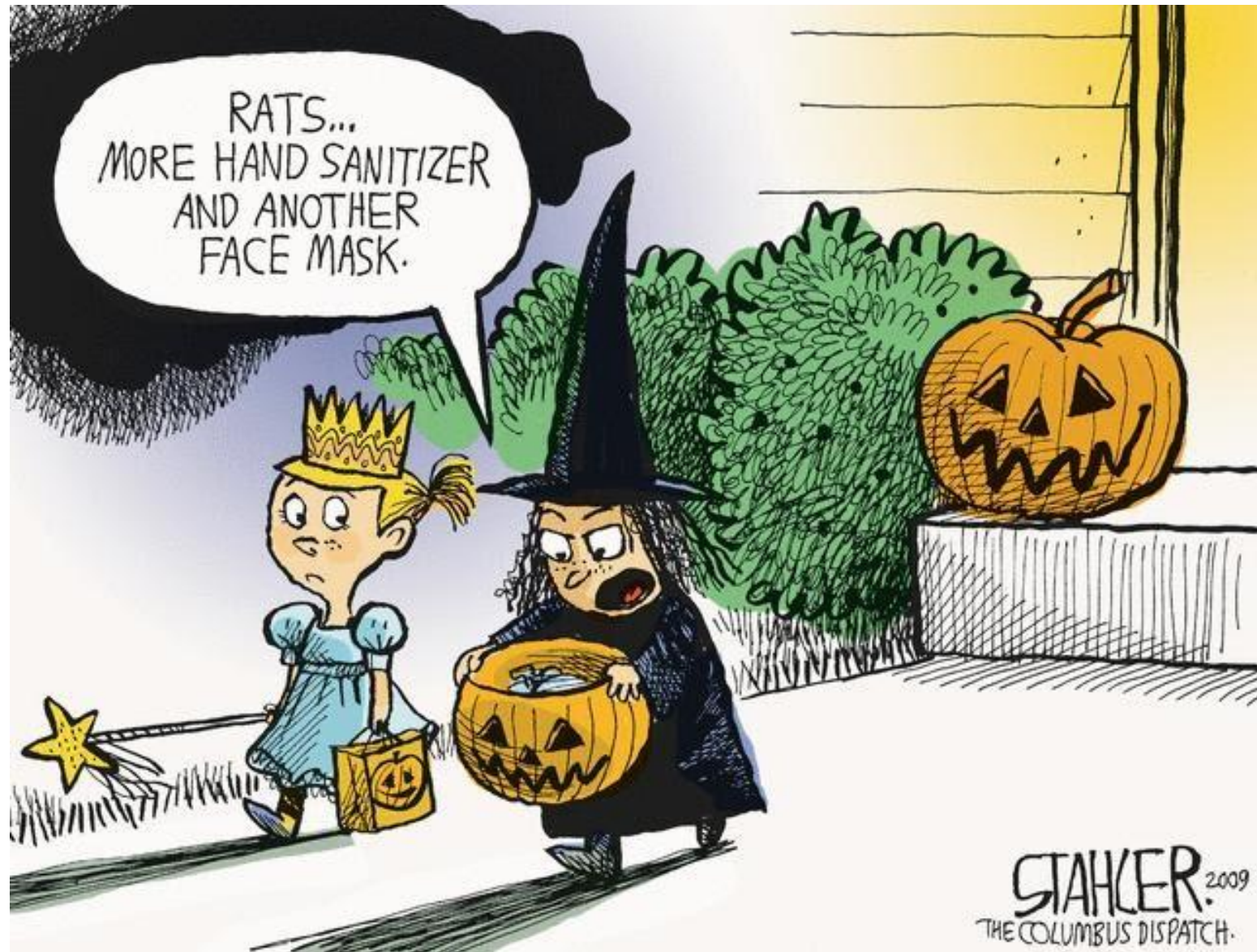


Social Health Media Communication Platforms and Their Efficacy in the Disruption of Patient Engagement Norms

Tanya D. Scott, DHL, MHR, RN



STAHLER. 2009
THE COLUMBUS DISPATCH.

We hope
you learn
more about:

Identification of data sources to enhance quality improvement and patient safety programs

How information retrieval links to knowledge generation and wisdom

The value of both structured and unstructured data

How to handle the complexity and unique challenges of health care data

When you need change, how do covert snails into believers?

Believers vs. Snails



-- Kaptchuk, BMJ, 2003;326:1453-5

It's all about the story you can tell with the right data !



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**What do we
mean by quality
of care ?**

“The degree to which healthcare services for individuals and populations increase the likelihood of desired health outcomes and are consistent with current professional knowledge.”



