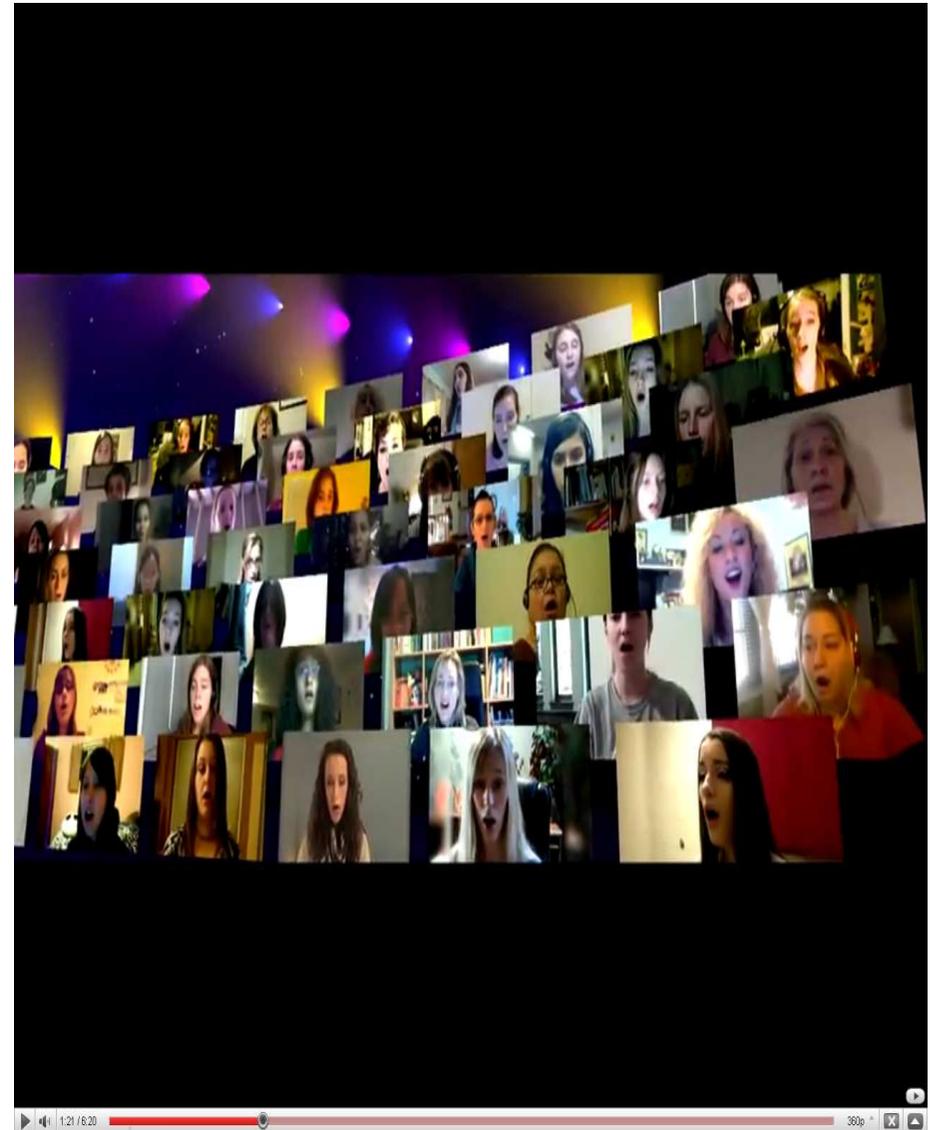
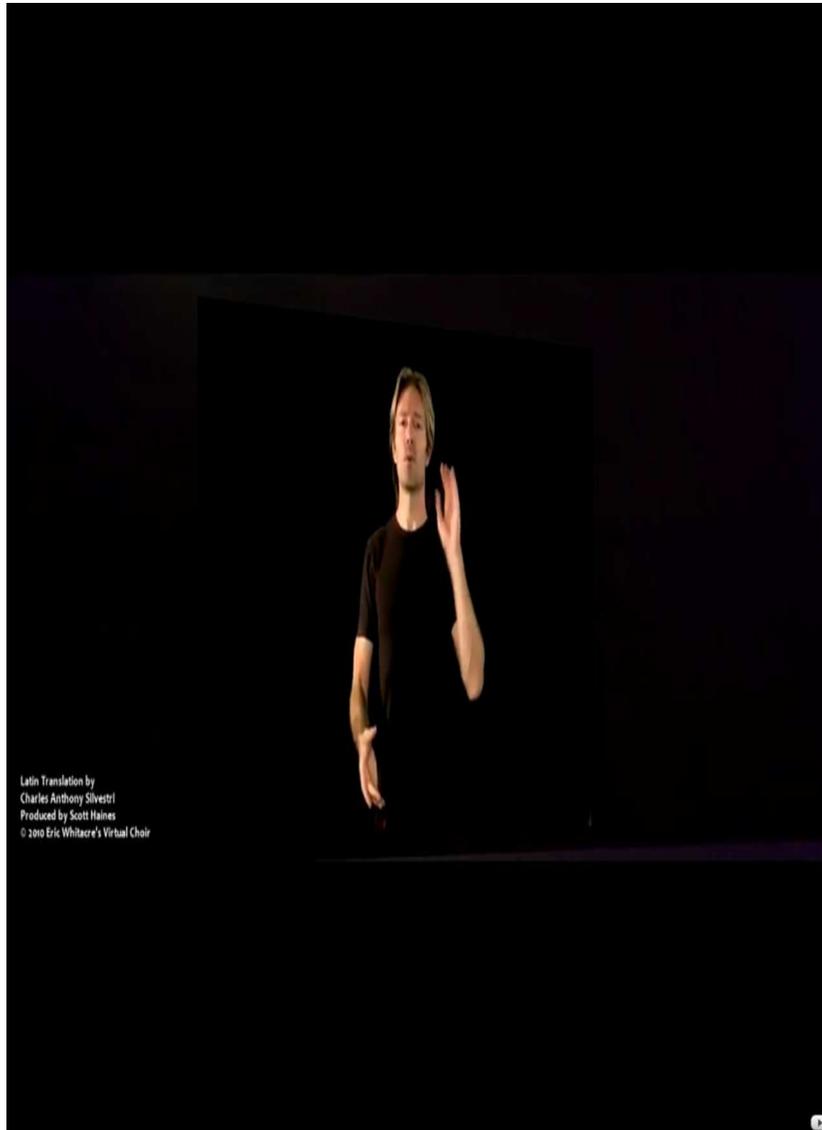


