

2011: The adventure begins

Sara joined the QPAM team in April of 2011 as the director of digital media and communications in order to create and facilitate the practice's digital footprint.



Photo credit: Luke Hendry, Sun Media, 2012


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The beginnings of our digital footprint

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What exactly does a digital media specialist do, anyway?



- + Manage social media tools such as Twitter, Facebook, Vine, Instagram, FourSquare, etc.
- + Gives the organization a voice online.
- + Create and curate content.
- + Engage with audience.
- + Build relationships.
- + Answers questions.
- + Gives the practice a voice.
- + Works *with* the health care professional to make all of this happen.

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Our first steps into social media



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How we used our first social media tools



- ✦ Sharing relevant, vetted resources with patients.
- ✦ Building relationships with patients and the community.
- ✦ Answering questions about our services and kid/teen health. (*NOT consulting*)

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The many faces of digital media success

We've seen...

- ✦ Increased engagement with current and potential patient families as well as others in the medical field (professionals, learners, advocates)
- ✦ Increased awareness of our services.
- ✦ More streamlined communications (i.e. less phone calls, posted wait times, etc.)
- ✦ Increased opportunity for collaboration (i.e. #hcsma).
- ✦ Improved health literacy (via shared resources)
- ✦ Improved patient satisfaction.

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What happened next

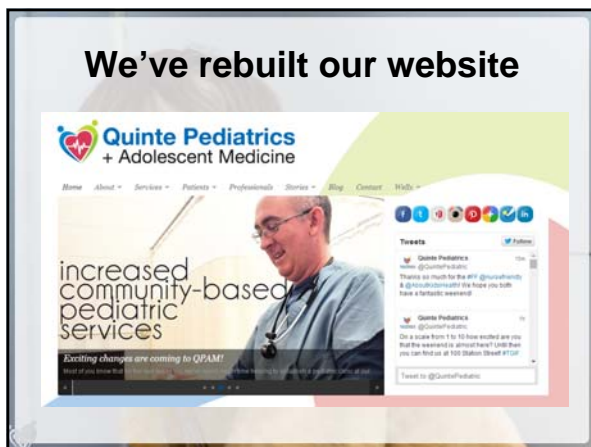
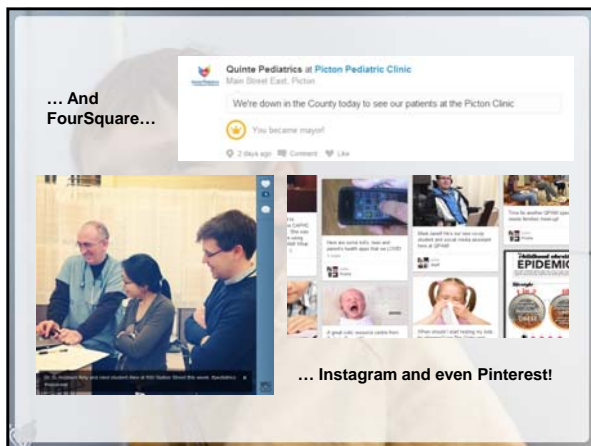


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But don't just take our word for it...



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And our team has evolved



We've embraced new technology



- + A secure messaging portal
- + Allows us to communicate directly with patients.
- + Streamlines care.
- + Creates a more open dialogue.
- + Makes sharing case-specific resources easy.
- + Follow-up is fast and documented.

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We've shared and collaborated



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And we've used existing technology for new purposes



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