Quality measures assess three levels of health care and its intended results:

1. **Structure measures** - sufficiency of resources and proper system design.
2. **Process measures** - interaction between the patient and the provider.
3. **Outcome measures** - description of how the care delivered affects the patient's health, health status and function.

Why is healthcare data complex and unique?

Much of the data is in multiple places and in different formats – and different across systems

Data is structured and unstructured

Inconsistent and variable definitions

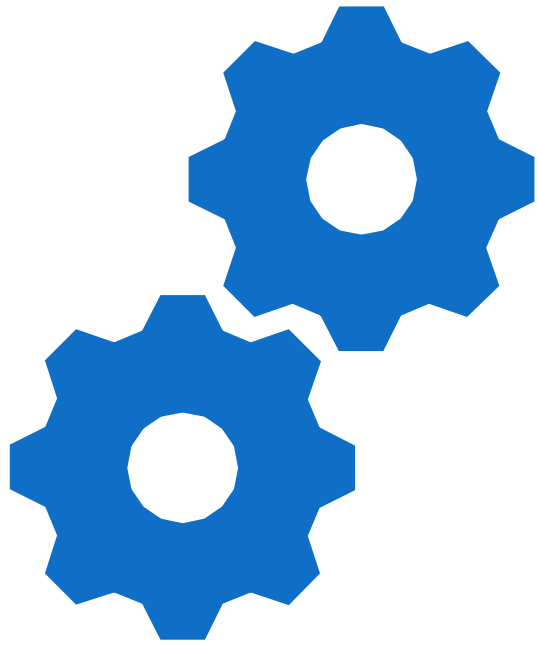
There are changing regulations about what data to collect and what to report

Data is complex – claims data is the most standardized but it is not clinical (real world) data

New data and evidence is coming out everyday

Once you know the why of the data, how do you get it?

- Research vs. Quality Improvement
 - Intend to publish/ disseminate results?
- Who to ask
- What permissions do you need?
 - Ensure signatures are obtained
- Ensure the ALL involved know about the data extraction and its purpose



At the beginning...

- Decide *who* is your audience
- Be prepared to tell your story several ways

Tell
your
Story





Unstructured Data

**How do you and your
friends and family share
data or information?**

FACEBOOK, TWITTER, WHATSAPP, SNAPCHAT



Tanya Scott

Edit Profile

FAVORITES

News Feed

Ads Manager

Messages 20+

Events 17

BINGO Blitz 5

Executive Limo S... 20+

Grits & Politics 1

Synergistic Commu... 1

Institute of Health... 1

People to People Ci... 1

Saved 3

PAGES

LeMont Scott Group 15

Pages Feed 20+

Like Pages 20+

Create Page

Create Ad

GROUPS

BBWS THE BEST... 20+

Travel Nurse Jobs... 20+

New Groups 20+

Create Group

APPS

Games 20+

Texas HoldEm Po... 20+

Update Status

Add Photos/Video

Create Photo Album



What's on your mind?

Public

Post



Margaret Herdt Quadman

11 mins · Safety Harbor, FL ·

Stephen reporting to all concerned!
Marge finally went into surgery at 9PM for getting her ankle fixed!
I will report again after the surgery!
Thanks for your thoughtfulness

Like Comment Share

3 people like this.



Jennifer Suhoza Pinckley Sending healing vibes her way!!!

Like · Reply · 5 mins



Pam McVey Blessings on the surgery!!!!

What happened to the ankle??

Like · Reply · 5 mins



Amy Blasing Huge hugs!!!

Like · Reply · 3 mins



Write a comment...



Pamela Junior shared Sun Gazing's video.

13 hrs ·

Thank you for taking my breath away, beautiful...

YOUR ADS

LeMont Scott Group 15

Add Your Business Hours



Add your opening hours so it's easy for people to plan a visit to your business.

Add Business Hours

This Week

58 Post Reach

1 People Engaged

Recent Posts

LeMont Scott Group shared a link.

15 Reached · 0 Engagements
Boost This Post

View the new care environment for par...

24 Reached · 0 Engagements
Boost This Post

See More

Ads Shortcuts

4 events this week

Jamon Riddick and 10 others

TRENDING

Bernie Sanders: Democratic Presidential Candidate Speaks at Liberty University in Virginia

Will and Jada Pinkett Smith: Couple



Tanya Scott
Edit Profile

FAVORITES

- News Feed
- Ads Manager
- Messages 20+
- Events
- BINGO Blitz 3
- Executive Limo Ser...
- Grits & Politics 1
- Synergistic Commu... 1
- Institute of Health...
- People to People Ci... 1
- Saved 4

APPS

- Games 20+
- Mafia Wars 20+
- FreeConference
- Persian-ality Quiz
- Games Feed 20+

PAGES

- LeMont Scott Group 13
- Pages Feed 20+
- Like Pages 20+
- Create Page
- Create Ad

GROUPS

- Verde Do Krewe - L... 3

Update Status

Add Photos/Video

Create Photo Album



What's on your mind?