Looking to the Future:

Collaboration & Engagement
through Social Media

New Frontier



Power to change

Digg This: 09-f9-11-02-9d-74-e3-5b-d8-41-56-c5-63-56-88-c0

[<< Back to Blog](#)

Submitted by [Kevin Rose](#) on May 1, 2007 - 8:00pm
[Company](#)

Today was an insane day. And as the founder of Digg, I just wanted to post my thoughts...

In building and shaping the site I've always tried to stay as hands on as possible. We've always given site moderation (digging/burying) power to the community. Occasionally we step in to remove stories that violate our terms of use (eg. linking to pornography, illegal downloads, racial hate sites, etc.). So today was a difficult day for us. We had to decide whether to remove stories containing a single code based on a cease and desist declaration. We had to make a call, and in our desire to avoid a scenario where Digg would be interrupted or shut down, we decided to comply and remove the stories with the code.

But now, after seeing hundreds of stories and reading thousands of comments, you've made it clear. You'd rather see Digg go down fighting than bow down to a bigger company. We hear you, and effective immediately we won't delete stories or comments containing the code and will deal with whatever the consequences might be.

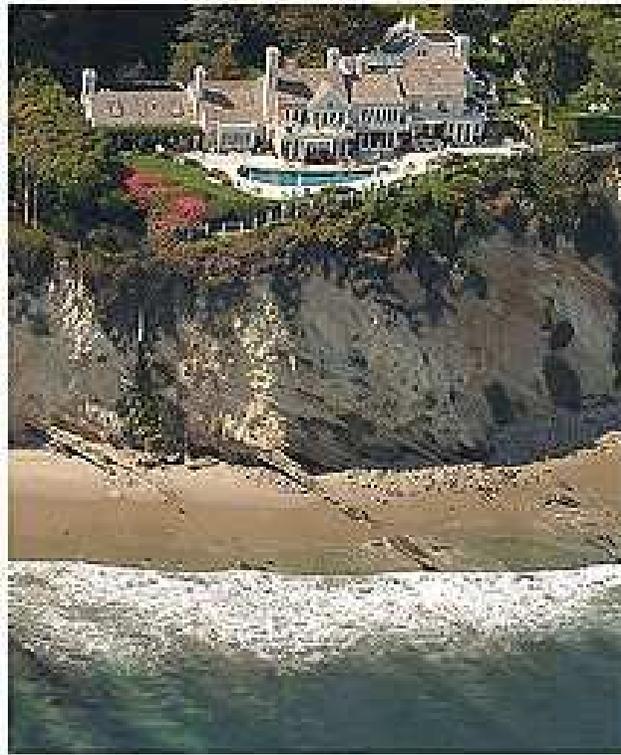
If we lose, then what the hell, at least we died trying.

