Intern: A Doctor's Initiation*

"Dr. Pho has compiled his years of experience and knowledge into a fantastic book that should be considered required reading for all doctors. Social media is the future of doctor-patient communication, and this book provides a comprehensive guide to navigating the social media arena. From LinkedIn to Facebook, to Twitter, to Google+, readers will learn how to become the maestro of their online reputation, marketing, and

communication with patients."

- **Anthony Youn, MD**, author of *In Stitches*

"With new technology comes new challenges, and that's especially true for medical practice managers as they look to evolve their practices in innovative and responsible ways. Social media channels, physician-rating sites, and other digital communities can directly affect your practice's online reputation – and reputation management is now within the purview of the practice management profession. But where do you start and how do you go about influencing something as nebulous, fast-changing, and splintered as online reputation? This book provides practice managers with the tools they need to feel more informed and equipped to take actionable steps recommended by some of the industry's leading experts."

- **Susan L. Turney, MD**, MGMA President and CEO

From the Author

Online reputation is critically important for doctors to manage, with more patients using online tools to find their doctors. Drawing from my social media experience since 2004, this comprehensive guide will show you how.

I've always believed that we learn best through stories, so not only have I included notable events from my personal social media journey, but also dozens of case studies and anecdotes from social media leaders that I've had the pleasure of connecting with over the years, including Vineet Arora, MD, Katherine Chretien, MD, Natasha Burgert, MD, Dave deBronkart, Susannah Fox, Kerri Morrone Sparling, Wendy Sue Swanson, MD, and Bryan Vartabedian, MD.

Their perspectives provide a window into how patients are using online tools to find their physicians and how an online reputation can be managed by busy, practicing doctors. I invite you to explore this definitive guide for doctors and medical practices on how to use social media and establish, manage, and protect an online reputation.

Thank you for your time and interest.

About the Author

Kevin Pho is a board-certified internal medicine physician and founder of KevinMD.com, which Forbes called a "must-read health blog." Klout named him the web's top social media influencer in health care and medicine, and CNN named @KevinMD one of its five recommended Twitter health feeds. Transforming his social media presence into a mainstream media voice, he has been interviewed on the CBS Evening News with Katie Couric, and his commentary regularly appears in USA Today, where he is a member of their editorial Board of Contributors, as well as CNN and the New York Times. His opinion pieces highlight the challenges real-world doctors face, ranging from the primary care shortage to the epidemic of physician burnout. Kevin practices primary care in Nashua, NH. He received his medical degree and completed residency at Boston University School of Medicine, and is a member of the New Hampshire Union Leader's 2010 class of New Hampshire's 40 Under Forty.

Susan Gay is a medical publisher and content strategist with over 25 years experience in medical publishing leadership. Known for her foresight and vision in creating ground-breaking publications, she has published several hundred books, journals and multimedia products, many of them market leaders. Her creative imprint can be seen in such pioneering works as the 5-Minute Clinical Consult and the Netter Collection reference works. As Vice President and Publisher at Williams & Wilkins (now Wolters Kluwer Health), Susan was the first clinical publisher to apply branding strategies to a clinical publishing program. Earlier in her career, she was an award-winning editor at Mosby and served as president of the American Medical Publishers Association. Through it all, Susan has had a keen eye toward the forces that shape medical practice. Today,

she is focused on the digital future of medicine and all that it means for clinical medicine, medical education and information delivery.

Users Review

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Katherine Holt:

Exactly why? Because this Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will distress you with the secret it inside. Reading this book close to it was fantastic author who write the book in such amazing way makes the content inside easier to understand, entertaining way but still convey the meaning fully. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This book will give you a lot of rewards than the other book have got such as help improving your expertise and your critical thinking technique. So , still want to postpone having that book? If I were you I will go to the guide store hurriedly.

Beulah Chavez:

This Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices is completely new way for you who has fascination to look for some information

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