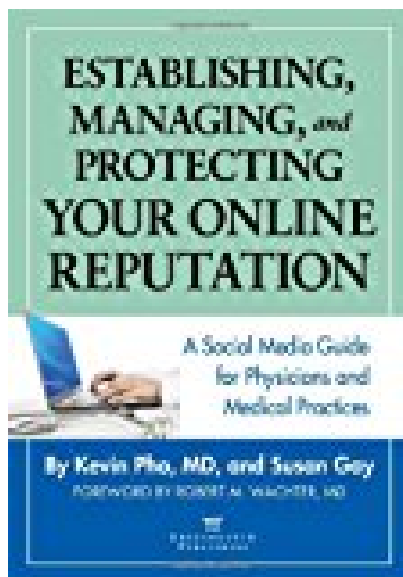


# Establishing Managing and Protecting Your Online Reputation A Social Media Guide for Physicians and Medical Practices

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## BOOK DETAILS

- Author : Kevin Pho M.D.
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## BOOK SYNOPSIS

Establishing, Managing and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices The availability of online health information combined with social media channels like Twitter and Facebook has created a new generation of patients. They are empowered. They have a voice in their own care that they never had before. And they're not afraid to use it. Bottom line: If doctors don't take steps to define themselves, patients will. Maybe you're not a big social media user - but your patients are. And they rely on social media sources when they're finding a doctor or a medical practice. In fact, a recent study concluded that, as of 2012, 80% of new patients and 60% of prospective new patients consulted physician review sites in making their decision. Given these stakes, you can't afford to leave your online reputation to chance. Kick off your social media efforts today with *Establishing, Managing and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices*, a comprehensive guide to physicians and social media not available anywhere else. In addition to unique insights from a practicing physician, social media pioneer and author Dr. Kevin Pho, (KevinMD) this book offers doctors a step-by-step guide on how they can brand themselves on all of the major social media networks. It also provides insider tips on how to respond to online ratings and a guide on how to work with all of the major reviews sites. Don't let social media chatter define you. Take control of your online reputation now - or someone else will! From the Foreword, Robert Wachter, MD, says, ". . . whether we like it or not, our online reputation is becoming the main prism through which we will be known - to colleagues, to friends, to patients, to prospective employers. . . . With this realization comes the recognition that we can no longer afford to be passive observers of our online persona."

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