



Ms Jen
de
Montalk

Journalist
New Zealand Doctor



Ms
Barbara
Fountain

Editor
New Zealand Doctor

Get Social General Practice- Facebook, Twitter and Beyond - Concurrent Workshop Repeated

Saturday, 17 August 2013

Start 11:00am

Start 12:05pm

Duration: 55mins

Duration: 55mins

Lounge 2

Lounge 2



South GP CME 2013

General Practice Conference & Medical Exhibition

15-18 August | Edgar Centre | Dunedin



Making sense of social media

Barbara Fountain
Editor,
New Zealand Doctor

Jen de Montalk
Content manager,
nzdoctor.co.nz

Why social media?

Can't I just ignore it?

Does it matter in primary care?



Social media is a collection of online platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, facilitating conversations and interactions online between groups of people.

**If it's ONLINE and
you can SHARE it
and LIKE it then it's
probably social
media**

Mayo Clinic



Phil Baumann

W

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or;

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..

Most popular medical provider You Tube channel

550,000plus followers on Twitter

Over 350,000 connection on Facebook page

In the health care industry there is often a fine line between caution and fear. It is the fear of change so common in health care that I hope we can overcome. Twitter [Social media] may be a proving ground of how we overcome our fears, satisfy our cautions and extend the reach of our health care system with web-based technologies and communities

Phil Baumann Board of Advisors for [Mayo Clinic Center for Social Media](#).



Face your fears about
social media because...



...it is not going away

Social Media at CDC

Current Social Media Campaigns



Do you have what it takes to become a **Disease Detective**?
SOLVE THE OUTBREAK

Download the iPad App

CDC

Get clues, analyze data, solve the case, and save lives! In this fun iPad app, you get to be the Disease Detective.



Download the iPad App

CDC



CDC Vital Signs

Learn about the latest public health data.

Read CDC Vital Signs

CDC Vital Signs
CDC Vital Signs, includes an MMWR Early Release, a fact sheet and website, a media

release, and a series of announcements via social media tools. CDC Vital Signs offers recent data and calls to action for important public health issues.



the GATEWAY
to Health Communication and Social Marketing Practice

CDC

Gateway to Health Communication and Social Marketing Practice

The site takes information from CDC and other public and private resources, and creates distinct categories, making it easier for you to find exactly what you need.

CDC Social Media Tools

- Buttons and Badges
- Content Syndication
- eCards
- Infographics
- Mobile
- Podcasts
- Widgets

[See All Social Media Tools »](#)

Connect with CDC

-  [Twitter](#)
-  [Facebook](#)
-  [Blogs](#)
-  [YouTube Channel](#)
-  [Flickr site](#)
-  [Pinterest](#)
-  [LinkedIn](#)
-  [Google +](#)



What's New

Try our New iPad App



Do you have what it takes to become a **Disease Detective**?
SOLVE THE OUTBREAK

Download the iPad App

CDC

Introducing our new Solve the Outbreak iPad app. **Download it today** to start solving cases and saving lives.



You Tube 51.02%



Facebook 50.78%



LinkedIn 17.5%



WordPress 13.85%



Tumblr 13.36%



Twitter 8.86%

Social
media
users
% pop





Case study



#archetypeofotografie.nl



Credit: VincentAF

Internet Explorer Gallery (2) Internet Explorer Gallery Web Slice Gallery

New Zealand Doctor Timeline Now Admin Panel

Promote Page

Want More Page Likes?
A new and simple way to create an ad to encourage more people to like your Page.

Skip Promote Page Learn More

Doctor
More than words

Piecing together the PHO contract

New Zealand Doctor
317 likes · 4 talking about this

Website
Providing GPs, practice nurses, managers, health officials, politicians, specialists, allied health professionals and many others in the health sector with their only source of news about primary care and aspects of the wider health sector.

About

Photos Likes Videos

Highlights

Post Photo / Video

Write something...

