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.