Digital Physician Relations, Part II

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April 2015
Setting the Scene

– The changing role of the physician; less time to interact with patients
– Physicians less interested in being interrupted; setting work/life boundaries
– Breaking the existing model of interruption
– Physicians moving to digital & social
– Rise of physician-only online communities
We Have to Connect with Physicians
Meanwhile, Our Challenges Include:

• Improving Operational Efficiency and Value of the Physician Relations program:
  – Exploring the future role(s) of the physician relations specialist
  – Covering more ground with a limited number of FTEs
    • Geographically
    • Physician specialties
    • New referral sources
The Digital Future
Question #1

• With health systems facing declining resources due to reductions in reimbursements, how can the reach of physician relations specialists be expanded, allowing them to more effectively form connections between faculty/medical staff and referring physicians?
Questions 2 & 3

• How can physician relations programs stay ahead of the curve, anticipating the wider adoption of digital communications by physicians?

• How can physician relations teams use digital technologies to more readily support specific programs targeted for clinical growth?
Physician Relations & Content Aggregation

• Traditionally, this is what we’ve done.
• Today, how can we do this more efficiently?
• Aggregating content for digital distribution is simply the evolution of that function.
• In the digital future, the physician relations team needs to become an aggregator and distributor of assets that are of value to referring physicians, by way of digital platforms.
Content Aggregation

• Physician relations site/blog/microsite as the portal to information valued by community physicians.

• The physician relations team, or one designated member of the team, would be responsible establishing processes for receiving regular news and information updates from various departments and faculty.

• Topics that should be addressed are clinical trials, new faculty announcements, medical education, physician profiles, research, advances in care, and publications.
The Digital Physician Relations Specialist

Two potential paths:

1. Digital Communication becomes part of the job function of the physician relations specialists.

2. The Physician Relations Department designates a digital content specialist who aggregates, disseminates and distributes digital content via social channels.
Option 1

• Through the use of social media, liaisons would have the opportunity to engage a significantly larger pool of physicians on a daily basis.

• Physician relations specialists would need:
  – Social media training: HIPAA, Twitter, LinkedIn, YouTube...
  – Familiarity with the organization’s social media policies
  – Use of Third Party Apps for efficient distribution
Option 1 Continued

- Liaisons would take part in daily physician engagement activities using Twitter.
- Scheduling tweets, responding to direct messages from physicians and office staff, acknowledging retweets, and retweeting news and information shared by medical staff/faculty.
Option 1 Continued

- Familiarizing & training practice managers and community physicians on info available through digital platforms.
- Training practices on the use of digital platforms.
- Distribute collateral for practices that promotes social channels/resources for referring physicians.
Option 2

- Physician Liaisons must still learn more about digital communications and social media, but aren’t daily practitioners.
- Liaisons spend time training and education community physicians and practice staff on ways to access expertise via digital platforms.
- One Digital Content Specialists handles the daily content aggregation, distribution and dissemination via social media.
Our Pilot Program

• Piloted with two physician liaisons
• 60 day initial pilot
• Goal: Assess the impact on the liaison’s role; time demands; ease of undertaking this new social media function; initial receptivity of this new communication from liaisons
Focus on Twitter

• A practical choice given the relatively large number of MD Anderson programs and faculty using Twitter

• Paper.li – MD Anderson Faculty Tweeters

• @PhysRelations - Tweets for Physicians, Researchers and Clinical Professionals from MD Anderson's Office of Physician Relations
Selection the Liaisons to Participate

• Criteria?
  – Some level of comfort with social media
  – Strong physician relationships
  – Leverage sales background vs. clinical
  – Volunteerism – willingness to go outside traditional spaces!
The Role of the Liaison

– Pre-scheduling Tweets for the week – minimum of 2 foundational Tweets per day; 40 minutes/week

– Daily supplemental Twitter activity (the engagement part of the process that adds authenticity); 30 minutes per day

– Monitoring Twitter at points throughout the day
The Role of the Liaison

– Target time for Tweets: 5am – 6:30am and 9pm – 11pm
– During practice visits, familiarize physicians and office staff with ways to access the digital assets of MD Anderson
– Collateral distribution at practices
Training the Liaisons

• Use of third party application for scheduling Tweets and organizing Twitter by hashtags, particularly oncology related tags

• Defining elements of a good tweet: hashtag, link to a resource

• Importance of engagement activities and Twitter etiquette: TY, RTs, etc.
Protocols

• Establishing a naming convention for Twitter handles of physician relations team members
  – @TT_MDAnderson
  – @EF_MDAnderson

• Reviewing social media guidelines for MD Anderson
Evergreen Content

- Roughly 100 foundational Tweets that give referring physicians information about how to access the digital resources of MD Anderson
  - Clinical Trials
  - Physician Directory
  - MDAndersonCancerNetwork.org
  - Physician Portal – MyMDAnderson.org
Evergreen Content

- Physicians: for information about clinical trials at MD Anderson, visit http://physicianrelations.org/clinicaltrials #oncology @physrelations
- Search MD Anderson clinical trials by cancer type, treatment, physician or NCT# http://physicianrelations.org/clinicaltrials @physrelations
- As a physician relations specialist, I can provide you with clinical trial updates, information about new treatments, & CMEs. @physrelations #oncology
Evergreen Content

