

How Patients and Doctors are Using the Internet and Social Media for Medical Information Research



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Delray Beach, Florida

Dr. William Scherer Disclosure



Senior Podiatric Medical Advisor
Clinical Consultant and Speaker
Bako Diagnostics / bakodx.com

Pew Research Center Statistics



- 89% of Americans use the Internet
- 77% use smartphones - “mobile users”
- 75% of all users looked online for health information
 - third most popular online activity
 - following email and search engine usage

Online Physician Reviews

- 77% of patients use online reviews as their first step in finding a new doctor (Software Advice)
- 53% of providers looked at physician review websites to understand their patients' experiences and to improve their practices (Journal of General Internal Medicine)
- 47% of patients would go out-of-network for a doctor who has similar qualifications to an in-network doctor, but has more favorable reviews (Software Advice)
- 80% of consumers trust online reviews as much as personal recommendations (Wainscot Media)
- 100% of online reviews “can” be faked or manipulated (Dr Scherer)

Changing Doctor-Patient Relationships



“Double-Edge Scalpel Blade”

Internet and social media are empowering society to take more involvement and control of their own healthcare

Before Diving Into Social Media

- Re-evaluate all your office print and digital marketing materials and advertisements
- Decide if you are promoting an office “Miami Foot & Ankle Specialists” or an individual “John Smith, DPM”
- Are you targeting one office or multiple locations
- Is it time to create or refresh your logo
- Obtain current professional photographs of yourself, staff, office, treatment rooms
- Are you skilled at writing, graphic design, photography, or creating short informational videos

Tips Before Getting Started

- Can you do this alone or should you hire a professional
- Keep organized by creating a master document or folder to hold all your online account information, user names, and passwords
- You should “own” all your digital accounts and assets
- Collect e-mail addresses for all patients
- Update your website and/or blog
 - descriptive URL web address (www.sandiegofeet.com)
 - practice email address (drjones@nycpodiatry.com)
 - add current content and relevant material often
 - use search engine optimization techniques
 - is your website mobile friendly?

What Are People Searching For?

- 66% seeking a specific disease or medical problem
- 56% researching medical treatments or procedures
- 44% for information about physicians or hospitals



IF GOOGLE WAS A DOCTOR

HE'S BEEN COUGHING A LOT,
WHAT DO YOU THINK HE HAS?



PROBABLY CANCER

tubeytoons.com

On any given day, more people are posing health questions to Google than posing health questions to their doctors

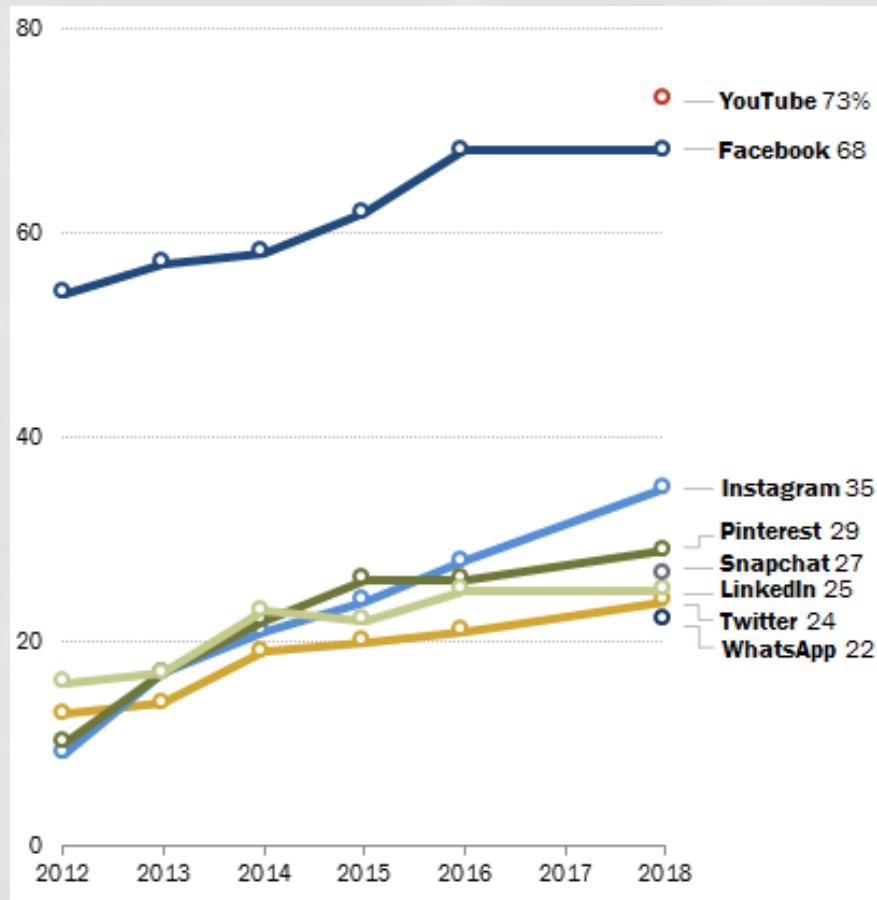
The Internet Search Giants

- Search engine market share by queries
 - 74% Google (with 95% of all mobile search)
 - 12% Baidu (China)
 - 8% Microsoft Bing
 - 5% Yahoo
- Google is the #1 most popular website in the world
- Wikipedia is the #6 most popular website
 - ranked among the first ten results in over 70% of health information keywords
- Yahoo is #7 most popular website
- Bing is #27 most popular website

