

Summary of Accomplishments for SMHN Gold Fellow Designation

Submitted by:
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Presenting results of social networking efforts at conferences for healthcare professionals:

2015

- Nursing & Midwifery Symposium 2015, Melbourne November 2015 – Presented *Social Media: Leading a Healthcare Revolution* to 100 nurses and midwives from across Australia. The day focused on empowering nurses and their teams to think of innovative and creative ways to use social media at their hospitals to communicate with patients and families.
- Healthcare and Social Media Summit 2015, Brisbane, September 2015 – Presented *Exceeding your social media marketing objectives: Which tool to use?* As part of a panel discussion/presentation at the Healthcare and Social Media Summit, I talked about the role of Twitter in healthcare and why healthcare marketers should use this platform. Other presenters talked about Facebook, Blogging and Video and we had a panel discussion at the end of the session where collaborative efforts were debated.
- Healthcare and Social Media Summit 2015, Brisbane, September 2015 – Presented *Managing a crisis in a social world* to 100 delegates. This was a three-person panel and I presented about what tactics can be taken when social media becomes the crisis rather than the tool for solving a crisis. I drew on my experience managing a troll and navigating reporting structures within the police and other enforcement agencies.

2014

- Quantum Leap conference, Sydney, September 2014 – Presented *Social Media: Leading a Healthcare Revolution* to 200 healthcare leaders from across Australia. The Quantum Leap conference is a biennial conference organised by the Australian Council on Healthcare Standards and the Australian Healthcare and Hospitals Association. I gave a keynote presentation on the importance of social media in connecting with patients, doctors and the community.
- Australian Private Hospitals Association National Congress, March 2014 – *Using Social Media to meet ACSQHC Standard 2: Engaging with Consumers*. The Australian Commission on Safety and Quality in Healthcare (ACSQHC) released ten national standards all Australian hospitals must meet or exceed. Standard 2 focuses on engaging with consumers and I presented ideas for meeting the Standard through social media at this national meeting to 80 delegates. Standard 2 is the one standard most hospitals have the most difficulty in meeting when they are assessed and this presentation made many delegates look at ways to approach it differently.

Helping others get started and grow in the world of health care social networking:

- Chief Resident, Social Media Residency, 3 September 2015, Brisbane
- Chief Resident, Social Media Residency, 16 June 2015, Rochester

- Australian Council on Healthcare Standards Board, July 2014, Sydney – Presented *Social Media: Leading a Healthcare Revolution* and ran a workshop for the ACHS board on the benefits of social media in healthcare. ACHS is one of two organisations in Australia who improve healthcare through performance, assessment and accreditation of hospitals nationally.
- Consulting/presenting/working directly with Burnside War Memorial Hospital, Adelaide to create their social media presence – June 2014-present. Burnside War Memorial Hospital in Adelaide is a not-for-profit, private hospital who currently performs 25% of the breast surgery in the state. I am working with them to develop their social media presence to provide patient Facebook groups and other opportunities for engagement.
- Provided advice to The Wesley Hospital on their use of social media to help manage a media crisis over eight weeks in 2013. The crisis developed when two patients contracted Legionnaires' disease (one patient subsequently died) and the hospital was closed as the hot water system was disinfected. I had been involved in setting up the hospital's social media channels the previous year and continued to advise them almost daily as the crisis unfolded.
- Regularly meet with relevant staff at Ramsay Health Care, Healthscope and many other independent hospitals and groups to provide training and advice for hospital staff - ongoing

Going beyond active participation in SMHN community conversations to demonstrate leadership over a period of at least 18 months:

- Program committee chair and host of the Healthcare and Social Media Summit 2015 presented by Mayo Clinic in Brisbane, October 2013-September 2015. The first international Healthcare and Social Media Summit presented by Mayo Clinic was originally an idea I proposed at a SMHN member meeting in 2013. Under consultation with Lee Aase, I oversaw the program, booked the venue, invited speakers and managed the conference organising company, Iceberg Events.
- Initial organisation of the Healthcare and Social Media Summit 2016 to be held in Melbourne, November 2016. I have developed a proposal for the second international Summit in Melbourne next year and have sourced a venue. I'm just waiting for Lee's go ahead!
- Currently developing proposals for Healthcare and Social Media Summits for Mayo Clinic in London and Dubai in 2017.

Hosting a Social Media Residency

- Hosted Social Media Residency in Brisbane Australia on 3 September 2015. We had 50 participants for the day, about half participants had attended the Summit and attended the Residency specifically for the hands-on workshop aspect. This was the first Residency held outside the US.