

Hospice and Palliative Care Online

MOVING FROM CLUTTER AND CONFUSION
TO CHATTER AND CURATION

Workshop Objectives

Optimize your time online

Curate info helpful to you

Understand basic metrics

The team approach to social

Disclaimer

Know your org's social media policy

Know your society's guidelines

Thoughtfully challenge assumptions

My Platforms

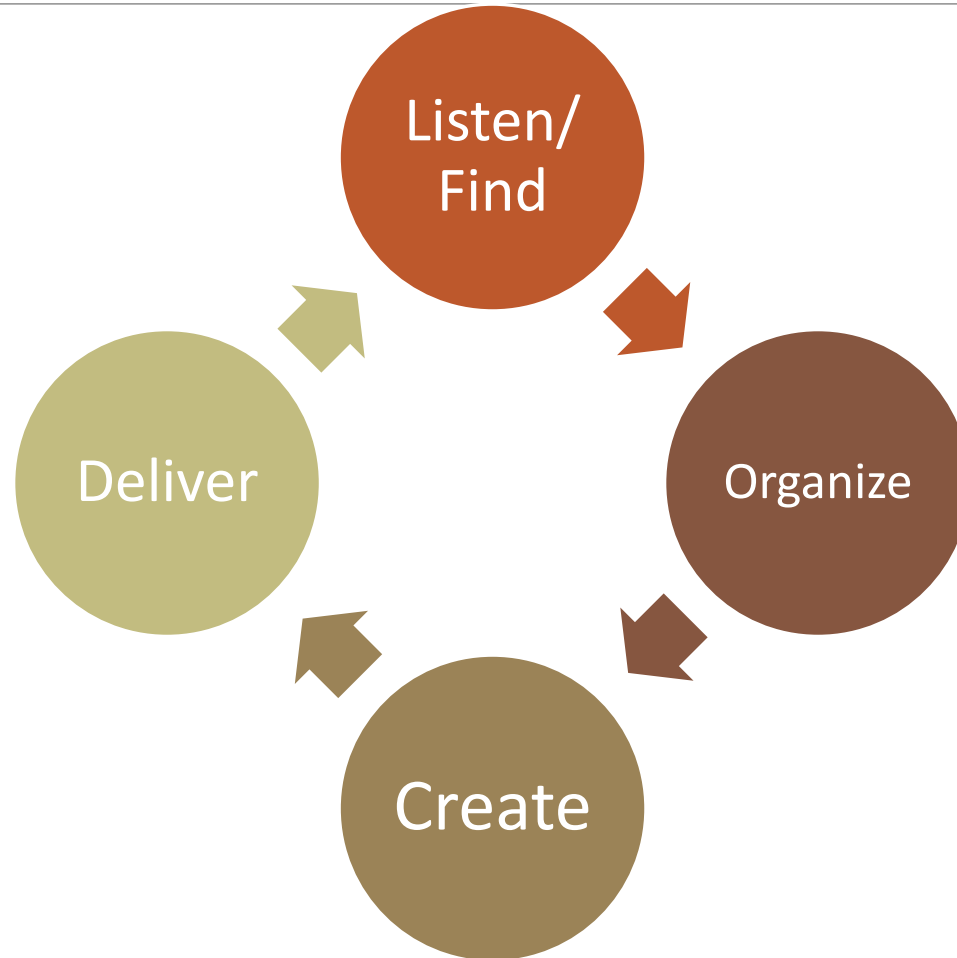
Key

- Pallimed site
- Twitter
- Facebook

Minor

- Pinterest
- Tumblr
- YouTube
- LinkedIn
- Slideshare
- Google+

My Toolkit



My Toolkit – Listen/Find

Major

- Feedly
- Buffer
- Alerts (NYT/Google)
- Unroll.me

Minor

- Symplur
- Search
- PubMed
- Webpages
- Stitcher

My Toolkit - Organize

Key

- Email
- Google Drive
- Feedly
- Tweetdeck
- LastPass

Minor

- Delicious
- ToDoist
- Mendeley
- Dropbox
- IFTTT

My Toolkit – Create

Key

- Blogger
- Google Drive
- Buffer
- Canva
- Mailchimp

Minor

- PicMonkey
- SurveyMonkey
- IFTTT

My Toolkit – Deliver

Key

- Blogger
- Buffer
- Mailchimp

Minor

- Google Drive

Optimize Your Time

Pick one platform and explore it

Start with one you already know

Plug in search terms

- Palliative
- Hospice
- Terminal illness

Curate Information

Make use of lists and tags

Feedly – RSS reader

- Really Simple Syndication
- Bookmark and tagging function

Other tools – Flipboard, Evernote, Dropbox, Delicious, Twitter, Instapaper, Pocket