What is Social Media

- Technology that facilitate online creation and sharing
 - information, ideas, career interests, expression
- Interactive Internet-based websites and mobile apps
- User-generated content
 - Text posts and comments
 - Digital photos and video
 - Any data generated via online interactions
- Users create service-specific individual profiles
- Online social networks that “connect” individual people and groups in virtual communities

Major Social Media Players



Where Do You Focus Your Initial Efforts

- Google
- Facebook
- LinkedIn
- YouTube



Where Do You Go Next In Social Media

- Yelp
- RateMDs
- HealthGrades
- Twitter
- Angies List
- Zocdoc
- WebMd
- Pinterest
- Instagram
- Snapchat



Google My Business - google.com/business

- Show up on google searches, maps, Google+, reviews
- You only need a name, address, phone, hours, and email address (gmail.com account is helpful)
- Google will create a free website for you in 10 minutes
- Add photos, create posts, reviews, Google Insights
- AdWords – pay per click, pay per call, view YouTube



Google Free Website In Three Steps

Create

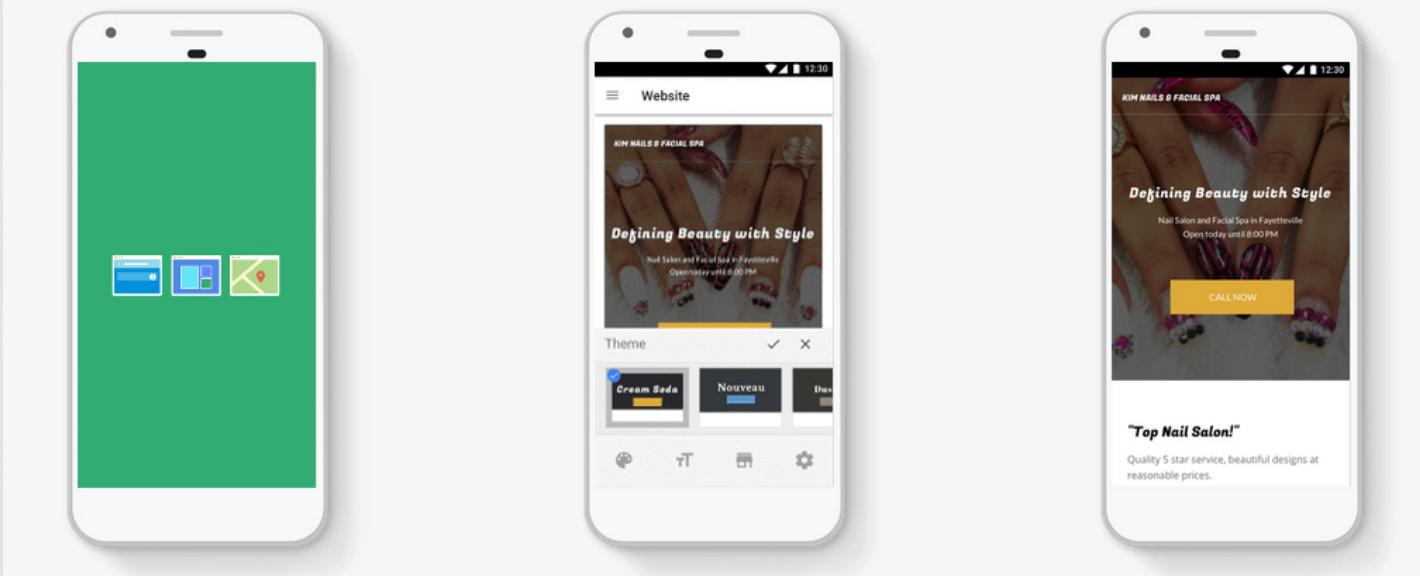
Your website is automatically generated with info from your Google listing.

Edit

Customize your site with text, photos, and design themes.

Publish

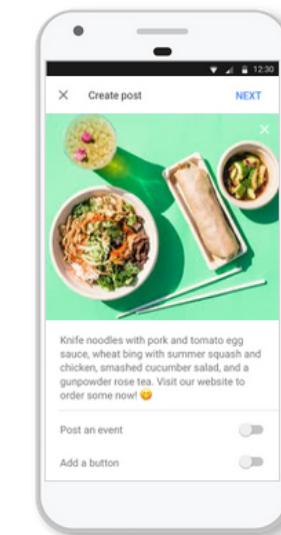
Choose a domain and set your site live. It will look great on every screen.



Start Posting On Google

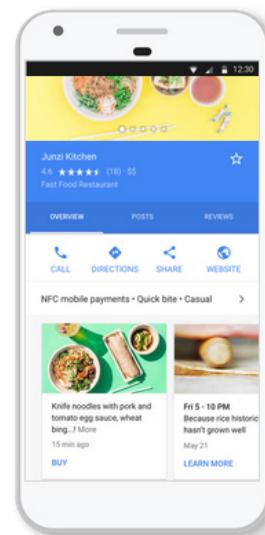
Create a post

Quickly create custom posts from Google My Business on your phone, tablet or computer.