Digg on,
Kevin

48 



Power to change



Agenda

- What is Social Media?
- How are patients using social media?
- Learning to collaborate through LinkedIn
- Resources to get you started

Variety of Platforms



WIKIPEDIA
The Free Encyclopedia



Peer Reviews



General Documents
<http://member.barriefht.ca/docs/shared/element/view/7966/>

Main | Find a Doctor | Browse Rated Docs | Add/R

Main links

- o Main
- o Find a Doctor
- o Browse Rated Docs
- o Add/Rate Doc
- o FAQ
- o Forums
- o My Profile

Other links

- o My Doctors
- o Chat (IRC)
- o Dr. House (for fun)
- o Contact Us

Active forum topics

- Rating Feedback for Dr. Ali (712330)
- Rating Feedback for Dr. Ali (1168526)
- Rating Feedback for Dr. Lawandi (1203599)
- Patient Expectations Too High?
- Patient Expectations Too High?

[more](#)

User login

Username or e-mail: *

Password: *

Remember me

Main

Give your Doctor a Checkup

Find a local family doctor quick:
Enter a zip/postal code:

Find a doctor by name in ON: [\(Change Region\)](#)

Enter last name or last name, first name (include comma)

- Find doctors by specialty [\(Advanced Search\)](#)
- Browse rated doctors in ON [\(Other regions\)](#)

Site stats (updated nightly):
• Total Ratings: **1,042,989**
• Total Rated Doctors: **241,490**
• Ratings Added Yesterday: **367**

On RateMDs.com, you can:
• Find doctors or dentists and read the reviews
• **Rate (or add) a doctor or dentist**
• See state medical board records
• Get maps and contact info

[Rate Drugs at DrugRatingz.com](#)

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- MSNBC
- CBS News
- L.A. Times
- CNN
- U.S. News
- L.A. Times
- Forbes Magazine
- National Review of Medicine
- NY Times
- Wall Street Journal
- Canada.com
- Boston Globe
- CTV


RATING AND REVIEW
PROFESSIONAL ASSOCIATION
MEMBER

Social Networking

patientslikeme®

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Patients | Treatments | Symptoms | Research |

Information for industry partners

Find Patients Just Like You »

Do you have a life-changing condition? Learn from the real-world experiences of other patients like you.

Join Now! (It's free!)



CURRENT DISEASE COMMUNITIES

Prevalent Diseases

ALS/MND

Epilepsy

Fibromyalgia

Chronic Fatigue Syndrome/ME

HIV/AIDS

Mood Conditions

Anxiety

Bipolar

Depression

OCD (Obsessive-Compulsive Disorder)

PTSD (Post-Traumatic Stress Disorder)

MS (Multiple Sclerosis)

Parkinson's Disease

Organ Transplants

Share your health profile »



Answer simple questions to create a shared health profile to see how you're doing over time.

Find patients like you »



Search by gender, age, treatments, symptoms, and time since diagnosis to easily connect with patients like you.

Learn from others »



Learn from real-world treatment and symptom reports, forum discussions, health profiles, one-on-one conversations and more.



Want to know more about PatientsLikeMe?

Learn all about us. Ask us anything. Why do we embrace openness, and what about your privacy? How do we make money and who are our partners? Take a moment to [read this](#) and find out.



Work in the healthcare industry for a pharmaceutical, insurance or other company?