Curate Information

With RSS

- Subscribe to Journals
- Subscribe to Websites (updates)
- Subscribe to Blogs
- Search terms in PubMed

HPM Blogs

285 unread articles // 10x faster polling (Pro Edition)



TOP STORIES

	Irish HPM Podc...	We are hiring a Communications and Public Affairs Programme Manager – closing date for applications is Sept 11th	The successful candidate will be responsible for creating awareness of IHF's mission and work through strong communications, public engagement	5h
	Hospice Pharm...	Allergan	AllerganRefresh Hospice Medication Alert: Allergan Recalls Contaminated Eye Ointments 09/02/2015 Hospice Medication Alert: Allergan Recalls Contaminated Eye Ointments On 8/25/2015, Allergan has issued a voluntary nationwide recall on certain lots of various eye	6h
	Medical Futility	1 Big Data, Health Law, & Bioethics (conference & RFP)	Petrie-Flom Center 2016 Annual Conference: Big Data, Health Law, & Bioethics May 6 and possibly May 7, 2016 Wasserstein Hall, Milstein East ABC, Harvard Law School, Cambridge, MA The	7h




LATEST

	EAPC Blog	Are there any benefits to hospital admissions for people with palliative care needs?	Jackie Robinson, Palliative Care Nurse Practitioner, Auckland City Hospital, Professional Teaching Fellow and PhD Candidate, University of Auckland, New Zealand, explains the	6h
	Medical Futility	SY Tan on Medical Futility (video)	Prof S.Y. Tan (St. Francis International Center for Healthcare Ethics) gave a lectures on medical futility at KTPH in Singapore. This is a pretty basic and accessible overview of the issues.	11h
	Medical Futility	Gramp - Just before [EOL in Art 114]		11h
	GeriPal Comme...	when I was looking for something on the internet a...	when I was looking for something on the internet and it turns out I found an interesting article and go to your website . I read carefully and found a very interesting article , add insight . I will share to my friends about what I	12h
	GeriPal Comme...	I am very happy to read the article on your websit...	I am very happy to read the article on your website , it can give me inspiarasi to write for your website topic to my website , please visit my website if there's timeObat Paru Paru BasahObat Rambut RontokObat Tumor	12h
	Practical Bioethics	Legalizing Medical Marijuana	TUESDAYS WITH ROSEMARY AND MYRAVirtually everyone is familiar with Mitch Albom's book, Tuesdays With Morrie. Myra Christopher (Foley Chair at the Center and former Center CEO) and Rosemary Flanigan (Retired Center Program Staff)	17h
	GeriPal Comme...	My greatest surprise in implementing a new palliat...	My greatest surprise in implementing a new palliative care consult service was the percentage of my referrals was for those with dementia was close to 25% as a primary dx. The limited resources, caregiver burden,	17h
	Hospice Pharm...	Hydrochlorothiazide	Hydrochlorothiazide Hospice Medication Alert: Hydrochlorothiazide 25mg Tablet Recall 09/01/2015 Hospice Medication Alert: Hydrochlorothiazide 25mg Tablet Recall Stephanie Cheng, PharmD, MPH On 07/30/2015, Unichem Pharmaceuticals issued a	21h
	Practical Bioethics	Laughing When It's No Laughing Matter	Tarris Rosell, PhD, DMin, and David Casarett, MDAt our 2015 annual Flanigan Lecture events, I had expected more controversy and less humor. The topics were CPR and medical marijuana, and ethics issues pertaining to both. Off the	23h
	End of life studies	2 The birth of the Oxford Textbook of Palliative Medicine	Being taken round a New Zealand hospice I was amused and, let's admit it, thrilled to see a well-worn copy of the book, its hard cover almost falling off. "Well used!" I said to the doctor. "Yes indeed" he said: "perfect for	23h
	Comments for E...	31 Comment on How many people in hospital today will die within a year? by Hospitals and end of life care – reactions to a paper End of life studies	[...] communications team and the Journal had produced a plan to publicise the paper. I had prepared a blog post	1d
	Hospice Matters	September stress relievers	by Andrea Powell, HPCCR Marketing Manager It's September 1st which means we are looking right down the barrel at Labor Day, the official "end" of summer. And so begins the days of desperately wearing our white shoes and toting our white purses	1d
	GeriPal Comme...	30 Is there a role for the Coordinated Care of a Chro...	Is there a role for the Coordinated Care of a Chronic Condition Code here?https://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/Downloads/ChronicCareManagement.pdf	1d
	GeriPal Comme...	One other point she does not mention is that as ph...	One other point she does not mention is that as physicians we are responsible for our patients 24/7, whereas a technician goes home and does not continue with charting and answering emergency pages.	1d
	AAHPM Blog	Highlights of the September Issue of the Journal of Pain and Symptom Management	Listed below are a few articles from the most recent issue of the journal: Promoting Evidence in Practice The Role of Methylphenidate in Cancer-Related Fatigue. Commentary on Mitchell	1d
	The NHPCO Up...	Special training on community-based palliative care from NHPCO and CSU Institute	A special education offering, Leading the Way to Community-Based Palliative Care Success, is being offer by the California State University Institute for Palliative Care and NHPCO on	1d
	GeriPal Comme...	What I've heard and read about nursing homes m...	What I've heard and read about nursing homes makes me want to know more about the Health and Retirement study finding that 40% died away from home. There are so many variables at home - I know a wonderful, mature,	1d
	Medical Futility	1 New Amended Texas Advance Directives Act Starts Today	The dispute resolution provisions in the 1999 Texas Advance Directives Act have not been amended since 2003. But the 2015 amendment (H.B. 3074) take effect today. TADA now exempts clinically assisted	1d
	Medical Futility	5 Eighth Annual Pediatric Bioethics Conference (Nov. 6, 2015)	I am delighted to be a part of the Eighth Annual Pediatric Bioethics Conference.	1d
	Medical Futility	2 Gramp - 1954 vs 1974 [EOL in Art 113]	This is from the back cover of Dan and Mark Jury's 1976 book Gramp.	1d
	RSS Feed	Miracles	QUESTION: Can you write about "miracles" and how the hope/prayer for a miracle can make people miss what is in front of them?Service Links LinkedIn Share Button Facebook Like Tweet Widget Google Plus One Pinterest	1d










