

Open School

Video Activity: Using Social Media in Health Care: An Interview with Blogger Paul Levy

(<http://www.ihl.org/education/IHIOpenSchool/resources/Pages/Activities/PaulLevySocialMediainHealthCare.aspx>)

Paul Levy, Former CEO and President, Beth Israel Deaconess Medical Center; Blogger, Not Running a Hospital; Author, GoalPlay! Leadership Lessons from the Soccer Field

Facilitator Instructions

- Review the learning objectives, activity description, and Part One description with your group.
- Use the Part One discussion questions to facilitate a group discussion.
- Watch [the first video](#), “Tips on Using Social Media in Health Care,” together (5 min 34 sec). As a group, discuss your reactions to the video, including whether your answers to any of the discussion questions have changed.
- Finally, watch [the second video](#), “Using a Blog to Improve Health Care” (5 min 53 sec). Then discuss the remaining questions with your group.

Learning Objectives

At the end of this activity, you will be able to:

- Explain how social media can be both a valuable tool for clinicians.
- Discuss how social media can help patients and clinicians connect about health and health care.
- Identify at least two risks of using social media as a health care professional.
- Discuss how Paul Levy used his blog as a transparency tool within the hospital he led in Boston.

Description

Paul Levy, the former CEO and President of Beth Israel Deaconess Medical Center in Boston, writes a blog called Not Running a Hospital that gets about 10,000 visitors every day. In this two-part video

series, we learn how Levy got involved in blogging, how his blog promoted transparency at his hospital, and tips for success in social media.

Related IHI Open School Online Courses

- [QI 101: Fundamentals of Improvement](#)
- [QI 202: Quality Improvement in Action: Stories from the Field](#)
- [L 101: Becoming a Leader in Health Care](#)

Key Topics

Engage front-line staff in improvement, innovation and idea generation, transparency, knowledge management, leadership, communication.

In part one, Paul Levy tells us how he got involved in blogging, speaks to the dangers of social media, and offers five tips for success for anyone in health care. Before hearing what he has to say, what do you think?

1. How and why do you use social media in your professional life?
2. What value do you think social media can bring to clinicians and health care?
3. Who, in your experience and opinion, is making good use of social media in health care today?
4. Why might it be important for health care professionals to be careful when using social media? What could be the dangers?

Facilitator, feel free to adjust these questions and/or add your own. After your discussion, [play the video](#) “Tips on Using Social Media in Health Care” (5 min 34 sec). As a group, discuss your reactions to the video, including whether your answers to any of the discussion questions have changed.

In part two, Paul Levy shares why he started running a blog as the CEO of a large teaching hospital in Boston. His blog celebrated staff accomplishments, shared real-time data, and explained what happened in a wrong-site surgery case. Paul tells us how his writing started to change the hospital culture — and put transparency in the spotlight.

Facilitator, play the [second video on the page](#), “Using a Blog to Improve Health Care” (5 min 53 sec). Then lead your group in a discussion using the following questions as a guide.

Discussion Questions

1. As a health care leader, how do you think keeping a blog could be useful? How could it be useful to you, your organization, and your readership?

2. Several hospitals have started to live-tweet during surgeries in the past few years. What do you think about this? Is it beneficial? Is it appropriate?
3. Paul Levy mentioned he posted information about a wrong-site surgery on his blog because he felt “there were lessons for other hospitals to learn from this, as well.” If you were the CEO of a hospital where a wrong-site surgery occurred, would you immediately share the information with the public? Why or why not?
4. Go to the following link and take a look at “The message you hope never to send”:
<http://runningahospital.blogspot.com/2008/07/message-you-hope-never-to-send.html>.
What is your reaction to this blog post?