



You are Invited to Attend the

SOCIAL MEDIA IN HEALTH SYMPOSIUM

An Interactive Learning Opportunity

Thursday, October 17, 2013 | Mohawk College, Fennell Campus

Social Media?

What is social media and how does it work? Who's using it in healthcare and what are the implications? What guidelines exist for its use by health professionals and organizations? How can you create a thriving online health community?

All these questions and more will be answered at the Social Media in Health Symposium presented by Mohawk College, Clinical Connect and the Hamilton Niagara Haldimand Brant LHIN. Attend this informative and interactive session delivered by renowned speakers and see for yourself how this powerful technology can be appropriately put into practice.

Intended audience: Physicians, Clinicians and Health Care Organization Executives, Managers, Professionals in Public Relations, Communications, Marketing, Human Resources as well as anyone with an interest in the topic.

Agenda

am

- 9:00 **Registration**
- 9:30 **Keynote Address**
Social Media in Healthcare: Who, What, When, Where, Why?
Reed Smith
- 11:00 **Break**
- 11:30 **An Exploration and Examination of Social Media Technology**
Mark D'Cunha & Bob Ransom
- pm
- 12:30 **Social Media and the Medical Profession**
Mark Sampson & Lynn Kirshin
- 1:30 **Break**
- 2:00 **Social Media: Patients are there. Are you?**
Colleen Young
- 3:00 **End of Program**

Registration

REGISTRATION FEE - \$199 + HST

Includes: attendance, parking, food & refreshments, materials, and networking opportunities

Register by

Web:

<http://www.mohawkcollegeenterprise.ca/en/courseindex.aspx#>
(expand **Health Sciences** heading for link to symposium website)

Phone: 905 - 667 - 6230

Fax: 905 - 667 - 6231

Location

Mohawk College, Fennell Campus, 135 Fennell Avenue West, Hamilton ON, L9C 1E9

Hosted by



Speakers Bios

Reed Smith, MBA @ReedSmith

Gray Digital Group, Chief Social Strategist
Social Health Institute, Founder

Reed is a consulting strategist and thought leader focused on integrating social computing into large organizations with an emphasis on incorporating interactive elements into online strategies within hospitals and healthcare organizations. He has worked as a hospital marketing director and has overseen product development including the creation of a social media guide for hospitals that is now offered by many state hospital associations. Reed sits on the advisory board for the Mayo Clinic Center for Social Media.

Mark D’Cunha, P. Eng. @mdcunha

Xtreme Labs, Mobile & Cloud Platforms

Mark has over 25 years of experience in Mobile, Social Media, Internet and software product design in technical, executive and advisor roles. He has led mobile and social media product and platform development for companies such as Xtreme Labs, Jugnoo, MyScreen Mobile, Dexterra, Rogers and AT&T. He works with UX designers and engineers to create immersive design experiences and products that have great usability.

Bob Ransom, MBA @TelemedicineIM

Outcubed, President

Bob specializes in healthcare networking and has been building health networks and bringing them to the Canadian marketplace for over 30 years. He has worked with Ontario Cancer Network, Sick Kids, B.C. Health, Ontario Telemedicine Network, Workers’ Compensation Boards, private group insurers and auto insurers to create healthcare provider networks.

Mark Sampson, BJH, MA @cpso_ca

College of Physicians and Surgeons of Ontario, Social Digital Media Specialist

At the CPSO, Mark is responsible for maintaining the College’s Facebook, Twitter, LinkedIn and YouTube accounts, as well as monitoring online discussions about the College. He holds a journalism degree from the University of King’s College in Halifax and a master’s degree in creative writing from the University of Manitoba.

Lynn Kirshin, LLB

College of Physicians and Surgeons of Ontario, Senior Policy Analyst

Lynn has been in her role with the CPSO since 2001. Before coming to the College, she was a policy analyst at the Ontario Ministry of Health and Long-Term Care. She spent ten years with the ministry drafting legislation related to long-term care homes and in the Professional Relations Branch, which dealt with all of Ontario’s regulated health professions. Lynn holds a law degree from Osgoode Hall.

Colleen Young @colleen_young

Princess Margaret Cancer Centre, Manager of Social Innovation
Health Care Social Media Canada, Founder

Colleen is an online community manager who builds virtual health communities that thrive. She believes that engaged patients and providers can leverage technology and the knowledge of the community collective to be the driving force building confidence in peer-to-peer health care and participatory medicine. Colleen has built communities for online peer support including the Canadian Virtual Hospice and has delivered award-winning presentations and authored peer-reviewed articles on successful online health communities and strategic community management.



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Registration Information

Dr. Mr. Ms. Mrs.

Last Name:	First Name:
Organization:	
Address:	
Phone:	Email:

An email will be sent to each registrant one week prior to the event date to communicate final details

Payment Information

<input type="checkbox"/> Visa	Cardholder Name:	Total Amount:
<input type="checkbox"/> Master Card	Credit Card #:	Expiry Date:
<input type="checkbox"/> Invoice (for organizations)	Please contact 905 - 667 - 6230 for this option	

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Cancellation Policy: A refund will be issued to those who cancel prior to the session with a 15% administration charge applied to a minimum of \$25. No refunds will be issued for those who cancel on or after the delivery date. Refunds will be issued by cheque and require 2-4 weeks for processing. The organizers reserve the right to cancel or reschedule the event.

Media Recording Policy: Upon registration for this event you consent to being included in any audio, video or photographic recording and allow reproduction of this content for promotional purposes. If otherwise, please contact Mohawk College Enterprise at info@mcecor.com