Ty Tillery @TT_MDAnderson · Oct 14
Are you a #healthcare provider managing #ONCOLOGY #patients? The #MDAnderson Physician Oncology Toolkit can help #HCP ht.ly/AdFLn

Ty Tillery retweeted
Dr. Deanna Attai @DrAttai · Oct 27
While you're all saying hello, here's a blog post @subatomicdoc wrote for tonight's chat bcsmcommunity.org/radiation-ther... #bcsm

Ty Tillery retweeted
G.S.Raju, MD, FASGE @gsraju1 · Nov 13
Colonoscopy: Diversion colitis: youtu.be/8zOaGv4edC0?via @YouTube
Evergreen Content

Erin Fitzgerald @EF_MDAnderson · Oct 16
I am your link to MD Anderson Cancer Center, its resources and its faculty. How can I help? @physrelations #cancer

Erin Fitzgerald @EF_MDAnderson · Oct 20
My job is to connect physicians to the expertise and resources of MD Anderson Cancer Center. @physrelations #oncology #cancer

Erin Fitzgerald @EF_MDAnderson · Oct 30
Our online Guide for Referring Physicians provides clinical trials information and MD Anderson news. directory.physicianrelations.org
Shared Content from Trusted Sources

- @MDAndersonNews
- @MDAndersonTrials
- @MDAndersonGAP
- @CancerMedMDA
- @MDABrainSpine
- @MDAProtons

- @CancerFrontline (MD Anderson Blog)
- @MDAndersonLeukemia
- @KidsandCancer (MD Anderson)
- @MDAMelanomaOnc
Original Content

• Showcasing the digital assets, faculty and content from clinical programs of MD Anderson

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Ty Tillery retweeted

Naoto Ueno, MD, PhD @teamoncology · Oct 2

[Standard Care for newly diagnosed inflammatory breast cancer]
Always chemo 1st before surgery. Need plenty of chemo to reduce the disease.

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Marketing for Better Health

THE UNIVERSITY OF TEXAS
MD Anderson Cancer Center
Making Cancer History
Original Content

Erin Fitzgerald retweeted
MD Anderson @MDAndersonNews · Nov 3
8 side effects of chemotherapy: ow.ly/DKnQV #endcancer

Erin Fitzgerald @EF_MDAnderson · Oct 15
Dr. Lewis E. Foxhall discusses the role of obesity in cancer risk and outcomes at this year’s MOHC14 #MDAnderson ow.ly/Adll8
Live Content from Conferences & Events

@Ty_Tillery • Jun 1
Got to meet @subatomicdoc!!! Great chat about radonc collaboration. Looking forward to more physrels asco14 ow.ly /i/5L02r

@Erin_Fitzgerald • Sep 5
Come see us at the Medical Oncology and Hematology Conference 2014 in Houston, Texas. ow.ly/AGAtz. #MOHC14
Activities in the Field

• Announcing new practice launches or new physicians
• Highlighting faculty involvement in the community
• Introducing primary service lines and their differentiators
• Providing date, time and location for support groups that are disease site-specific involving MD Anderson faculty.
Activities in the Field

Erin Fitzgerald retweeted
Ty Tillery @TT_MDAnderson · Aug 4
There are now #MDAnderson locations throughout the #Houston area. Click link below to find location info #endcancer ow.ly/zWNnW

Erin Fitzgerald @EF_MDAnderson · Sep 29
#MDAnderson in Sugar Land treats all types of cancers & offers suspicion of #cancer services. Learn more @ ow.ly/C5kBD

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Marketing for Better Health
Taking It Slow

• Starting with a small list of people to follow
• Starting with evergreen posts
• Our goal was to ease the liaison into this new element of their role and limit difficulties such as writing original posts
What We Learned

• The liaison more familiar with Twitter found it easier to integrate social media into his role.
• The social media element was more time consuming than we had hoped.
• Having the Evergreen Tweets was a huge help and necessary time saver.
What We Learned

• Having the Trusted Sources to ReTweet was another important time saver.
• Using conferences and CMEs as an opportunity for engagement also worked well.
• Liaisons need to have realistic expectations about results. This is relationship building.
Current Activity Metrics

Tweets: 3,961
Following: 2,165
Followers: 4,490
Favorites: 8
Lists: 2

Physician Relations
@PhysRelations
Follows
Tweets for Physicians, Researchers and Clinical Professionals from MD Anderson's Office of Physician Relations. Appointments available 1-877-632-6789
Houston, TX
physicianrelations.org
Joined March 2008
Tweet to
Message

MD Anderson Faculty Tweeters is out! paper.li/physrelations/
Stories via @Myeloma_Doc @recnac @DrSunilKSahai

MD Anderson Faculty Tweeters is out! paper.li/physrelations/
Stories via @obogler @CathyEngMD @DrLCohen
Current Activity Metrics
Current Activity Metrics
Where We Think We’ll Go Next

– We believe that a physician relations program should have a strong digital component for reaching those “social physicians”

– We see two likely directions:
  • Consolidate social media in the hands of one Digital Physician Relations Specialist.
  • Subcontract daily social media activity to an outside firm.
Contact Information

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