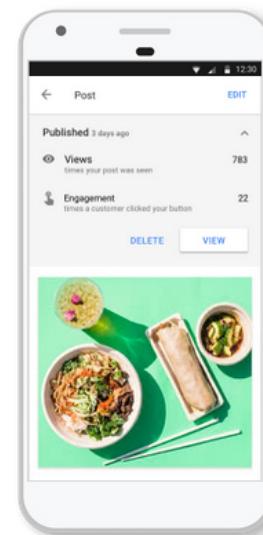
Publish your post on Google

Posts appear right in your Google listing on Search and Maps.

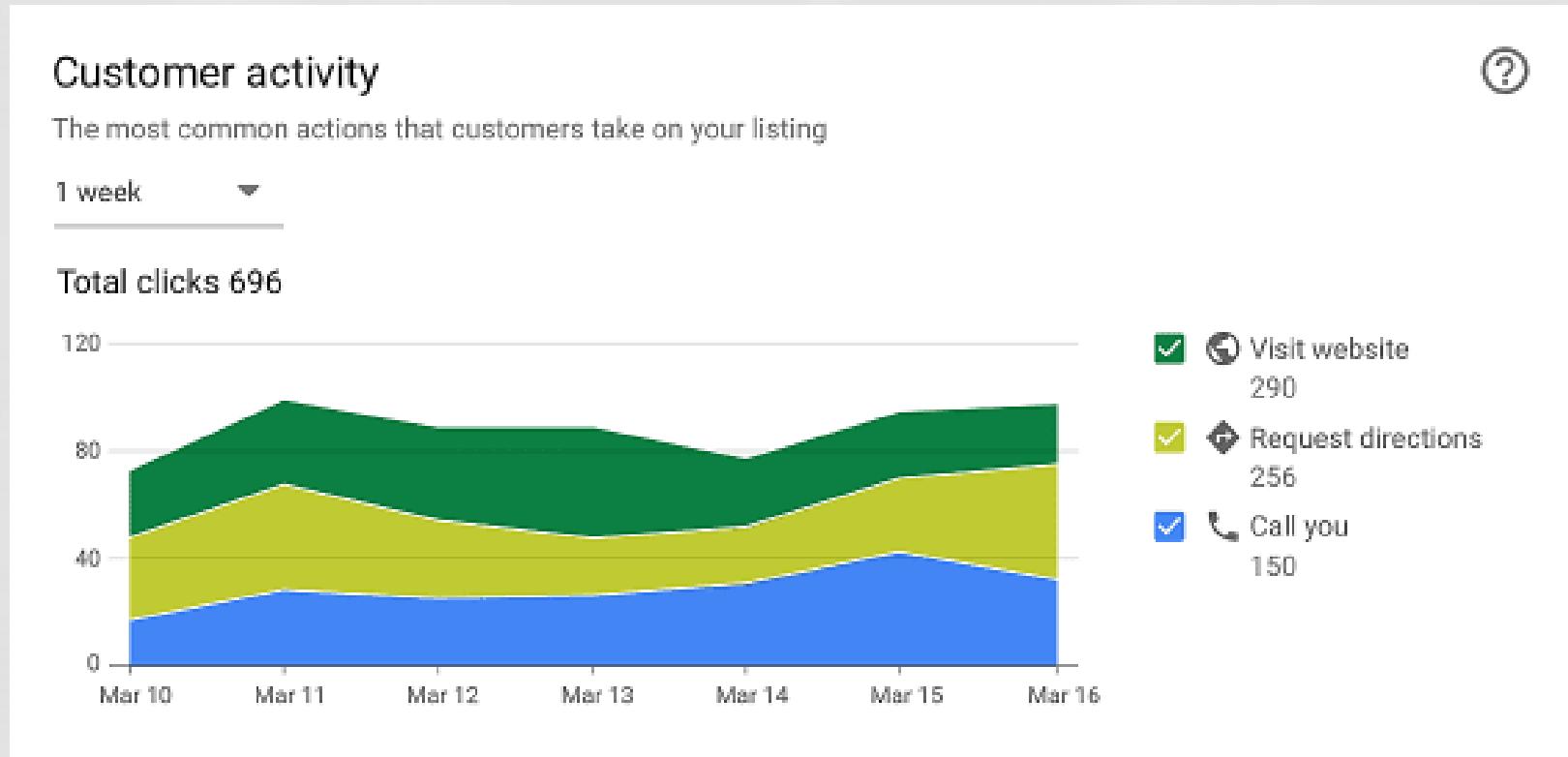


See what's working

Get insights about your posts from the Google My Business dashboard.



