

Emerging Trends and Opportunities for Healthcare Organizations to Leverage Web 2.0

PATRICIA DONOVAN: This is Patricia Donovan for the Healthcare Intelligence Network. Today I am speaking with Susan Reid, Internet marketing manager for UAB Health System in Alabama. Susan is going to be presenting at HIN's Webinar on "Emerging Trends and Opportunities for Healthcare Organizations to Leverage 2.0". Thanks for joining me today Susan.

SUSAN REID, INTERNET MARKETING MANAGER FOR UAB HEALTH SYSTEM IN ALABAMA: Thank you.

PATRICIA DONOVAN: To begin with, UAB's intouch Interactive Multimedia site is very impressive. Are the podcasts and videos available from this site produced in house or do you outsource them to a vendor?

SUSAN REID: Well actually most of them are produced in house. We do subscribe to a service that gives us some information for the podcast, but then we customize them internally.

PATRICIA DONOVAN: I see. Thank you. Of course we notice that intouch links to YouTube, which we know is one of the most popular sites for user generate content and it's stated there that UAB has been a member of YouTube for about six-months. We're curious about the decision to post videos there and wondering what kind of traffic and feedback this is generating for you?

SUSAN REID: Well the traffic and feedback both are incredible. I'm sorry that we didn't do it sooner. We had talked about—we

had spent a lot of time developing our own video site and then trying to promote it within our site and in our marketing efforts. And with the growth of video sites out there, YouTube being the king among them, we decided to give it a try and the numbers have just been unbelievable. As you know there have been 50 million visitors monthly to YouTube, and we've received, videos posted since November 14th we've had 31,000 views on YouTube. Our UAB Emergency Room Rap alone received 11,377. Twenty people commented and 84 have favorited that particular video. And five have embedded links, which means they have posted our video on their YouTube site. So it really has generated a lot of interest and I've gotten a lot of good feedback internally as well.

PATRICIA DONOVAN: I have to say we're one of those five that have embedded it because we have watched it and enjoyed it and just think it's great, as well as all of your other patient education focused videos.

SUSAN REID: Well the recruitment marketing folks have also gotten tremendous positive feedback from people looking for work here.

PATRICIA DONOVAN: It sounds like results that you probably didn't even imagine when you made that decision?

SUSAN REID: Exactly. It really has gone beyond our expectations.

PATRICIA DONOVAN: Well thanks. Do you have any figures on the percentage of your overall patient or member communications effort that's devoted to Web 2.0 technologies versus traditional

communications methods, such as print or email?

SUSAN REID: Well it's funny you should ask that because this year we have made a tremendous commitment to Internet marketing and to video and interactive tools in that arena. And we have actually stopped publication of some of our print publications and moved that money into the Internet. Being an academic medical center we've been level funded for a number of years now so we have to be very judicious with the money that we spend. And the experiences that we've had so far have led us to make that decision.

PATRICIA DONOVAN: I see. Thank you, Susan. And finally while this is not specifically a Web 2.0 technology, what is the response to HealthFinder, which is your online physician appointment tool, beyond the obviously patient confidentiality issues, what were some of the IT challenges that were associated with launching this tool?

SUSAN REID: First of all it has to be encrypted, but that's pretty easy to do. We get good response out of about 2% of all of our visitors to our site come to the HealthFinder, which is a pretty good percentage.

PATRICIA DONOVAN: I see. How about the physicians, are they on board with this? I know that sometimes they can be a little bit technology shy.

SUSAN REID: Well HealthFinder is our call center and it's been in place, it was one of the first call centers put together in an academic medical center, many years ago. So they've been used to having one source to make appointments. So adding the

Internet portion of that was just another step in the same direction.

PATRICIA DONOVAN: I see. Thank you, Susan. Those are all the questions that I have today. And were looking forward to hearing more about your experiences with Web 2.0 during the upcoming Webinar.

SUSAN REID: Well I'm looking forward to sharing them.

PATRICIA DONOVAN: Thank you. To register or get more information about this webinar, please call the Healthcare Intelligence Network at 1-888-446-3530. This is Patricia Donovan for the Healthcare Intelligence Network.