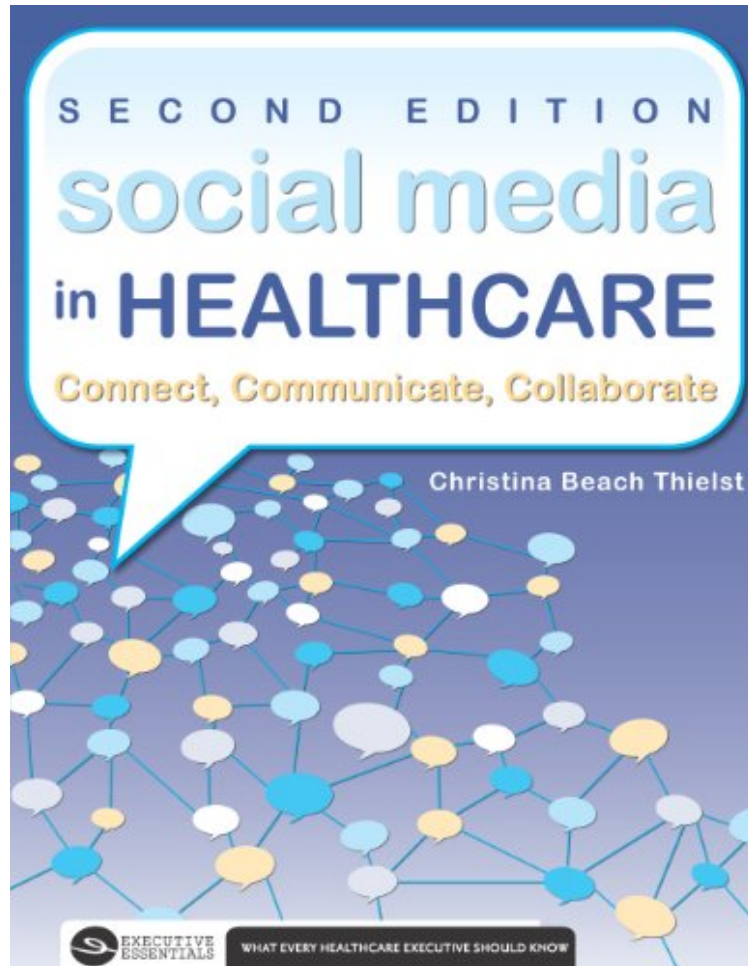


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## Social Media in Healthcare: Connect, Communicate, Collaborate, 2nd Edition

*Christina Beach Thielst, FACHE*

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The growth of social networking has been dramatic, and the applications are quickly finding their way into healthcare organizations. This updated best seller 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 specific needs and resources. Real-world examples illustrate how social media can improve the efficiency, effectiveness, and marketing of your healthcare organization. The companion website includes examples from leading healthcare organizations that have made the commitment to social media as part of their strategic plan.

**About the Author** Christina Beach Thielst, FACHE, is Vice President at Tower, where she helps large complex healthcare organizations create strategies to improve their use of technology and make the cultural changes needed to achieve long-term transformation of their patient experiences. Over her long career as a consultant and hospital administrator she has experienced firsthand the challenges and barriers to effective communications, collaboration, and engagement. Her blog, Christina's Considerations ([thielst.typepad.com](http://thielst.typepad.com)), is a collection of digital information related to her professional interest and work.