Looking for more innovative ways to learn from real-world patient experiences? You can find out more about our products and services on our [partners site](#) »

Sharing Ideas

The screenshot shows the homepage of 'myhealthinnovation', powered by the Innovation Cell. The header features navigation tabs for Home, Petitions, Ideas, and Voice, along with a search bar and links for 'MEET US', 'JOIN NOW', and 'LOGIN'. A central banner titled 'Listening to what patients say online' contains four icons: 'IMAGINE' (a globe), 'SUGGESTION BOX' (a box), a person speaking, and a handshake. Below these icons are four columns of text explaining the platform's mission. To the right is a red 'Have An Idea? Click Here' button and a Twitter follow button for @ShareMyIdea. At the bottom, a petition card for 'National Health Funding for Low Dose Naltrexone in Australia' is displayed, showing 160 votes and a 'Vote' button.

myhealthinnovation
powered by the Innovation Cell

Home Petitions Ideas Voice

View: [All Petitions In Action](#) [All Ideas](#) [All Patients In Action](#) [All Voices](#) [All Tweets](#) [MEET US](#) [JOIN NOW](#) [LOGIN](#)

Listening to what patients say online

IMAGINE
Imagine if we could collect – in a single place – all patients' ideas, needs, wants and expectations to improve our experience with the health system.

SUGGESTION BOX
myhealthinnovation is a new kind of suggestion box for the health system. Open. Transparent. It aggregates patient ideas and petitions.

Get involved
Get involved by putting your ideas on the table for others to discover, vote and work together to make everyone's ideas better.

We are working
We are working with governments, industry, non profits and patient groups to make the voices of patients and caregivers heard.

Have An Idea?
[Click Here](#)

Follow Us @ShareMyIdea

National Health Funding for Low Dose Naltrexone in Australia
Submitted By: Trevor George Stephens
Jun 6, 2009 - Australia - [Full petition at gopetition](#)

We petition the Australian government to make funds available for trials and research for LDN to achieve a licence and public availability. This medication must be added to the pharmaceuticals benefits listings.
[more](#)

160 VOTES
Vote



Collaboration through the lens of



in Contacts

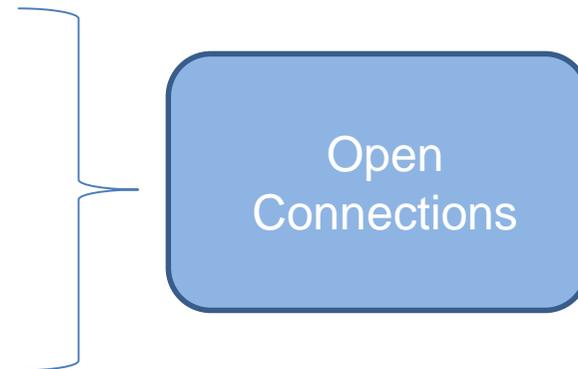
Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 2,178,500+ professionals — here's how your network breaks down:

1  Your Connections Your trusted friends and colleagues	168
2  Two degrees away Friends of friends; each connected to one of your connections	25,500+
3  Three degrees away Reach these users through a friend and one of their friends	2,152,800+
Total users you can contact through an Introduction	2,178,500+

9,688 new people in your network since September 17



The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can [contact directly](#) — [try a search now!](#) **75,000,000+**

in Search

LinkedIn navigation: Home Profile Contacts Groups Jobs Inbox (2) More... People

Find People: Advanced People Search Reference Search Saved Searches

Search: Executive Director, Family
 Keep filter selections
Search Show more...

Filter By

Industry

- All Industries
- Non-Profit Organization Management (215)
- Management Consulting (170)
- Information Technology and Services (152)
- Marketing and Advertising (138)
- Financial Services (87)
- Hospital & Health Care (73)

Show more...
Enter industry name

Profile Language

- All Languages
- English (73)
- Others (0)
- German (0)
- Spanish (0)
- French (0)

Show more...

Current Company

- All Companies
- Provincial Health Services Authority (2)
- Retire-At-Home Services (2)
- Tycoo International (1)

Sort by: Relevance View: Expanded 73 results Save

Michelle Bayne - Karker (1st)
Executive Director at East Wellington Family Health Team
Kitchener, Canada Area | Hospital & Health Care
Current: Executive Director at East Wellington Family Health more...
Past: Mega Unit Manager at Canadian Cancer Society
In Common: 6 shared connections

Lucy Bonanno, RRT, MA, MBA (IP), CAE, CHE (2nd)
Executive Director at Summerville Family Health Team
Toronto, Canada Area | Hospital & Health Care
Current: Executive Director at Summerville Family Health Team
Past: Director, Emergency Services, Critical Care & Access at more...
In Common: 1 shared connection