Google Insights – Customer Actions



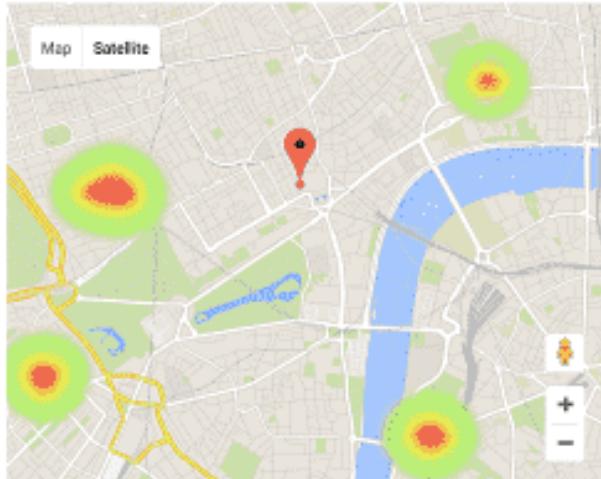
Google Insights – Customer Locations

Driving directions requests

The places where customers request driving directions to your business

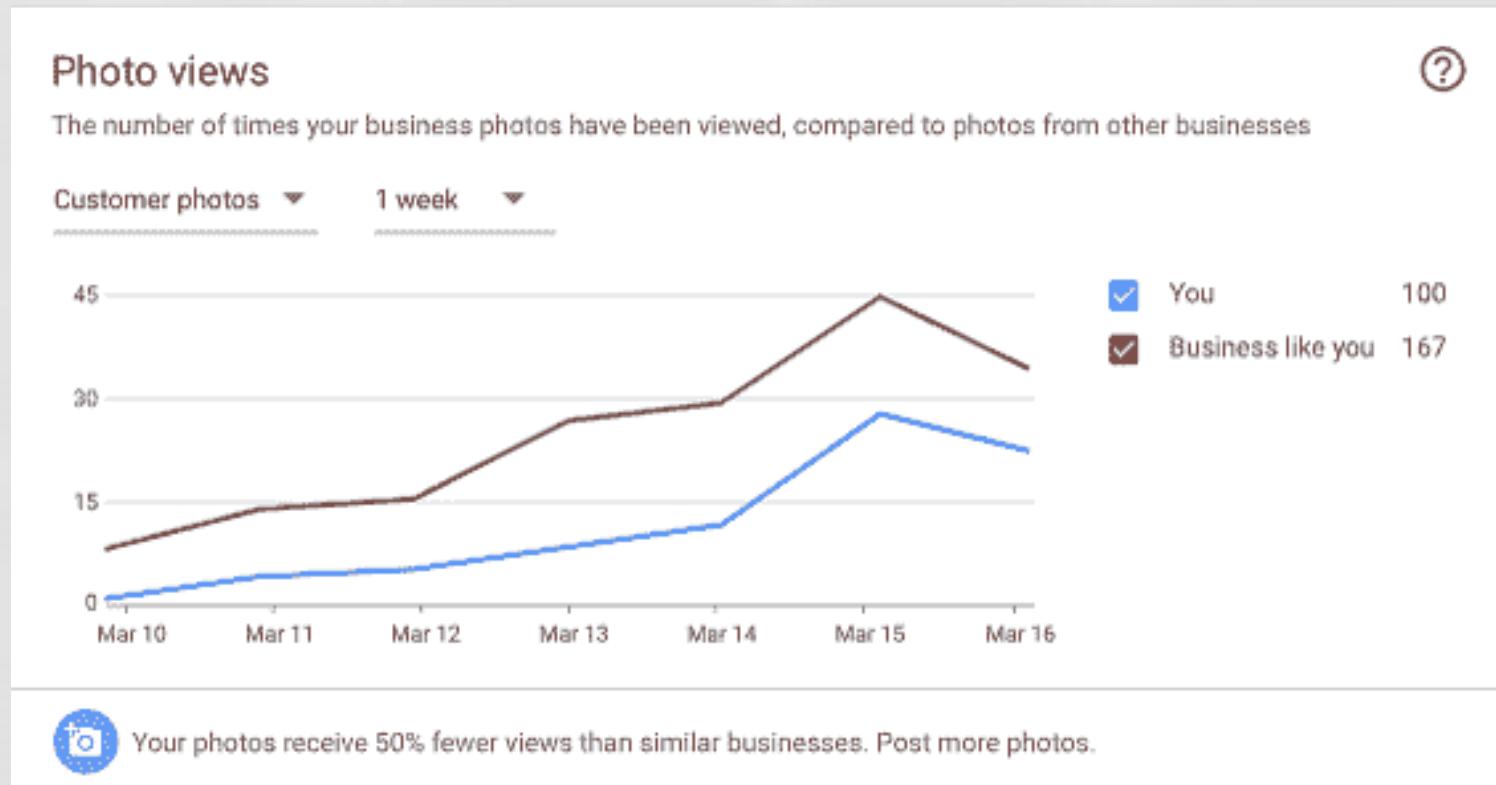
1 week ▾

New Haven	196
Hartford	100
Danbury	65
Bridgeport	20
Norwalk	11



 Businesses with recent photos typically receive more requests for driving directions to their location. [Add photos](#)