Post

New Zealand Doctor shared Moorhouse Medical Centre's status.
Tuesday

Nice to see more medical centres on Facebook

Have you been hit by a nasty winter cold or flu virus?

Don't suffer in silence. Come and see the friendly medical team at Moorhouse Medical Centre to diagnose your condition and

Recent Posts by Others on New Zealand Doctor See All

Chiyengerere Ziko Roselyn
during the Xmas holidays I was so busy that I forgot that m...
April 16 at 6:49pm

Mia Dodson
Hi, I was wondering if you could tell me how do doctors tes...
March 20 at 2:15pm

More Posts

Likes See All

DrHenslin
Local Business Like

General Medicine
Non-Profit Organization Like

Want Engagement?
Events are naturally viral and a great way to drive real world action in your fanbase. Make an event today!

+ Create an Event

New Zealand Doctor Facebook



Barbara A Fountain

Change Cover

Update Info

Activity Log



Timeline

About

Photos

Friends 17

More ▾

People You May Know ·

See All



Deborah Perring

4 mutual friends

Add Friend



Jan Malcolm

2 mutual friends

Add Friend



David Benseman

1 mutual friend

Add Friend

About



Where do you work?



Where did you go to high school?



Which city do you live in?



Where did you grow up?



What is your relationship status? ▾



Status



Photo



Place



Life Event

What's on your mind?



Barbara A Fountain changed her cover photo.

16 hours ago



My Facebook page



Connect



Discover



Me



Search



Tweets



Following



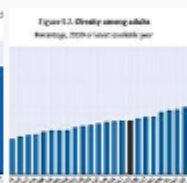
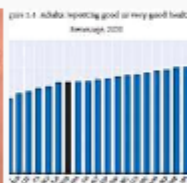
Followers



Favorites



Lists



View all photos and videos



Who to follow · Refresh · View all



Drive Social @drivesocialnz
Promoted · Follow



Tina Wickliffe @TinaWickliffe
Follow



C. Michael Gibson MD @CMicha...
Follow

**New Zealand Doctor**

@NZDoctor_news

Primary care news - Barbara Fountain, Liane Topham-Kindley, Lucy Ratcliffe, Virginia McMillan, Ruth Larsen, Jen de Montalk, Jeremy Olds, Reynald Castaneda

New Zealand · nzdoctor.co.nz

11,764

TWEETS

828

FOLLOWING

1,729

FOLLOWERS



Edit profile

Tweets

New Zealand Doctor @NZDoctor_news
K2 users choking up ED services ^JD
nzdoctor.co.nz/news/2013/june... #NZDnews
Expand

3h



New Zealand Doctor @NZDoctor_news
Callaghan grant to boost Matakina's breast cancer arsenal
scoop.co.nz/stories/GE1306... via @ScoopNZ
Expand

4h



New Zealand Doctor @NZDoctor_news
Primary Care Ethnicity Data Audit Toolkit shar.es/xnrZI Ministry of

4h

New Zealand Doctor Twitter

Home @ Connect # Discover Me Search


New Zealand Doctor
 View my profile page

11,764 TWEETS 828 FOLLOWING 1,729 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all


Drive Social @drivesocialnz
 Promoted · Follow


Jack McDonald @tautokai
 Follow


Bay of Plenty Police @BOPPolice
 Follow

Popular accounts · Find friends

New Zealand Trends · Change

#trttpt
 SkyCity
 #ct13
 New Zealand
 Fieldays
 Wellington
 Auckland

Tweets


Medication Adherence @MedAdherenceOrg 52s
 Disabled Patients Who Fail to Take Medications Due to Cost Make More Emergency Visits [shar.es/xm8le](https://sharethis.com/shar.es/xm8le) via @sharethis #adherence
 Expand


ScienceAlert @ScienceAlert 1m
 However they also ruled that synthetic DNA might be able to be patented: bit.ly/196Q6QK via @TheScientistLLC
 Expand


