

Healthcare and Social Media Summit 2016

Presented by Mayo Clinic



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MONDAY

14th November 2016

8:30 AM

to 5:00 PM

Social Media Residency

Social Media Residency is an intense one-day workshop designed to teach you how to write a social media strategy that will link to your organisation's business goals. The Residency is an optional workshop open to delegates of the Healthcare and Social Media Summit, and can be selected when registering for the Summit.



Facilitators include:

Lee Aase, Director, Mayo Clinic Social Media Network

Twitter: [@LeeAase](#)

Dr Farris Timimi, Medical Director, Mayo Clinic Social Media Network

Twitter: [@FarrisTimimi](#)

Lisa Ramshaw, CEO, Navigate Communications

Twitter: [@Lisa_Ramshaw](#)

Limited spots available!

[VIEW DETAILS ON SOCIAL MEDIA RESIDENCY](#)

Victoria Suites, Sofitel Melbourne on Collins

TUESDAY

15th November 2016

7:30 AM to 5:00 PM	Registration open The registration desk will be open for delegates to collect their name badges.
8:30 AM to 9:00 AM	Arrival tea and coffee
9:00 AM to 9:05 AM	Summit Opening Julie McCrossin, Summit Master of Ceremonies Twitter: @JulieMcCrossin
9:05 AM to 9:30 AM	Plenary Session 1: Summit Welcome Lee Aase, Director, Mayo Clinic Social Media Network Twitter: @LeeAase Dr Farris Timimi, Medical Director, Mayo Clinic Social Media Network Twitter: @FarrisTimimi
9:30 AM to 10:30 AM	Plenary Session 2: Opening Keynote - Digital Disruption Andrew Grill, Global Managing Partner, IBM Social Consulting Twitter: @AndrewGrill
10:30 AM to 11:00 AM	Morning tea
11:00 AM to 12:00 PM	Plenary Session 3: Keynote Address - Patient-centric social media: Connected insights Brian Loew, Founder & CEO, Inspire Twitter: @TeamInspire *** Inspire members have written more than one billion words in the online community comprised of more than two hundred condition specific support groups. How members organise in support groups, and what they share, are critical to understanding the empowered digital patient. Brian will discuss the insights from over a decade

	<p>leading Inspire to become the largest patient-centric social media network, compare content quality across social channels, and show examples of how the power of connected patients sharing insights with one another can help accelerate medical progress and improve healthcare around the world.</p> <p>In a brief case study, Brian will share how women affected by the rare and deadly heart disorder SCAD (spontaneous coronary artery dissection) self-organised in Inspire's WomenHeart Support Community and began sharing clinical information that led to the Mayo Clinic launching research in 2011. That research continues today.</p>
12:00 PM to 1:00 PM	Plenary Session 4: Reputation management online Dr Farris Timimi, Medical Director, Mayo Clinic Social Media Network Twitter: @FarrisTimimi
1:00 PM to 1:45 PM	Lunch
1:45 PM to 2:45 PM	Plenary Session 5: Empowering healthcare consumers through storytelling <i>Details coming soon...</i>
2:45 PM to 3:45 PM	Plenary Session 6: Ethics and values <i>Details coming soon...</i>
3:45 PM to 4:00 PM	Afternoon tea
4:00 PM to 5:00 PM	Plenary Session 7: The future belongs to those who believe <p>Marcus Barber, Strategic Futurist Twitter: @rightfuture</p> <p>Lucio Ribeiro, Partner and Head of Strategy, Delivery at Online Circle Digital Twitter: @lucio_ribeiro</p> <p>Kristina Garla, Communications and Marketing Manager, Ivanhoe Grammar School Twitter: @kristweetina</p> <p>***</p>

What does our future look like? What will be the digital disruptions and innovations? What will this mean for health? Futurist Marcus Barber will kick off this session looking at the broader environment and where digital is taking us in general. Sharing some confronting and exciting upcoming changes he will give insight into the world our future health system will exist in. Lucio Ribeiro, commentator and co-founder of Online Circle, will then take everyone on a journey of what social media will look like in the land of tomorrow - if it will exist and how this will impact the usually slow-moving health industry. Bringing things closer to the here and now, Kristina Garla, formerly Marketing and Digital Strategy Manager at Epworth HealthCare, will look at the digital possibilities just around the corner for those of us in healthcare, and share some exciting, creative and 'futuristic' things already out there disrupting and changing the way we think and do things. Open yourself up to the possibility of the future!