Google Insights – Photo Views

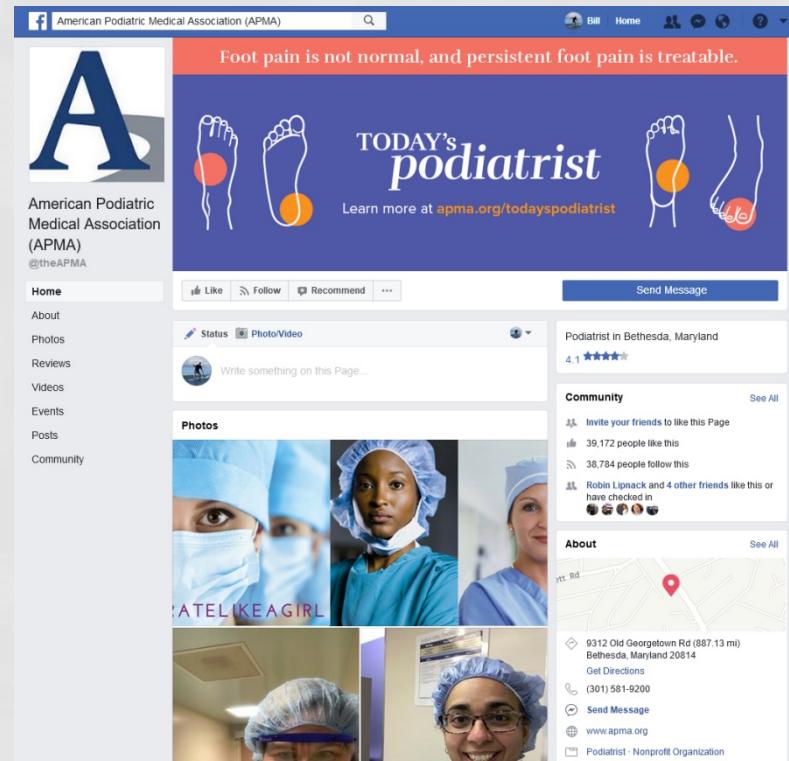


Facebook – Most Important Social Platform

- 80% of Americans use Facebook
- 50 million businesses use Facebook Pages
- 1.4 billion daily active users (1.1 billion mobile)
- Average Facebook user has 155 friends
- Average time spent per Facebook visit is 20 minutes
- Every minute: 500,000 comments are posted, 300,000 statuses are updated, and 150,000 photos are uploaded
- Like and Share Buttons across 10 million websites daily
- More than 100 million Facebook users belong to meaningful communities—groups aimed at helping users such as new parents or victims of rare diseases

Facebook Business Pages

- Need personal profile first
- Post status updates, news, messages, pictures, videos
- Friends and patients can post reviews
- Facebook Pages with smaller followings have higher reach and engagement rates



Facebook Support Groups

 Plantar Fasciitis Support & Other Foot Pain 

Plantar Fasciitis Support & Other Foot Pain
Closed Group

About

Members

Shortcuts

Bako Diagnostics 

+ Join Group **... More** Join this group to see the discussion, post and comment.

Answering screening questions is required for membership.

We all know plantar fasciitis is extremely painful.
We will try to help combat foot pain, and
with any foot or leg issues.
We dont promise a cure, but offer
support... See More

Group Type
Support

Members - 7,873



Ellen, Sarah and 2 other members are admins.

[See All Members](#)

Activity

15 	7,873 
New posts today 242 in the last 30 days	Members +418 in the last 30 days

Created about 4 years ago by Kathy Pentilicost 

Suggested Groups [See All](#)



Rheumatoid Arthritis Support
Rheumatoid Arthritis Group
25,113 members [+ Join](#)



Get it off your chest
197,680 members [+ Join](#)



Diabetic Support Group United
26,218 members [+ Join](#)



IT'S ORLANDO TIME
150,330 members [+ Join](#)

LinkedIn

LinkedIn Home Page

Search bar: Doctor Side Hustles - Nomad is the first marketplace for freelance clinical jobs. Join for free.

Profile sidebar for William Scherer:

- Profile picture: Beach background
- Name: William Scherer
- Title: Senior Podiatric Medical Advisor at Bako Diagnostics
- 59 Who's viewed your profile
- 460 Connections
- Growth call-to-action: Grow your network
- Access exclusive tools & insights
- Try Premium for free

Share an article, photo, video or idea input field

Post buttons: Write an article, Images, Video, Post

Sort by: Top

Recent posts:

- Teri Bruce, EMBA: Sales Operations & Fellowship Program Manager (1d ago)
- Shawna Shapero: Vice President, Corporate and Professional Relations at Bako Diagnostics (4d ago)

Text: April is #FootHealthAwarenessMonth

Image: A medical professional wearing gloves holds a small white card with a red flower logo and text over a patient's foot.

Post stats: 1 Like

Post actions: Like, Comment, Share

What people are talking about now:

- Southwest engine explosion: 1 dead (2h ago • 8,967 readers)
- Starbucks closing 8K stores to train (4h ago • 29,563 readers)
- IRS gives extension after crash (4h ago • 24,817 readers)
- Bitcoin exchanges under investigation (1h ago • 1,924 readers)
- Barbara Bush has died, aged 92 (2h ago • 10,904 readers)

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Text: William, explore relevant opportunities with Bay Audiology

Follow button

Add to your feed:

- Randy Brown: President/CEO, C5 Health (+ Follow)
- Kimberley Shurig: Regional Vice President, Product Strategy at... (+ Follow)