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 Practical Bioethics	Laughing When It's No Laughing Matter Tarris Rosell, PhD, DMin, and David Casarett, MDAt our 2015 annua

Understanding Twitter

Read: <http://www.momthisishowtwitterworks.com/>

Find a local Twitter mentor

Sign up for an account

Participate in a conference/chat

- search.twitter.com
- #13APCC, #hpm

Understand Metrics

Help understand impact

Not about ego

Numbers lie

Refine your future actions

Sell the ROI to your boss

Understand Metrics

Impressions – Potential (followers)

Reach – Delivered (eyeballs)

Engagement – Clicked (YES!!!!)



Account home

Christian Sinclair @ctsinclair

Page updated daily

CLIA



28 day summary with change over previous period

Tweets
248 ↑42.5%



Tweet impressions
109K ↑16.0%



Profile visits
3,222 ↑181.4%



Mentions
236 ↓13.9%



Followers
8,755 ↑96



September 2015 • 1 day so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,492 impressions

All people interested in [#hpm](#) [#hpmglobal](#) [#hospice](#) and [#palliative](#) care/med, you need to follow, RT, and engage with [#13APCC](#) this week

↻ 19 ★ 13

View Tweet activity

View all Tweet activity

Top Follower followed by 26.6K people



Hospital Review

Top mention earned 104 engagements



Jason Pratt

@JasonPratt · Aug 31

I dig this [#RoundTable](#)!! Drs [@ctsinclair](#), [@FarrisTimimi](#) & [@SeattleMamaDoc](#) discuss social media within CME. [#MayoInOz](#) pic.twitter.com/vzLJBJDhUh



↻ 1 ↻ 5 ★ 11

View Tweet

SEPTEMBER 2015 SUMMARY

Tweets
53

Mentions
48

Profile visits
330

New followers
21






The influencers of #13APCC

Top 10 by Mentions

-  @palliverse 355
-  @ctsinsclair 343
-  @pall_care_au 177
-  @sonialf 172
-  @merryngott 131
-  @dr_chi_li 118
-  @jillhennessymp 95
-  @mchapmanonline 92
-  @keznoo 64
-  @elissa_campbell 45

