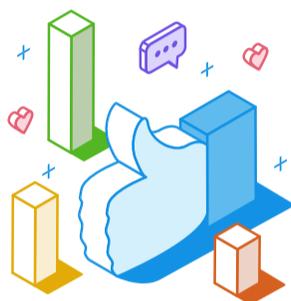# SOCIAL MEDIA LISTENING FOR HOSPITALS AND CLINICS

UNDERSTANDING ENTIRE PATIENT EXPERIENCE

Understanding the entire patient experience is a crucial aspect of managing health care processes for hospitals, clinics and similar facilities.

Social listening and analytics is one technique to analyze and summarize enormous volumes of unstructured data about what thousands of individuals truly feel and how they would respond about their treatment. By monitoring a wide range of social and digital platforms **with our expertise in Social listening, hospitals can improve the entire patient and customer experience.**

## UNDERSTANDING THE VOICE OF THE PATIENT

In an increasingly digital world, many individuals turn to the internet for medical and health care advice, with **41 percent of internet users saying that social media impacts their choice of doctors and hospitals**.

Social media listening allows hospital and clinic management to better understand the platforms and mediums that patients actively use and engage with.

Our team analyzed over **13,000 social media conversations relating to a leading hospital in the Pittsburgh area.**

Our results indicated that general news sites and magazines were the largest sources of online conversation around this hospital, while Twitter was the leading social media platform, as these two categories combined for nearly half of all digital mentions. In order to respond to and direct patients and individuals toward appropriate medical advice, knowing how and where patients express their voice should be your starting point.
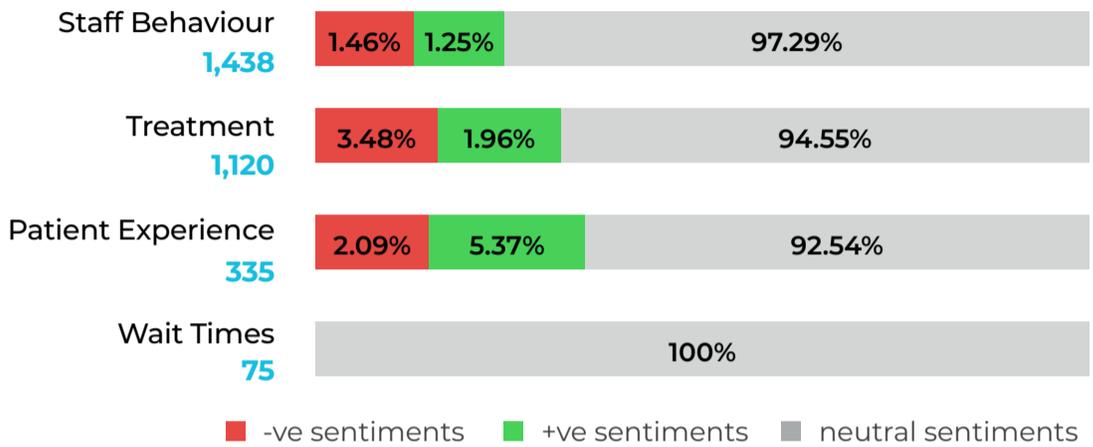
Media Share of Voice

13K
Mentions
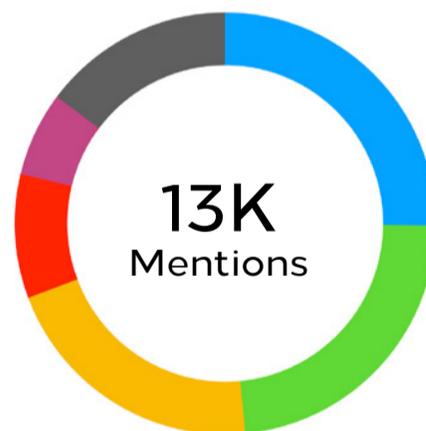
Source	(%)
General	25.15
Twitter	23.33
Regional NP	20.78
TV, Radio	9.52
Blog	6.48
Others	14.74

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SENTIMENT ANALYSIS

For hospitals, another ultimate aim of social media listening is to **generate new insights into patients' perception of your organization.** At a high level, the technique of sentiment analysis or breaking down conversations and textual data into positive-based or negative-based sentiments presents an overall snapshot of how patients respond to your organization on social media.

▍Customer Sentiment Analysis - By Topic

Topic	-ve	+ve	neutral
Staff Behaviour 1,438	1.46%	1.25%	97.29%
Treatment 1,120	3.48%	1.96%	94.55%
Patient Experience 335	2.09%	5.37%	92.54%
Wait Times 75			100%

■ -ve sentiments   ■ +ve sentiments   ■ neutral sentiments

Breaking down social media conversations into specific topics via sentiment analysis can also be accomplished by analyzing the record of social media relevant to your organization. Specifically, there were 1438 mentions on staff behavior, 1120 mentions on the treatment received, 333 mentions on start to end patient experience and 75 mentions on wait times. These were some of the most relevant structured topics mentioned. From improving on sources of customer complaints to recognizing the effective processes already in place, social media listening is a powerful tool in the health care industry.

893 followers   10/13/2018 1:07 AM

@▨▨▨▨▨ Filthy. My Mrs. in for chest pains,trouble breathing. Had to contend with Dr's. who flirted more with nurses than to treat her problems. Her first nurse was uncivil with her. 2nd nurse next shift said Hi then gone rest of time. New ER, Same Old Problems

1,960 followers   01/20/2019 10:30 PM

@▨▨▨policy▨▨▨▨▨ @▨▨▨ @▨▨▨Enterprises
@▨▨HealthPlan @▨▨▨▨▨ As long as you don't have Blue Cross Blue Shield. If you have BCBS▨▨▨is fine if you just die. How do you claim to care? How do you remain a non profit?

0%   0   0   0

0%   0   0   0

Stay tuned for our next insight and connect with us on **social@cogentinfo.com**

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