

# Find SoMeone in Health

NHS organisations and their business partners and suppliers are increasingly seeking to reconfigure services or adopt new local health and care models - often in cross-organisational or multi-geographical settings and increasingly in conjunction with social care colleagues in local government.

Structural shifts in care and service provision are typically being pursued from acute to primary and community care settings. It is crucial to be seen to properly consult, involve and engage on these changes across all media (including increasingly social media) to demonstrate full compliance with Section 242 and/or Section 14Z2 of the 2006 Health and Social Care Act and to reduce the likelihood of challenges via Judicial Review or reference to the IRP.

Increasingly, the importance is being recognised of securing changes in behaviour and service access by patients', their families and carers - to reduce inappropriate use and strain on local health and social care services. Social Media provides a uniquely powerful way to identify, target, engage and inform thousands of individuals based on their own specific interests or localities.

What is our solution that meets this challenge?

A unique 'Big Data' solution that contains details of over 400,000 Social Media accounts with the highest concentration of interest in the NHS, Healthwatch or UK health policy.

It includes the only available authoritative database of all NHS organisations' social media accounts - including Facebook, Twitter, LinkedIn and YouTube - plus the followers of all local Healthwatch organisations.

The solution underpinned production of the first comprehensive analysis of social media in the NHS - published in December 2014 with support from NHS Providers and featured in The Guardian Health and Health Service Journal.

What does it do?

It creates targeted searches, queries, analyses and ranked lists of Social Media accounts, based on criteria and topics identified in discussion and close consultation with the client. It can combine multiple searches and criteria to hone in exactly on those accounts of most interest or relevance to the client.

These could be, for example:

- (i) show me those accounts who follow NHS, healthcare and/or social care organisations, Healthwatch, voluntary sector and media outlets in my local area, but who don't follow me
- (ii) show me those accounts with the greatest number of followers who are interested in a particular long-term condition that my products address
- (iii) show me those accounts who don't follow me, but who follow my competitors and/or organisations with a similar profile of activity and interest

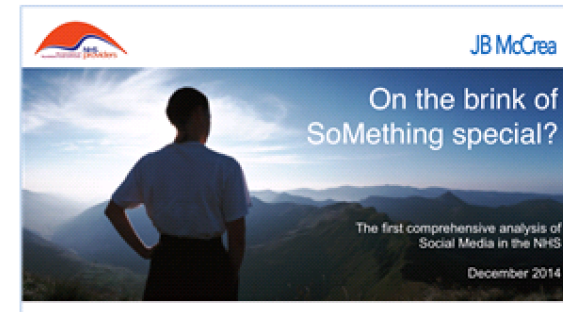
How is the product delivered?

Through discussion with the client, we identify and profile their most important service user groups (whether by location or health and care need).

We then carry out desk research to identify those social media accounts and behaviours most likely to be adopted by these groups. We create the bespoke queries and analyses to interrogate the Find SoMeone in Health data repository. The ranked results are provided to the client either as Word or PDF Reports or Excel Spreadsheets.

Depending on the client's wishes and/or internal capacity, we then work with internal comms and engagement staff or independently to systematically follow and engage with the most important social media accounts identified.

This can include monitoring these accounts' output if desired, to assess any views or opinions expressed about the client, its service delivery, operations or future plans.



## The National 'Followers'