YouTube

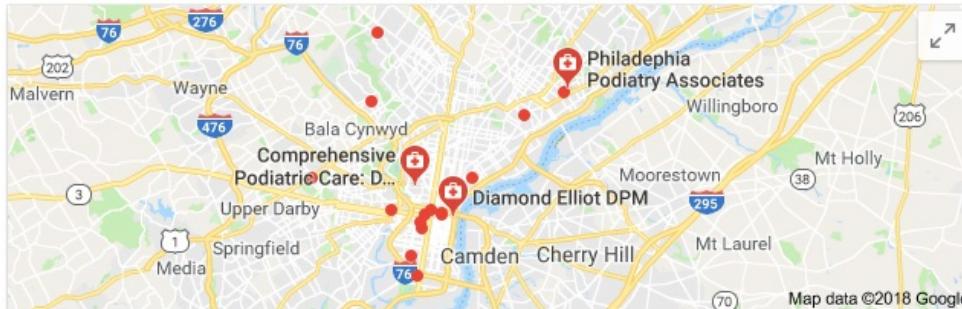
- #3 most popular website
- User generated video and professional video sharing
- 1 billion hours of video are viewed each day
- Can create your own channel to post educational videos
- Provide short interesting videos on a narrow topic

The screenshot shows a YouTube search results page for the query "Los Angeles Podiatrist". The search bar at the top contains the text "Los Angeles Podiatrist". Below the search bar, there are various video thumbnails and titles related to podiatrists in Los Angeles.

- Los Angeles Podiatrists**
11 subscribers • 4 videos
Foot Facts are about making sure that your feet get the care they deserve.
Advice from a well respected **podiatrist**, Foot Facts will
[SUBSCRIBE 11](#)
- Los Angeles Podiatrist - LA Podiatrist Kourosh Harounian**
Los Angeles Podiatrists • 576 views • 3 years ago
Your feet are important, and if you need a good **Los Angeles Podiatrist** like Dr. Kourosh of <https://www.LosAngelesPodiatrist.com>
- Podiatrist Los Angeles CA | (323) 525-1990**
PodiatristLosAngeles • 1K views • 5 years ago
<http://www.podiatristlosangeles.net> Podiatrist Los Angeles CA (323) 525-1990 **Los Angeles Podiatrist** / Foot Doctor specializing in
- Doctor (With CBS2 Sibling) Takes Us On Busy Tour Of Hospital's Non-Stop ER**
CBS Los Angeles • 1.5K views • 1 year ago
Gunshot wounds, heart attacks and even ingrown toenails fill the busy day of Dr. Evelyn Lee. She took Paul Magers behind-the-scenes
- Living with Plantar Fasciitis, The Doctors TV Show**
University Foot And Ankle Institute, Santa Monica • 1.5M views • 3 years ago
University Foot and Ankle Institute (<http://www.footankleinstitute.com/plantar-fasciitis-and-heel-pain-treatments-los-angeles>) NBC's

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About 293,000 results (0.70 seconds)



Map data ©2018 Google

[4.0+ rating](#) [Hours](#)**Diamond Elliot DPM**

4.8 ★★★★★ (50) · Podiatrist
Philadelphia, PA · (215) 923-2455

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Introducing Yelp Guaranteed. Mallory Eisenman. 7 reviews. Podiatrists. Kenneth D'Ortome, DPM. 6 reviews. Podiatrists. Elliot Diamond, DPM. 17 reviews. Podiatric Medical and Surgical Assoc. 8 reviews. Dr. Michael A. Stacy Ziskowski, DPM. 1 review. Robert K Cohen, DPM, FACFAS. 2 reviews. Philadelphia Podiatry Associates. ...

Best Podiatrists in Philadelphia, PA - Podiatrists Reviews & Ratings ...

<https://www.ratemds.com/best-doctors/pa/philly/podiatrist/> ▾

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Showing 1-10 of 901

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Ad **Facaros Foot & Ankle**
★ ★ ★ ★ ★ 1 review
Podiatrists

427 Egg Harbor Rd
 Sewell, NJ 08080
 (856) 270-6327

i

Dr. Facaros is fantastic! His care, attention to detail and deep understanding of my issue was more than I expected. You can feel that he truly cares about his patients and I know... [read more](#)



Ad **Stoll Medical Group**
★ ★ ★ ★ 1/2 48 reviews
Family Practice

Penn Center, Rittenhouse Square
 1528 Walnut St
 Philadelphia, PA 19102
 (215) 883-7426

i

Ok, is it weird that I LOVE Dr. Stoll. I sent my husband in a month before to check him out and he called me and said "you will LOVE him" and I do. He's great. Smart, excellent... [read more](#)

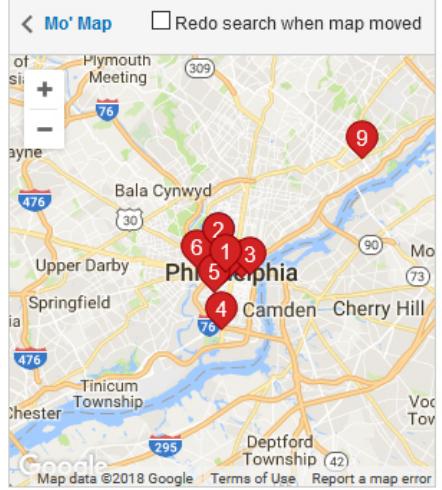


1. Mallory Eisenman
★ ★ ★ ★ 1/2 7 reviews
Podiatrists

Penn Center, Logan Square
 1900 Rittenhouse Sq
 Philadelphia, PA 19103
 (215) 735-3668

I come here as a regular patient, not a sports patient. I have to say, This doctor knows her sh#. I feel very comfortable with her and she informs me of what to do to PREVENT myself... [read more](#)