5:30 PM

to 7:00 PM

Social Media in Healthcare Short Film Festival

Arthur Streeton Auditorium, Sofitel Melbourne on Collins



Fed up with boring long-winded PowerPoint presentations? Join us for drinks, nibbles and networking at the 2016 Social Media in Healthcare Short Film Festival.

We will showcase novel and innovative applications of social media in healthcare organisations and invite professionals to share their creative work with the wider community. We are calling for submissions to our Social Media in Healthcare Short Film Festival.

SUBMIT YOUR ENTRY NOW!

WEDNESDAY

16th November 2016

7:30 AM to 4:00 PM	Registration open The registration desk will be open for delegates to collect their name badges.
8:30 AM to 9:00 AM	Arrival tea and coffee
9:00 AM to 9:45 AM	Plenary Session 8: Keynote Address - Online community management that works Colleen Young, Community Director, Mayo Clinic Connect Twitter: @colleen_young *** Health care professionals, patients, caregivers, and family supporters increasingly join online health communities to exchange knowledge and experience, and to find support. But growing a successful, sustainable community takes more than technology alone. You need an enabler. You need strategic community management that works. Colleen lays out best practices for starting and growing an online health community, and how to plan for success. Sharing stories from Mayo Clinic Connect and #hcsma, she talks about the psychology of motivation, how to encourage discussions that build relationships, and create community wisdom. Learn about the benefits of slow growth, high activity and proven techniques that ensure the sustained success of an online patient community or community of practice in health care.
9:45 AM to 10:45 AM	Plenary Session 9: Indigenous health panel <i>Details coming soon...</i>
10:45 AM to 11:05 AM	Morning tea
11:05 AM to 12:30 PM	Plenary Session 10: Innovation Showcase Mary Freer, Freerthinking (<i>invited</i>) Twitter: @FreerMary

	<p><i>Speakers to be confirmed from submissions.</i></p> <p>Do you use social and digital tools to engage with patients and healthcare consumers?</p> <p>SUBMIT YOUR ABSTRACT NOW!</p>
<p>12:30 PM to 1:15 PM</p>	<p>Lunch</p>
<p>1:15 PM to 2:15 PM</p>	<p>Concurrent Session 1A: From 'Oh no!' to 'Go' - social media and clinical trials</p> <p>Michelle Gallaher, Co-Founder and Director, The Social Science Twitter: @StartupShelley</p> <p>***</p> <p>Social media is increasingly playing a critical role when it comes to clinical research, trial planning, execution, and optimisation. The last six months has seen an extraordinary acceleration in the number of mentions of #clinicaltrial on social media with patients searching for trials, sharing experiences and engaging with clinical researchers. The empowered digital patient is turning to social media to access healthcare information, and clinical trials may be the greatest beneficiary of this behaviour - if we can grasp the opportunity and master social engagement in this highly regulated space. Even though social media and clinical trials may not appear to be compatible because of participant limitations and regulations, social media can be a most valuable tool for clinical researchers and marketers before, during, and after a trial. It can also be their greatest nightmare.</p>
<p>1:15 PM to 2:15 PM</p>	<p>Concurrent Session 1B: Social media in a crisis</p> <p><i>Details coming soon...</i></p>
<p>2:15 PM to 2:40 PM</p>	<p>Afternoon tea</p>
<p>2:45 PM to 3:45 PM</p>	<p>Plenary Session 11: Debate - Healthcare professionals are smart people. They don't need guidelines for social media use!</p> <p>Dr Eric Levi and Hugh Stephens for the affirmative Dr Nick van Terheyden, Dr Henry Woo and Debra Cerasa for the negative</p>

Dr Eric Levi, Otolaryngologist Ear, Nose and Throat Surgeon

Twitter: [@DrEricLevi](#)

Hugh Stephens, Director, Dialogue Consulting

Twitter: [@hughstephens](#)

Dr Nick van Terheyden, Chief Medical Officer, Dell's Healthcare & Life Sciences (HCLS)

Twitter: [@drnic1](#)

Dr Henry Woo, Associate Professor of Surgery, Sydney Medical School

Twitter: [@DrHWoo](#)

Debra Cerasa, CEO, Otway Health

Twitter: [@debracerasa](#)

3:45 PM

to 4:00 PM

Summit Closing Remarks

Lee Aase, Director, Mayo Clinic Social Media Network

Twitter: [@LeeAase](#)

For the most up to date version, visit <http://event.icebergevents.com.au/mayoinoz-2016/program>