Rosslyn Bentley (2nd)
Executive Director at Hospice Wellington
Kitchener, Canada Area | Hospital & Health Care
Current: Executive Director at Hospice Wellington
Past: Executive Director at Upper Grand Family Health Team, more...
In Common: 1 shared connection 1 shared group

GEORGE VROZOS (2nd)
Director of Sales at AMICO Corporation
Toronto, Canada Area | Hospital & Health Care
Current: Director of Sales at AMICO Corporation, Board of more...
Past: Toronto District Sales & Operations Manager at HD more...
In Common: 3 shared connections

Alasdair Smith (2nd)
Director - Integrated Information Systems and Oncology Planning (HHSC - NHS) at Juravinski Cancer Centre
Ontario, Canada | Hospital & Health Care
Current: Director - Integrated Information Systems and Oncology more...

Easily find who you are looking for

Groups

LinkedIn [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox \(3\)](#) [More...](#)

My Groups [Following](#) [Groups You May Like](#) [Groups Directory](#) [Create a Group](#)

My Groups (40) [Edit the order of your groups »](#)

	Certified Diabetes Educators Go to ▾ Actions ▾
	Ontario Hospital Association Go to ▾ Actions ▾
	Dietitian and CSNM of Canada Go to ▾ Actions ▾
	Nutrition Activity: Discussions (8) Go to ▾ Actions ▾
	International Healthcare Staffing Go to ▾ Actions ▾
	RN (Registered Nurse) Network Activity: Discussions (2) Jobs (8) Go to ▾ Actions ▾
	Nurse Activity: Discussions (3) Jobs (2) Go to ▾ Actions ▾
	Nursing Jobs in Canada Go to ▾ Actions ▾
	Physician Assistant and Nurse Practitioner Network Activity: Jobs (1) Go to ▾ Actions ▾
	Nurse Practitioner Activity: Discussions (3) Jobs (2) Go to ▾ Actions ▾
	Dietetics professionals

1000's of groups to collaborate with.

in Groups



Ontario Hospital Association



My Activity

Start a discussion or share something with the group...

Maximum length is 200 characters.

Attach a link

Share

Most Popular Discussions

OHA Strategic Plan

posted 12 days ago

Neil Stuart 11 days ago • Agreed, Colin. The OHA is working hard to be part of the solution, to take a system perspective rather than a hospital one. It is ... »



Like Comment More

See more »



OHA Strategic Plan OHA.COM

Last month, the Ontario Hospital Association launched its full Strategic Plan for 2010-2013. To read it, click here. It includes our Vision, Mission, Values, Directions, Goals and Strategies, as well as our ...

posted 19 days ago

Neil Stuart 11 days ago • Agreed, Colin. The OHA is working hard to be part of the solution, to take a system perspective rather than a hospital one. It is ... »



See more »



Follow Ashley

Only a few spots left at the e-Patients Conference <http://ht.ly/2DkRA>

OHA - Calendar of Event Details OHA.COM

posted 7 days ago

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Welcome to HealthAchieve 2010 HEALTHACHIEVE.COM

Updates: Last 7 Days



April-Dawn Blackwell has joined the group.

5 hours ago • Send message



Mudassar Mohammed has joined the group.

14 hours ago • Send message



Lucy Feng has joined the group.

1 day ago • Send message

See all updates »

Take a short survey.

Your opinion is important!

Start Survey

safecount.net

LinkedIn

Top Influencers This Week



Ashley Weinhandl

See more »

in Companies

Barrie & Community Family Health Team

[Overview](#)
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The Barrie & Community Family Health Team is one of the largest Family Health Teams in Ontario. Our team is currently comprised of 67 Family Physicians who work collaboratively with Registered Nurses, Nurse Practitioners, Registered Dietitians, Pharmacists, Mental Health Counsellors, Diabetes Educators, Respiratory Educators and Administrative Support Staff.

Family Health... [more](#)

Specialties

Diabetes, Lung Health, Smoking Cessation, Hypertension, Childhood Health Lifestyles, Dietitians, Family Practice Office Nurses, Nurse Practitioners, Pharmacists, Mental Health services.

