



Healthcare Social Media: Where Do I Begin?

Rachel Granatino

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In today's consumer driven economy, customers and patients alike want convenient answers, quick communication and the ability to locate information about your services on their own time. The answer to providing these is often to become involved in social media. The life of a practice administrator or health system manager comes with a long list of to-dos and the constant pull to be several places at once. With this type of hectic schedule, where do you find time to get your organization involved in social media? In fact, where do you even start?!

This book will provide you and your managers with information on why social media is beneficial to your business strategy, how to get started online and where to go once you have your basic channels set up. Learn how to manage your time accordingly to ensure you are getting the most out of your channels and learn some tips on getting your patients involved!

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