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Best Podiatrists in Philadelphia, X +

← → ⌂ ⌂ https://www.ratemds.com/best-doctors/pa/philadelphia/ ... ⌂

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The Best Podiatrists in Philadelphia, PA

[What is a Podiatrist?](#)



Dr. David S. Wander ✓     

Podiatrist

★★★★★ 35 reviews

Dr. David S. Wander's Latest Rating

It's been a while since Wander did surgery on my foot. It turned out great and he always made sure all my questions were answered. Called the office the other day f... [Read more](#)



Dr. Nicholas R. Taweel ✓     

Podiatrist

★★★★★ 71 reviews

Dr. Nicholas R. Taweel's Latest Rating

Excellent doctor! Very knowledgeable, kind, professional. I highly recommend Dr. Taweel. We were fully satisfied with his treatment of my mom's ankle.



Dr. Michael A. Troiano

Podiatrist

★★★★★ 44 reviews

Dr. Michael A. Troiano's Latest Rating

Dr. Troiano performed Triple Arthrodesis in September 2017 at Penn Presbyterian Medical Center. From the very first consult Dr. Troiano was forth coming and open abo... [Read more](#)

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PATIENT REVIEWS

   and up  and up  and up  and up

GENDER

 Female (56) Male (180)

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Please see [Full Prescribing Information](#) and [Medication Guide](#).

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FEATURED

**Dr. Neil Rapoport,
DPM**

Podiatry



3 reviews

(215) 253-3875

Dr. Rapoport's Biography — Dr. Neil Rapoport, DPM is a Podiatry Specialist who practices in Philadelphia, PA. Dr. Neil Rapoport, DPM is affiliated with [Learn more >](#)

This provider is on medical staff at: Aria - Jefferson Health. Call: (215) 809-3016



HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

Call for availability



FEATURED

**Dr. Jeanine
Brinkley, DPM**

Age 38 | Podiatry



14 reviews

(215) 253-3875

Dr. Brinkley's Biography — Dr. Brinkley completed her undergraduate education at LaSalle University where she graduated cum laude with a degree in Bi. [Learn more >](#)

This provider is on medical staff at: Aria - Jefferson Health. Call: (215) 809-3016



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Accepting New Patients

Dr. Homyar Karanjia, DPM

Podiatry



114 reviews

Rothman Institute925 Chestnut St Fl 5
Philadelphia, PA 19107

- 4.2 miles away
- Accepts 11 insurance carriers



Accepting New Patients

Dr. Charles Langman, DPM

Podiatry



44 reviews

Rothman Institute825 Old Lancaster Rd Ste 100
Bryn Mawr, PA 19010

- 9.9 miles away
- Accepts 12 insurance carriers



Accepting New Patients

Dr. Donna Myers, DPM

Podiatry



3 reviews

(215) 253-3875

Northeast Family Foot Care9892 Bustleton Ave Ste 303
Philadelphia, PA 19115

- 8.2 miles away
- Accepts 8 insurance carriers

**Dr. John Scanlon, DPM**

Age 61 | Podiatry



1 review

Chestnut Hill Podiatry Associates, PC8815 Germantown Ave Ste 11
Philadelphia, PA 19118

- 6.4 miles away

This provider is on medical staff at: Aria - Jefferson Health. Call: (215) 2

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Our #famous @Docorange1 has a new publishing! podiatrytoday.com/blogged/why-%E...

Weil Foot & Ankle @weil4feet · Mar 27
Physicians at the Weil Foot and Ankle Institute walked away with the top 4 honors at the American College of Foot and Ankle Surgeons 2018 Annual Scientific Conference this past weekend...a clean sweep!

WFAI SWEEPS AT ACFAS 2018



ROUTINE USE OF LOW MOLECULAR WEIGHT HEPARIN DVT PROPHYLAXIS FOLLOWING CERTAIN FOOT AND ANKLE SURGERIES: A COST EFFECTIVENESS ANALYSIS
Richmond Robinson, DPM; Craig Wirt, DPM, PhD
Brett (Wandy) Klem, DPM, MS (WFAI Associate Director of Research)
Eric Klein, DPM, MS (WFAI Associate Director of Research)
Caroline Barbosa, PhD, MSc; Anselmo Avioli, DPM
Shirley Choi, DPM; Michael Hiltner, DPM
Lowell Weil, Sr., DPM (WFAI President)
Adam Palachek, DPM, MPH (WFAI Director of Research)

PERCUTANEOUS KIRSCHNER WIRE VERSUS COMMERCIAL IMPLANT FOR HAMMERTOE REPAIR: A COST EFFECTIVENESS ANALYSIS
Rachel Albright, DPM
Brett (Wandy) Klem, DPM, MS (WFAI Associate Director of Research)
Eric Klein, DPM, MS (WFAI Associate Director of Research)
Caroline Barbosa, PhD, MSc; Anselmo Avioli, DPM
Shirley Choi, DPM; Michael Hiltner, DPM
Lowell Weil, Sr., DPM (WFAI President)
Adam Palachek, DPM, MPH (WFAI Director of Research)

COST EFFECTIVENESS ANALYSIS OF PRIMARY ARTHRODESIS VERSUS OPEN REDUCTION INTERNAL FIXATION FOR PRIMARILY LIGAMENTOUS LISFRANC INJURIES
Sarah Heller, DPM (WFAI Immediate Past Fellow)
Eric Klein, DPM, MS (WFAI Associate Director of Research)
Caroline Barbosa, PhD, MSc; Anselmo Avioli, DPM
Shirley Choi, DPM; Michael Hiltner, DPM
Lowell Weil, Sr., DPM (WFAI President)
Adam Palachek, DPM, MPH (WFAI Director of Research)

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18

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Podiatrist



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08902

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10:30 am 10:30 am

11:00 am —

more —

**Dr. Kenneth D'Ortone, DPM**

Podiatrist



"He was very communicative and
kind. I felt like he really knew..."

