
IMPACT OF SOCIAL MEDIA ON HEALTHCARE INDUSTRY

Dr. Shiva Chaudhary

*Assistant Professor, Department of Management, Center for Management Studies, Jain
(Deemed-to-be University), Bangalore, India*

Email Id- dr.shiva_c@cms.ac.in

Abstract

Social media is a platform for the public around the world to discuss their issues and opinions. Before knowing the actual aspects of social media people must have to know what does social media mean? Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos and many more over the internet and in virtual communities. Surrounded by mobile devices and interactive social networking sites such as Twitter, MySpace, and Facebook, Orkut, children are growing up, which has made social media a critical part of their lives. The behavior in which young people relate to their parents, peers, and how they use technology is transformed by social networks. There are two implications of social networking. Social networks, on the positive side, may serve as useful resources for professionals.

Keywords: *Healthcare, Hospital, Humanity, Social media, Social networking, Influence.*

I. INTRODUCTION

Social Media are applications and tools that allow users to contact, share, and exchange ideas and thoughts online with other users in the global using such media as Facebook and Twitter. The content of these applications, in reality, is different, such as science, sports, fitness, or social phenomena. Therefore, when they use these applications, users can follow up or find their interests and support the material. "The use of social networking sites has grown from 8% of all adults online in 2005 to 67% in late 2012 and up to 72% of U.S. adults online in May 2013," according to Manhattan Study (n.d.) [1]. On the other hand, healthcare institutions are very advanced nowadays, and treatment systems are very quick. More than 98 percent of hospitals use technology to diagnose and cure diseases. In daily life, both social media and healthcare are evolving, and the smartest way is to integrate them to achieve more excellence and success together. Indeed, it will help all of these resources by gathering social media and healthcare in one place and result in valuable production for humanity [2].

The relationship between social media networking apps and hospitals is growing nowadays. 70 percent of patients used the Internet to access health information in 2009. Facebook ranked fourth in the United Kingdom as a source of health data (Dawson, 2010). Therefore, there are many uses of social media with healthcare information, which add value to reaching customer satisfaction and fast information delivery for patients in the healthcare side, and to obtain an increase of application visitors and receiving higher rates of income in the social media side. In reality, the advanced aspects are expressed in improving the useful functions of using social media in this area, in particular because of the weakness in providing patients with online treatments in the healthcare industry. Thus, with the age of patients, the adverse effects of using treatments, and introducing a number of ways to keep people from catching illnesses, this industry is very organized and careful [3].

Ways of Applying Social Media in The Healthcare Area

Gathering social media tools into the healthcare industry classifies into several steps. In fact, each step has its models and classifications, so healthcare organizations should follow the rules of how to apply these tools in the hospital system, and how to find suitable tools that work with the material. In other words, usually each department inside the hospital needs specific sets of methods that work with the department and achieve the goal (Vikram, 2010). There are some methods to use with some current examples.

Recruitments

The recruiting departments are searching for educated and qualified individuals in various industries who can apply the methods and improve the efficiency of the company. On their Facebook or Twitter pages, some healthcare providers rely on offering weekly job opportunities to find an employee who can suit the position and be eligible for the position responsibilities. Joining LinkedIn, which is one of the most common social media networking services that assist businesses in seeking candidates, is another technique for implementing social media in healthcare companies. Users can simply search for the desired place after signing in, and then the results will show a lot of resumes. Indeed, LinkedIn has several useful features, organized, specific search results, and support images and videos [4].

Patient rating

Some doctors write on blogs or social media sites about their experience in the medical profession, and encourage users to comment and rate them. In addition, some hospitals provide room for patients to speak with physicians about their illnesses and discuss therapies. Technically, it is referred to as "online treatment" where physicians support patients online. In fact, treating patients without making them physically present is often difficult, especially when doctors need blood tests or need some X-Rays. It is, however, a good starting point and doctors will ideally handle all cases online in the second process. For example, according to

NurseJournal.org, Sarasota Memorial Hospital is a good example of joining the social media; they have around 12,500 likes on Facebook and around 8000 followers on Twitter (NurseJournal, 2014). Therefore, it is an excellent data set that the hospital can benefit from [5].

Launch new product

It is possible to post the release of new medical products via social media sites. That can, indeed, boost the marketing process and spread the product to the market quickly. In addition, extending such discount coupons to only users who can profit from increasing the number of followers and reaching high sales goals for the hospital website. In addition, reading customer reviews allows other users to appreciate the benefits of the product and remember the specifics.

Risks of Applying Social Media to Healthcare Industry

Even though social media is helping patients find the nearest available rooms and assisting hospitals to simplify the process of releasing new products. Nevertheless, focusing on another area of this helping technology can lead us to some negatives that can destroy all these benefits. In general, every technical step can have positive and negative sides, and applying social media sites in the healthcare field can cause some cons [6]:

Inaccurate Health Information

The Internet is a shared global place to which everybody has access and is able to write any data. People can write a lot of health information that is not referenced or not finished when it comes to health, so other patients can obtain this inaccurate information and apply it on a regular basis. In addition, some individuals distribute incorrect knowledge, and it may be more difficult to correct them (Ventola, 2014). Some patients do not understand the proper way to search for their health records, and they only type the illness or the information on the pages of search engines they want to read about [7]. After that, they open the first link and read the content. If the data is right or not, they believe they have obtained the answer. In 2011, there was a recent case of people receiving inaccurate health information. A big rumors was received by the Saudi Arabian society about individuals who put on perfumes when they visit a patient. The rumor said that patients can get contaminated with perfumes after surgery, and this knowledge was very common on social media. In fact, all doctors agree that this data is not right and that perfumes do not cause post-surgery patients any problems. Until now, even though all doctors disagree with them, some people still believe the incorrect knowledge [8].

Privacy

The health cases of patients are very sensitive data that hospitals should keep healthy for them. In fact, the rule of having a patient's consent to address the case electronically or physically

with other hospitals is used by several states in the U.S. This is also one of the rights of the patient. Patients losing privacy can be harmed by enforcing these health cases through social media sites; it can also damage the credibility of a hospital. Nowadays, for individuals who address private health cases on social media, many countries around the world apply a solid levy. In 2010, a group of nurses from Tri-City Medical Center in California used Facebook to discuss patient health cases, and they got fired from the hospital[9].

Trusted Resource

Despite the outcomes of advancement in the medical field, conflict may occur in certain instances. The health information they provide to certain hospitals depends on the case studies and analysis they do within the system. Nevertheless, the findings on the same cases in another hospital may be a little different. In short, patients from two different hospitals can find different types of treatments for the same disease. In addition, without specifying the patient's age, doctors may explain an appropriate treatment for a situation. In summary, there are several cases that can be good for infected patients unless doctors describe the treatment from all directions [10].

II. CONCLUSION & DISCUSSION

In summary, social media has both negative and positive impacts on our community and organizations. The benefits start from informal networking to a way of sharing what we feel about a product or services. On the other hand, it will endanger the user's privacy by exposing to any maligned entities. There should be well-versed ethical rules and regulations that can manage the concerns.

III. REFERENCES

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