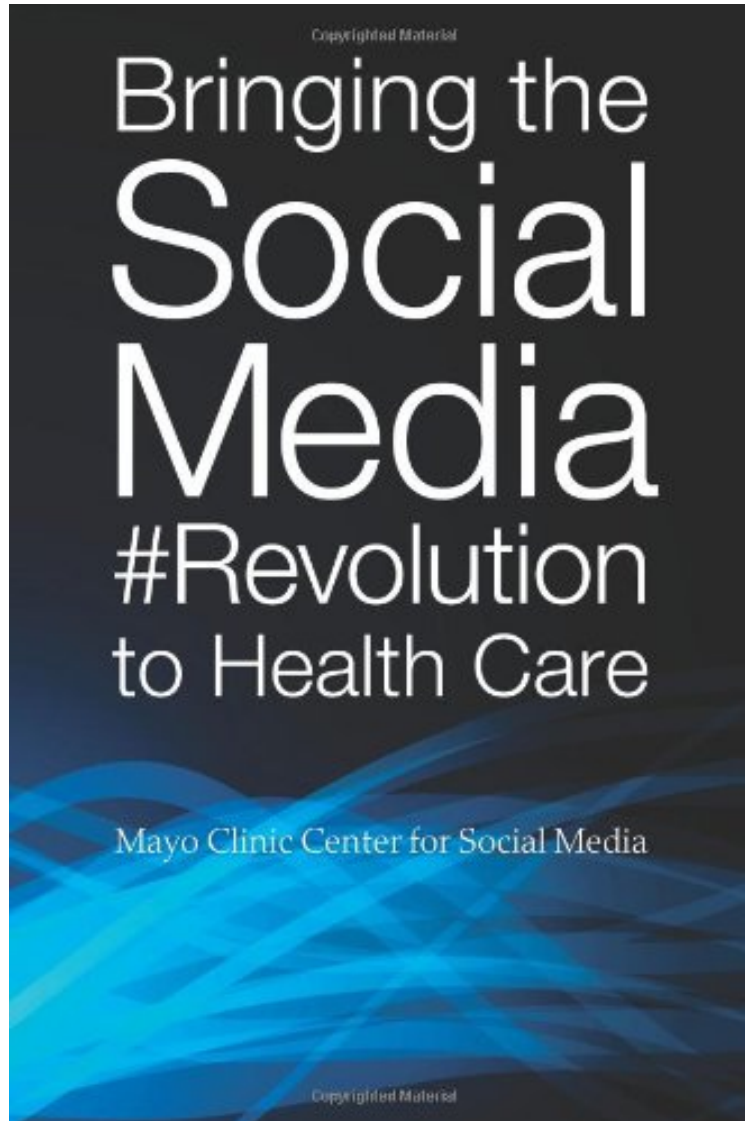


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## Bringing the Social Media Revolution to Health Care

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A century ago, the medical establishment considered Dr. Will and Dr. Charlie Mayo radicals because of their integrated approach to health care. Today, Mayo Clinic Center for Social Media (MCCSM) continues that legacy by inviting practitioners, patients, and caregivers to become actively engaged with one another for the sake of health and wellness. Social media makes this possible. Bringing the Social Media Revolution to Health Care goes beyond how to and presents strategic reasons to integrate social media into health care marketing and communications. Essays by thought-leaders and hands-on participants in health care social media bring the strategy and practice of social media to life. Includes: Foreword by John Noseworthy, M.D., President and CEO of Mayo Clinic; Preface by Farris Timimi, M.D., Medical Director of MCCSM; a special section about legal concerns and a checklist for strategic planning.

About the AuthorEssays by thought leaders in health care social media: Lee Aase, Patricia Anderson, Phil Baumann, Ed Bennett, Andre Blackman, Christopher Boyer, Christopher Burgess, Dave deBronkart, Susanna French, Meredith Gould, Dan Hinmon, Shel Holtz, Aldon Hynes, Matthew Katz, Dana Lewis, Howard Luks, Cynthia Floyd Manley, Bertalan Mesko, Jill M. Plevinsky, Mark Ryan, Mike Sevilla, Christian Sinclair, Reed Smith, Wendy Sue Swanson, Mary Pat Whaley, Robert West, Colleen Young, Kelly Young.