

Conclusions: Social Media Café

Potential Strengths

- Social media has the potential to inform and educate doctors as well as patients.
- Social media has the potential to improve doctor-to-doctor + doctor-patient communication.
- Social media has the potential to remind about appointments, reducing no-shows.
- Social media has the potential to ease renewal of prescriptions.
- Social media has the potential to improve follow-up of chronic patients.

Potential Weaknesses

- The potential lack of expertise and knowhow was identified as a major barrier to social media.
- A number of participants identified that social media is not safe (data security).
- Social media has no noise filter: It needs to be moderated all the time.
- There is no (official) social media guide to help you get started.

Potential Opportunities

- Social media meet the need for doctor-to-doctor networking.
- Social media could be used for sending patients reminders (push messages).
- Social media could be used for the future consultation, improving the e-mail consultation.
- Interaction with patient communities could improve doctor-patient partnership.
- Social media could be used for short online consultations.

Potential Threats

- Social media bring you too much information.
- Social media can be overwhelming.
- Social media will end up taking all your time if you do not set up rules of engagement.
- Social media can easily become the product itself, instead of a medium serving you.