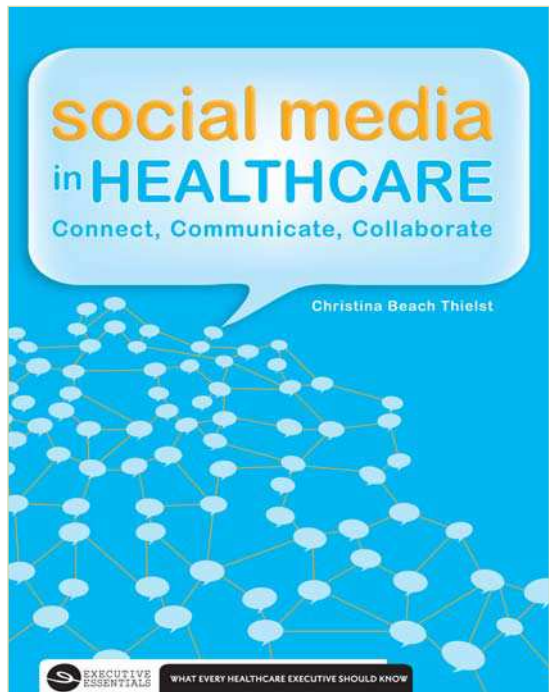


# Coming Soon

## ***Social Media in Healthcare: Connect, Communicate, Collaborate***

By Christina Beach Thielst



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### **Publishing April 2010!**

The new book *Social Media in Healthcare: Connect, Communicate, and Collaborate* provides an overview of the social media tools healthcare organizations are using to converse with their patients, physicians, staff, vendors, media, and the community. Learn tips for creating a social media strategy based on your organization's specific needs and resources.

**Real-world examples illustrate how social media can improve the efficiency, effectiveness, and marketing of your healthcare organization.**

Examples discussed include:

- Launching a website using avatars that allow patients to virtually experience a medical procedure or navigate a hospital's ward
- Creating a weblog to communicate performance improvement initiatives, community health events, information on patient support groups, and other news

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