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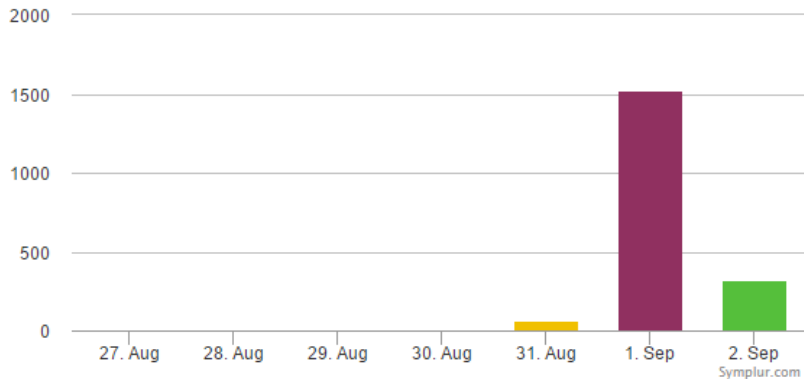
Top 10 by Tweets

-  @palliverse 297
-  @dr_chi_li 124
-  @helenfindlay 111
-  @sonialf 102
-  @ctsinsclair 79
-  @mchapmanonline 56
-  @achro 47
-  @anthonyherbert9 45
-  @keznoo 42
-  @merryngott 42





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#13APCC Tweet Activity

Tweet Activity for #13APCC



Latest Tweets

- 
@merryngott 55 minutes
 Link to the digital stories I showed yesterday. Do watch. Amazing stories. Powerful way to create impact #13APCC <https://t.co/C0fh2FhCAU>
- 
@dro1007 59 minutes
 RT @legopalliateurs: g'day all! Prof Evidence is having great fun at #13APCC with @palliverse friends #youmatterbecauseyouareaussie <http://...>
- 
@dumfrieshire 59 minutes
 RT @legopalliateurs: g'day all! Prof Evidence is having great fun at #13APCC with @palliverse friends #youmatterbecauseyouareaussie <http://...>
- 
@healthhashtags 1 hour
 Top Influencers of #13apcc: @palliverse @ctsinsclair @pall_care_au @sonialf @merryngott @keznoo Real-time Analytics: <http://t.co/mpBg23wscP>
- 
@ljcburg 2 hours
 RT @jfclearwisc: Open Drum: "Our daughter chose to pass away at home" <http://t.co/agbKw3B9fH> via @abcthedrum (Australia) #Hpm #Hpmglobal #...
- 
@katmcaat 3 hours
 RT @ehospicenews: Too few #palliativecare patients are being referred for #physiotherapy: <http://t.co/Tgf4uYxm1l> #13apcc #hpmglobal
- 
@edstrathcarron 3 hours
 RT @ehospicenews: Too few #palliativecare patients are being referred for #physiotherapy: <http://t.co/Tgf4uYxm1l> #13apcc #hpmglobal
- 
@simonsimply 3 hours
 Eh? >>"@mchapmanonline: "room service"- new euphemism for #palliativecare as per Jean Kittson #13APCC. Wonder if it will catch on?"
- 
@chospice 3 hours
 RT @Dr_Chi_Li: #13APCC How new technologies are shaking up health care <http://t.co/OomxqbVwJ8> via @ConversationEDU @ctsinsclair
- 
@totemranch613 4 hours
 RT @ctsinsclair: Well here is a framework that shows Advance Care Planning is not about dying! this slide is brilliant. #13apcc <http://t.co/...>
- 
@natricer 4 hours
 RT @ctsinsclair: Well here is a framework that shows Advance Care Planning is not about dying! this slide is brilliant. #13apcc <http://t.co/...>
- 
@jrotellaahpm 4 hours
 RT @ctsinsclair: Well here is a framework that shows Advance Care Planning is not about dying! this slide is brilliant. #13apcc <http://t.co/...>

Team Approach to Social

Create your own team

Join another team

- Palliverse
- Pallimed
- PallMedTeaching (FB)
- PCA, ANZSPM
- eHospice

Workshop Objectives

Optimize your time online

Curate info helpful to you

Understand basic metrics

The team approach to social