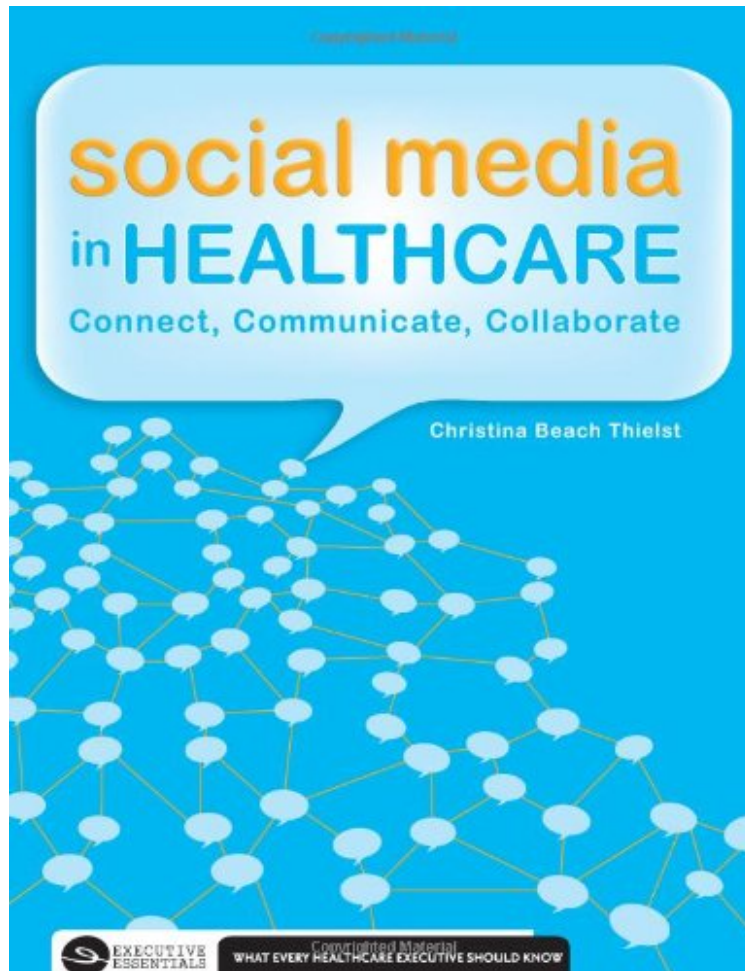


(Library ebook) Social Media in Healthcare: Connect, Communicate and Collaborate (Executive Essentials: What Every Healthcare Executive Should)

## Social Media in Healthcare: Connect, Communicate and Collaborate (Executive Essentials: What Every Healthcare Executive Should)

Christina Beach Thielst

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#2341679 in Books Health Administration Press 2010-04-30 Original language: English PDF # 1 10.80 x .20 x 8.30l, .48 #File Name: 156793356489 pages | File size: 55.Mb

**Christina Beach Thielst : Social Media in Healthcare: Connect, Communicate and Collaborate (Executive Essentials: What Every Healthcare Executive Should)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media in Healthcare: Connect, Communicate and Collaborate (Executive Essentials: What Every Healthcare Executive Should):

1 of 1 people found the following review helpful. VERY Basic Social Media Primer By Nicole Eckert While this was the only book I could find that particularly relates social media to health care uses, the actual instructions and tips for

social media use are extremely basic. Anyone that has any casual experience with social media will not get much use out of it. The content is very top-level. There are many areas I would have liked to see more information. The book could have easily been developed into a longer, more content-rich text. As it is now, it is certainly not worth the 40-something dollars I spent on it. I would recommend buying other texts that write more generally about social media and adapting their advice for health care.

0 of 0 people found the following review helpful. Four Stars  
By Romans 10: 9-10  
Easy read with an interesting perspective for students and leaders alike.  
1 of 1 people found the following review helpful. Thank you!  
By M. Williams  
I wanted to thank the author for writing this book. She did a great job making it painless for healthcare professionals to gain a decent understanding of how we can take a mega-trend that we are undergoing and harness it to help make healthcare better for all.

The growth of social networking has been dramatic, and the applications are quickly finding their way into healthcare organizations. Is your organization participating in the conversations? This new book provides an overview of the social media tools healthcare organizations are using to connect, communicate, and collaborate with their patients, physicians, staff, vendors, media, and the community at large. It describes the major social media applications and reviews their benefits, uses, limitations, risks, and costs. It also provides tips for creating a social media strategy based on your organization's specific needs and resources. Real-world examples illustrate how social media can improve the efficiency, effectiveness, and marketing of your healthcare organization.

This book is a gem for healthcare executives who are confused about when to use blogs, tweets, feeds, and other social media tools. This book facilitates an easy way to launch into uncharted but essential territory for your healthcare organization --  
Connie Evashwick, ScD, FACHE, Professor of Healthcare Marketing, School of Public Health, Saint Louis University  
Social Media in Healthcare offers concrete methods for integrating each social media tool into an entire communication strategy that engages patients and increases dialogue throughout the organization. This book is a must read if you're considering how best to leverage social media in your healthcare setting --  
Benjamin B. Lichtenstein, Professor of Management and Entrepreneurship, University of Massachusetts  
Social Media in Healthcare is very timely and well written. The book will be invaluable for the health professional looking to understand the terminology and find examples. I appreciated that each chapter tackled a main topic quickly and efficiently and included important points to consider. Christina Thielst continues to think and communicate progressively. The last two chapters reinforced her expertise as she highlighted key points for organizations and looked to the future. --  
Gregory L. Smith, President, Greg Smith and Associates and Visiting Professor, Management Information Systems, College of Business Administration, Kansas State University  
About the Author  
Christina Beach Thielst, FACHE, is a senior administrator with a long career in a variety of hospital and other healthcare settings. She is a noted author and presenter, and her weblog, Christina's Considerations, has been a vehicle for finding and using her voice on current healthcare issues.