Current Employees (4 total, 4 in your network)

- 
Christine Miller TR
 Administrative Assistant
- 
Tanya Lewis TR
 Learning & Development Coordinator
- 
Elisabeth Forde TR
 Quality Improvement Coordinator
- 
Kevin Macleod, CHRP TOU
 Manager, Human Resources

New Hires

- 
Kevin Macleod, CHRP TOU
 Manager, Human Resources
 was Senior HR Generalist at [Canadian Cancer Society](#)
 3 months ago

Former Employees

- 
Jessica Lewis, CHRP TR
 Human Resources Manager at [Abraxis BioScience](#)
 Human Resources Manager (to April 2010)

★ **Stop following** ▼

Last edited by Kevin Macleod, CHRP • [Edit company](#)

Barrie & Community Family Health Team employees...

Want to get more followers on LinkedIn?

Add this follow button on your company website

 Follow us on LinkedIn

Copy and paste the code below

```
<a href="http://www.linkedin.com/companies/barrie-%26-community
```

Take a short survey.

Your opinion is important!

[Start Survey](#)

[safecount.net](#) 

Key Statistics

Headquarters Address

HQ Region	Ontario, Canada
Industry	Hospital & Health Care
Type	Non-Profit
Status	Operating
Company Size	42 employees
Founded	2008
Website	http://www.barriefht.ca

Educate
your
community

in Answers

LinkedIn Health Answers brought to you by PHILIPS

Health Care Open Questions

Open Questions

Closed Questions

Experts

sorted by: Degrees away from you | Date

- Q. How fit are Canadian children?**
2 answers | Asked by Phyllis Reardon | 2 days ago in Health Care
- Q. When is it a good time to stop seeing your therapist?**
9 answers | Asked by Marina Tonkonogy | 2 days ago in Health Care
- Q. How do you get rid of a headache?**
17 answers | Asked by Laura Booker | 3 days ago in Health Care
- Q. How important are IT services to the Medical and Dental professions?**
2 answers | Asked by Mike Linville | 3 days ago in Advertising, Health Care
- Q. I am currently assisting a company in their transition to EMR (electronic medical records) in order for them to receive the stimulus incentive. Has anyone walked through this process and if so what EMR did you use and how was your experience?**
2 answers | Asked by Damian Skinner | 4 days ago in Health Care, Regulation and Compliance
- Q. What is a sciatic nerve in the back?**
4 answers | Asked by Rosemary Manganilla | 4 days ago in Health Care
- Q. What is the best way to get affordable health insurance for myself as a freelance consultant?**
5 answers | Asked by Andrew Krebs-Smith | 4 days ago in Health Care
- Q. what do you think about the Drug Safety and Accountability Act" introduced by Senator Michael Bennet**
1 answer | Asked by Albin Paul | 5 days ago in Health Care, Biotech
- Q. Are fertility clinics and fertility physicians the equivalent of the snake oil roadshow?**
11 answers | Asked by Jon W. Hansen | 5 days ago in Health Care, Criminal Law

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Health

- Environmental Health
- Health Administration
- **Health Care**
- Public Health and Safety
- Work-life Balance

More questions in other languages

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- Preguntas en español
- Questions en français
- Domande in italiano
- Perguntas em português

Subscribe to new questions in:

- Health Care ▾

Ask a question about Health Care

Innovations in health

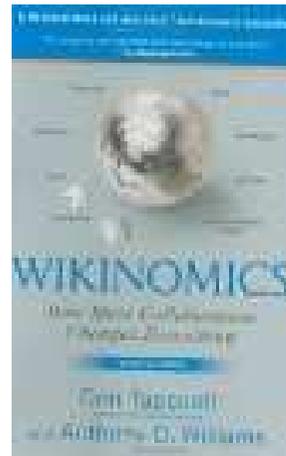
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innovations
in health 

PHILIPS

Interact

Resources

- **OHA:**
 - www.ohatoday.com/News/Pages/News-09162010-DeloitteSocialMediaPaper.aspx
- **Aspects to include in Social Media policy:**
 - <http://mashable.com/2009/06/02/social-media-policy-musts/>
- **Examples of Social Media policies:**
 - <http://socialmediagovernance.com/policies.php>
- **Reasons not to ban Social Media:**
 - <http://ht.ly/2np77>
- **Great Books:**
 - Wikinomics, by D. Tapscott & A. Williams
 - Groundswell, by C. Li & J. Bernoff



Thank you