Public

Post



Verna Dean

23 mins · 🌐

Diabetes messing up today can't see a thing so gonna check on you later...so much love to you all...always..

Like Comment Share

Colendula Norton Green, Verna Dean and 7 others like this.

View previous comments 4 of 16



Verna Dean That is cute Nuala Lol 😊

Like · Reply · 13 mins



Verna Dean Taft thank you watch out for "Ratzilla"...Lol.. 🐼

Like · Reply · 11 mins



Verna Dean Tirazah hi sweet one thank u 🍷

Like · Reply · 10 mins



Dashley Carson just keep knowing God is able I don't know but my understanding of diabetes is the proper diet and exercise daily praying for you God bless

Like · Reply · 7 mins



Write a comment...



Kim Brown Robinson, Tracie Southern and 35 others like kate spade new york



kate spade new york

Like Page

YOUR PAGES



Robert Johnson

20+

Latest Unread Message

2 days ago



Jude Alicia Perez

Will you send me a friend request pl...

This Week

1,316
Post Reach

1,299
People Engaged

Recent Posts

Encore Park, located in Dallas' historic...
50,980 Reached · 1,227 Engagements
Boost This Post

"Mr. Claud will be greatly missed by al...
157,437 Reached · 4,102 Engagements
Boost This Post

See More

3 requests from Karen Drafke Weissensteir

2 event invites

Boris Starkov and 9 others

TRENDING

Ben Carson: Presidential Candidate
Didn't Apply to West Point Despite
Scholarship Claim, Campaign Says

University of Missouri: Football
Players Say They Plan to Strike Until
School's President Steps Down



Tanya Scott

Edit Profile

FAVORITES

News Feed

Ads Manager

Messages

Events

BINGO Blitz

Executive Limo Ser...

Grits & Politics

Synergistic Commu...

Institute of Health...

People to People Ci...

Saved

APPS

Games 20+

FreeConference

Persian-ality Quiz

Games Feed 20+

PAGES

LeMont Scott Group 14

Update Status

Add Photos/Video

Create Photo Album



What's on your mind?

Public

Post



Cara Martin

7 hrs · 1 person

When your heart monitor alarm starts beeping like crazy, it's a bit disruptive to your morning. When you call the doctor's office and get voicemail, that's more than just a little annoying. Now what? Smoke signal?

Like

Comment

Share

You, Jennifer Burks, Karen Burks, Mary T Smith and 9 others like this.

View 3 more comments



Martha L. Hicks who IS your Dr. ?

Like · Reply · 6 hrs



Cara Martin my doctor is one of the multitude at Stroobant's Cardiovascular Center, Martha.

Like · Reply · 2 mins



Write a reply...



YOUR PAGES



Executive Limo Services 1

Make the Holidays Great



Check out our tips on getting more business during the holidays, including how to target effectively and create engaging ads with better creative.

Learn More

Latest Unread Message

3 days ago



Jana L Carter

Actually about 10 people

This Week

2

Post Reach

1

People Engaged

Recent Posts

Start a new Family Tradition!!! Call no...

81 Reached · 5 Engagements

Boost This Post

Call us today!

- Messages
- Events 6
- BINGO Blitz 10
- Executive Limo Serv... 5
- Grits & Politics 6
- Synergistic Commu... 6
- Institute of Health C... 6
- People to People C... 6
- Ionkare 3
- Two Men and a Tool... 2
- Saved 9
- Sale Groups
- PAGES
- Tanya Scott 15
- Create Page
- Pages Feed 20+
- Like Pages 20+
- Create Ad
- GROUPS
- Cigar smoking divas 20+
- Big Beautiful Women 20+
- Discover Groups
- Create Group
- FRIENDS
- Close Friends 20+
- APPS
- Live Video



Ann Campbell Folk meeting the doctor.

