Principles of Effective Social Media Strategy

Pilar Padilla
Build Your Social Media Presence | September 27, 2017
Disclosure of ABIM Service: Pilar Padilla

- I am the Social Media Specialist of the American Board of Internal Medicine (ABIM).
- I am not compensated by or have financial interest or ties to any of the products or platforms I will discuss today.
Keep it Simple

There is a growing amount of research about why board certified physicians are positively different.

Thank You for your Sacrifice
Infographics

Board Certified Internists are POSITIVELY DIFFERENT

Evidence shows that physicians who were certified from the American Board of Internal Medicine (ABIM) and maintain their certification provide better patient care.

ABIM Board Certified Physicians are more likely to:

- SAVE LIVES 19% LOWER MORTALITY
- AVOID DISCIPLINARY ACTION 5X LESS DISCIPLINARY ACTION
- ADHERE TO GUIDELINES 17% GREATER ADHERENCE

HUNDREDS OF LIVES SAVED

MOC improves value of care without sacrificing quality

$167 LESS PER PATIENT PER YEAR

Physicians who were required to participate in MOC to maintain their certification save $167 per Medicare patient per year compared to physicians not required to participate.

$5 BILLION LOWER COST PER YEAR

Findings suggest MOC reduces U.S. healthcare Medicare costs by approximately $5 billion per year.

REFERENCE:


Kashif Piracha Board certification is an important tool to let patients know their providers are keeping themselves up to date within their specialty. All practitioners should make it a top priority to get certified.

Like · Reply · Message · 2 · March 23 at 2:55pm
Use Photos

Happy Veteran's Day! Thank you to all who have served.

"On October 2013, I served as the physician for a Montana WWII veteran's 'Honor Flight' to the World War II Memorial in Washington, DC. Often, these veterans have not shared their stories with family and friends. I was amazed to see that when a 737 flight full of veterans traveled together, they were able to share their stories with each other during an emotional and meaningful weekend. It was an honor to care for them because they gave so much for us."

--Dr. Roger W. Bush

Why I Serve: Roger W. Bush, MD | ABIM Blog

Roger W. Bush was the Founding Program Director of the Billings Clinic Internal Medicine Residency and is certified in Internal Medicine with a Focused Practice.
Editorial.
# Building an Editorial Calendar

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<tr>
<th>1-31</th>
<th>Monthly Observances</th>
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<td><strong>Internal Events &amp; Meetings</strong></td>
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Engaging
Entertaining
Educational
#RELEVANT
Modern Boards
Thought Leadership

“Measles Outbreak & the Risk of Forgetting Medical Miracles” by Dr. Jeanne Marrazzo, ABIM Infectious Disease Board:
bit.ly/2rJuk8A

As a medical community, we need to be prepared to deal not only with the rampant spread of disease, but also with the rampant spread of misinformation. We need to take the time to be a trusted ally in health care and help patients questioning life-saving medicine understand the science and evidence behind treatment options.
- Dr. Jeanne Marrazzo, MPH
Chair, ABIM infectious Disease Specialty Board

Looking forward to spending next few days at Aspen Health Strategy Group focused on Big Ideas to address opioid crisis #AHSG @AspenIdeas

31,175 people reached
310 shares
Components of a Social Media Campaign

- Clear objective with supporting goals
- Description of target audiences
- Key messages for each target audience
- Tactics & Tools
- Key Performance Indicators
  - Embrace analytics!
**ABIM’s Research Campaign**

**OBJECTIVE:** Challenge the existing negative narrative that there is no evidence that board certification and MOC make a difference by promoting peer-reviewed research findings about why initial and ongoing certification have real impacts on patient care.

- **There is a growing amount of research about why board certified physicians are positively different.**
- **JAMA study results, in conjunction with physician input via the blueprint review process, informed updates to MOC exams.**
- **KEY FINDINGS:**
  - Post-study survey results indicated that having access to resources did reduce physicians' anxiety about the exam.
Tools & Tactics
Join us...

“There are results are promising because they show that the exam content was reflective of what internists see in practice—even before changes to the blueprint were implemented.”

Bradley M. Gray, PhD
ABIM Senior Health Services Researcher

There is a growing amount of research about why board certified physicians are positively different.

Family physicians improved the quality of care for patients with hypertension through MOC.