

Social Media : Maximizing Online Presence

Sunday September 18th, Las Vegas Nevada

My training

Ties into social media



Butler
University
Pharmacy



UC Irvine
Medical school



Stanford
University
Anesthesiology
Residency



Cedars-Sinai
Interventional
Pain Fellowship

Social media is about communicating

Writing = communicating



Medscape



ACADEMIC
MEDICINE
Journal of the Association of American Medical Colleges



NEJM
Resident
360



medpageTODAY's
KevinMD.com
Social media's leading physician voice



A&A
ANESTHESIA &
ANALGESIA



JGME



ASA Monitor
THE LEADING SOURCE FOR PERIOPERATIVE HEALTH CARE NEWS

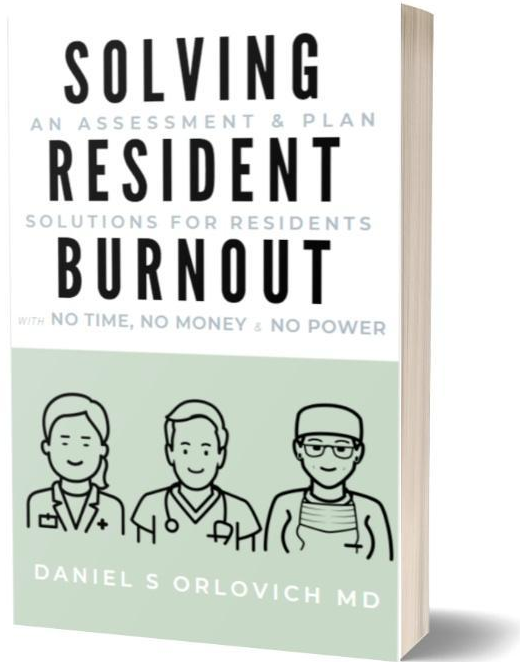


GomerBlog



Medical
Economics

I am also an author of a book



- Author of **book**.
Written in residency
> 275 citations, 150 pages
- \$1.2 **Million** dollar NIH grant (first proposal accepted)
Resident impairment app
- 2 year Stanford PRIME Grant
Presentation at American Conference Physician Health
- **NEJM** Monthly Contributor

Best Practices

- 1 | Determine goals
- 2 | Remember the audience
- 3 | Delegate
- 4 | Automate
- 5 | Do not reinvent the wheel



1/5 What are the goals?

Make the measurable (duh)
Be as specific as possible!

- ✗ It is **not** number of likes, shares, followers, retweets
Vanity metrics.....Quality > Quantity, Engagement > Exposure
- ✓ # of new patients
- ✓ # of online reviews
- ✓ Process driven: A post a week
- ✗ Be known as the X person
- ✗ Be on all platforms
- ✗ Spend a lot of money

2/5 Remember your audience

Sorry, it ain't you babe.



About you



Your patients.

2/5 Remember your audience

You can be extremely granular with your targeting - use it!

“(BAD) I'd like to target anyone who is in pain!”

“(GOOD) I'd like to target someone who lives in the 88901 zip code...is between 65-80...who drives a Tesla...and who golfs at Two Rivers Country Club...and eats at Ralph's Steak House”



3/5 Delegate

You have better things to do...affordable options



Freelancer

Fiverr.com
Freelancer.com
Upwork.com



Community college or College student

Communications major
English major
Marketing major
Pre-med



An MA/Scribe

Chances are they are savvy with social media. They can take photos of your practice, patients, you.

4/5 Automate

Build it **once**



Obtain reviews without asking

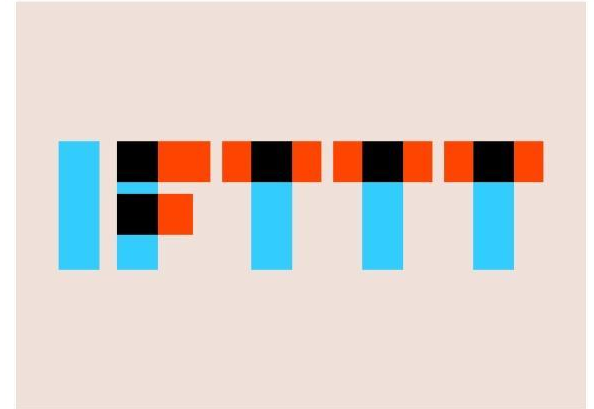
You have the patient's email

You can send them a text after a
Doximity call

Can make a QR code when checking out



Post content automatically

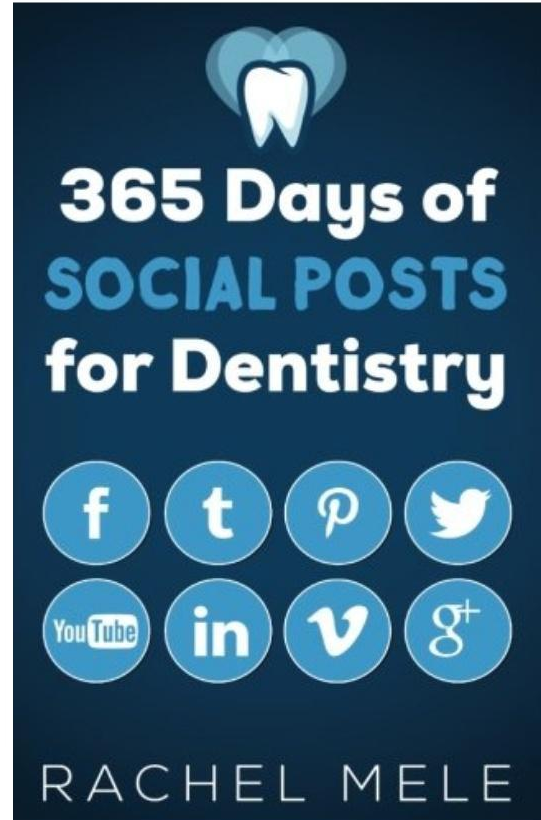


If This Then That (IFTT)

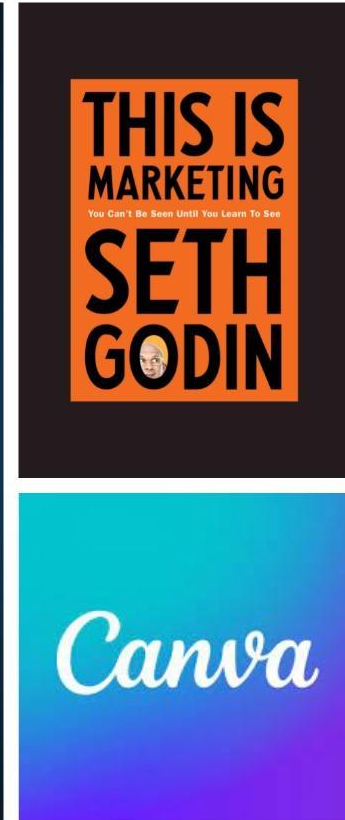
5/5 Do NOT reinvent the wheel

No need to repeat things.
No need to repeat things.

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PEXELS





Thank you for your attention

Daniel S Orlovich MD PharmD



Experience Excellence.

in alliance with **UCLA** Health



Scan to send me a private
preformed text!

2/5 REMEMBER THE AUDIENCE

What does the future of **responsible consumerism** look like?