7 mins · 2

Update... I was released from hospital yesterday. Sorry for not updating, it was tiring just to make it from the wheelchair to sit in the car, worth it cause I was glad to be home. This we know, I was severely dehydrated, I had 4bags of fluid in ER b4 being admitted. My potassium is not absorbing even with supplements, I was given bag after bag and in pill form as well. WBC was high, tests showed a bad bacteria that attacked my GI track, antibiotics added to IV after several bags, the WBC lowered. I was very weak, BP was very low, last I remember was 92/48, my BP is normal most of the time, this is the lowest I have ever seen. On Thursday, I was to see my pcp who he felt he would admit me to the hospital, I was so weak, could not even get dressed. That's when the dr. had me go to the ER, thank God Rick got me there when he did. Upon discharge, I was told that this 4 day hospital stay only addressed the dehydration and infection. The main issue is from the radiation damage that has to be addressed. I have 4 doctors that I am to see within the next week, one of which in 2. I am stronger than I was Thursday, yet I have a long way to go, praying that one of these doctors has a resolution and can get me to a functioning state. I want to thank each of you for your thoughts and prayers, they have got me this far. I have been through so much in the last year, my body can handle so much. Again, thank you for your thoughts and prayers, please keep them coming, I need all that I can get. Being sick is bad enough, now the financial impact is taking its toll. God bless each of you.

Like Comment Share



Katrice Walker I'm so sorry **Ann**. I'm praying for you daily. I've been wanting to let you know that Son and his new wife bought a house in your neighborhood on Waccamaw. They live next door to Mr and Mrs Crawford and on the other side of them is Vern's parents.

Learn More

This Week

32 Post Reach

1 People Engaged

Recent Posts

LeMont Scott Group shared a link.

Boost Post

LeMont Scott Group shared Institute of Heal...

See More

6 event invites

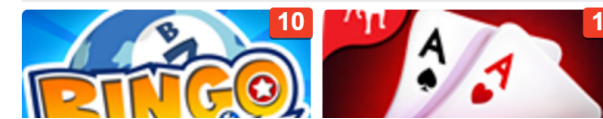
Joe Hylton and 23 others

TRENDING

- Kenny Chesney:** Dozens Taken to Hospital, 7 Arrested at Musician's Pittsburgh Concert, Officials Say
- Machu Picchu:** Man Dies at Incan Landmark After Falling Off Cliff While Posing for Photo, Officials Say
- Love & Hip Hop: Atlanta:** Rapper and Supporting Cast Member SAS Injured in Shooting Incident

See More

GAMES





“I don’t know which doctor to choose. One has more friends on Facebook, but the other one just retweeted my message.”

What Unstructured Data
Gifts Do Our Patients Give
Us?



Comment ID	Comment Type	Valence	Comment Text	Coded As	Posted Date	Discharge Date
Comment 1	General	Negative	Food service needs to change!!! Completely unsatisfied & disappointed with what was offered and lack thereof with a full cafeteria downstairs with needing to breastfeed which leaves you very HUNGRY with no way to get anything other than the WORST T.V. tray meal, and only 3x a day ... microwaved & shipped in from somewhere else.	Dietary/Service	7/18/2013	6/20/2013
Comment 2	General	Negative	Food was terrible most days and no one came around to ask what entree I would like. Last baby I had, they offered a tablecloth lunch, none this visit. The tablecloth lunch was great.	Dietary/Service	3/19/2013	1/28/2013

Patient comments are unstructured data that allow processes to be evaluated and restructured based on perceptions today...



UBER
eats

lyft

Lyft

Grab

Grab

DOORDASH

DoorDash

amazon.com[®]
and you're done.[™]



Unstructured data can become the design for new strategy

Kaiser Permanente
MENU

IN-ROOM DINING

CAFETERIA

COFFEE CART

DINE-OUT PARTNERS

At-Home Eating: The Race To Convenience

The image shows a digital menu interface for Kaiser Permanente. The menu is divided into four main sections: 'IN-ROOM DINING', 'CAFETERIA', 'COFFEE CART', and 'DINE-OUT PARTNERS'. The 'CAFETERIA' section features a grid of 12 small images of food items. The 'COFFEE CART' section displays logos for Starbucks Coffee, Cinnabon, and Community Coffee. The 'DINE-OUT PARTNERS' section is titled 'At-Home Eating: The Race To Convenience' and lists various delivery and grocery partners, including Whole Foods, Tesco, ASDA, Walmart, Waitrose, freshdirect, ocado, Hubbub, Amazon, din, Blue Apron, Deliveroo, Munchery, DoorDash, and Just Eat Takeaway.com.



Writing

Textual analysis of written works such as medical notes and blogs.

Social Media

Scanning streams of social media to detect real time information such as changes in conditions.

Natural Language

Systems that accept voice commands or understand what people are saying for purposes such as analytics.

Photographs & Video

Analysis of video to understand events

Communications

Scanning communications such as emails and text messages to detect PHI.

Health

Analysis of x-ray images for signs of disease.

Search

A search engine that spiders unstructured EMR documentation pages in order to understand their content.

From Data to Knowledge



Health Care
Knowledge

Health Care
Information

Health Care
Data