2429 Brown Street, Philadelphia, PA
19130

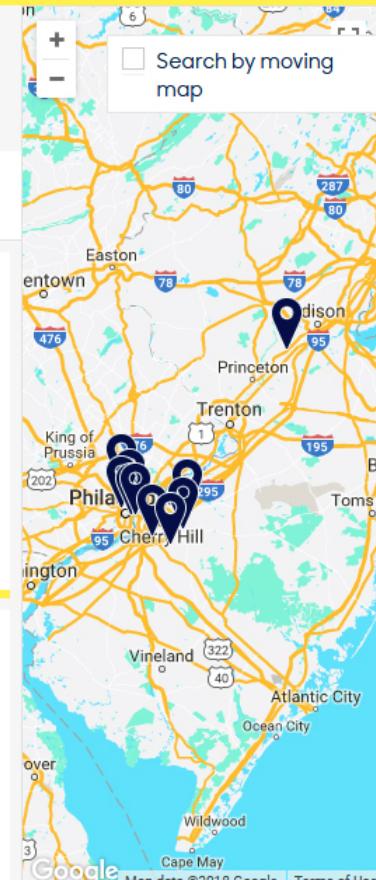
Within 1.5 miles

9:00 am 8:00 am 7:00 am

9:30 am 8:30 am 7:30 am

10:00 am 9:00 am 9:00 am

more more more



Podiatrists in Philadelphia

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What Does a Podiatrist Do?



Podiatrists are medical specialists who help with problems that affect your feet or lower legs. They can treat injuries as well as ongoing health issues like diabetes.

Are They Doctors?

Podiatrists are doctors, but they don't go to medical school. They have their own schools and professional associations. They also have "DPM" (doctor of podiatric medicine) after their names instead of "MD" (medical doctor).

Podiatrists can do surgery, reset broken bones, prescribe drugs, and order lab tests or X-rays. They often work closely with other specialists when a problem affects your feet or lower legs. In the United States, podiatrists are



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#Repost via @drcanuso Getting ready to interview Dr. Sunny Gupta from @rothmanortho group and talk about the #phillies #philadelphiaeagles #shoulders #knees and #hips! Tune in...www.rvntv.tv!!! . #host #realmedicine #rvntv #medicine #rothman #orthopedics #pain #surgery #visco #cortisone #shoulder #tendonitis #arthritis #drcanuso #spreadingthescience #physician #podiatry #podiatrist #educate

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Thank you to Berks Foot & Ankle Surgical Associates, Inc., 654 Philadelphia Ave., Shillington, PA, for their sponsorship of the 2015 Taste of Hamburg-er Festival.

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Bill ran the Philadelphia Marathon today. Love the sign that Hope made. "fungi"... "no fun guy". Great words for a future podiatrist.

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Dr. Maasi J. Smith Maasi J. Smith, DPM, is a foot surgeon in private practice in Philadelphia.

www.amazon.com/Feet-Naturally-Diabetes/dp/153366157X



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#WhiteCoatWednesday #WCW #MelaninDoc #whitecoat #MoorMelanie #HumpDay #MoorMelanin #melanin #melaninsuccess At Hampton University I read an article that discussed Diabetes and foot health. The article outlined the issue of non-traumatic foot amputations occurring among Diabetics particularly the African American population. Then it went on to review the importance of Podiatric Medicine and its role in prevention. I applied to a Podiatric program, got in, and the rest is history. I have spent my career educating not only the African American community on foot health but anyone who was willing to listen. #MoorMelanin Make sure to check out Dr. Smith's books "Feet Naturally & Feet Naturally Diabetes"

#MelaninDocs, if you have a great story, why not share your story! Click the link in the bio to be featured also tag and mention @melanindoc

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WANT TO WATCH LIVE PLASTIC SURGERY PROCEDURES? ARE YOU THINKING OF GETTING PLASTIC SURGERY DONE?

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Online Reputation Management

- Self assess your current online reputation
 - Search your name on google and all major social media sites
- Monitor your reviews proactively
 - setup “Google alerts” for your name to monitor the web
- Continuously update websites with fresh content
 - License medical content for your website
- Treat every patient like a reviewer
- Request patient feedback on social media
 - give patients a flyer with social media websites

Online Reputation Management

- Respond to both positive and negative reviews
- Address negative critiques objectively
 - call patient directly and have discussion offline
 - do not violate HIPAA with defending complaints
- Overwhelm bad reviews with lots of good reviews
- Self-help reputation management software
- Hire a online reputation management professional
 - \$2,500 to \$10,000 or more
- Do not lie, cheat, or post fake reviews



"The biopsy on your mole came back
negative, which is positive, which is good."