Tony Ryall MP @TonyRyallMP 1m
 Very good meeting with HBL and Alberta Health Services - thru smart procuring and shared service Alberta saving \$190m pa...for patients
 Expand


ScienceAlert @ScienceAlert 2m
 The U.S. Supreme Court has ruled that human genes cannot be patented: bit.ly/196Q6QK via @TheScientistLLC
 Expand


The New York Times @nytimes 4m
 Times Haiku:
 Justice could just be
 clearing a path for people
 to dream properly.
nytimes.com/11/11/DePM

New Zealand Doctor Twitter



You can control the
level of access



1. Tweets @NZDoctor_...

D **New Zealand Doctor** @.. 2h
New \$32m radiotherapy centre for Bay of Plenty | Voxy.co.nz
voxy.co.nz/health/new-32m... via @VoxyNZ
Details

D **New Zealand Doctor** @.. 2h
What are hidden costs of PHO amalgamation? #NZDblog
nzdoctor.co.nz/blogs/2013/ju...
Details

New Zealand Doctor retweeted
Rhys Jones @rg_jones 3h
Seminar today: Growing Our Own - Using a sector partnership approach for Māori & Pacific health workforce development
fmhs.auckland.ac.nz/faculty/n...
Details

D **New Zealand Doctor** @.. 4h
A month's rainfall in 24 hours | Otago Daily Times
shar.es/xsxZb via @ShareThis
Details

D **New Zealand Doctor** @.. 4h
Contamination alert: "Extra care should be taken in cleaning BP cuffs"
scoop.co.nz/stories/GE1306... Emergency Med

2. Timeline @NZDoctor_...

Dr Edwin Kruijs retweeted
Andy Buck @edexam 1h
Anyone concerned about \$2000 cap on self-education tax deductions for Aus docs tell the Govt here:
bit.ly/14eXaYy Deadline 12th July
Details

Iam H. Positive @iamhi... 1m
Xray and ECG coming up! XD ...I'm at my favorite hospital!
Details

Guyon Espiner @Guyon... 1m
Why are there 150,000 notifications to CYFS in a year? 410 a day. 17 an hour. Is that because of poverty? @TheVoteNZ on TV3, Wednesday, 8.30
Details

Brenda Pilott @PSAsec... 1m
Trevor McGlinchey talking about the contractualist relationship between central govt and community agencies, and the limitations of that.
Details

Melissa Sweet retweeted
Ben Eltham @beneltham 30m
Greg Hunt and Simon Birmingham declined invitations to speak at the Rally 4 Renewables event.

3. Timeline @BarbaraFou...

Melissa Sweet retweeted
Ben Eltham @beneltham 30m
Greg Hunt and Simon Birmingham declined invitations to speak at the Rally 4 Renewables event. Not looking good for renewables under Abbott
Details

SCIENCE TECH HEALT... 2m
Meteorologists and scientists will meet at the Met Office to try to understand the UK's strange weather patterns.
bbc.in/18THh02
Details

Al Jazeera English @A... 2m
"I expect him to at least restore the economic situation to what it was 8 years ago" #Iran | Watch @AJInsideStory
aje.me/19JfWgx
Details

Melissa Sweet retweeted
#hcsmanz @hcsmanz 9m
The #hcsmanz Daily is out! paper.li/hcsmanz/129937...
Details

Melissa Sweet @croake... 5m
This piece on the alcohol industry's infiltration of sport may be of interest to #ahpa2013 crowd
#publichealth
blogs.crikey.com.au/croakey/

4. Tweets @BarbaraFou...

Barbara A Fountain retweeted
Sciblogs NZ @sciblogsnz 11d
fluoridation (where did science communication go wrong?): I'm currently reading through the background informa...
bit.ly/14ymJ5w
Details

Barbara A Fountain retweeted
CanterburyHealthLab... 11d
Doctor Whom - Artist Doctors
pic.twitter.com/0aR99Nblg
Details

Barbara A Fountain retweeted
interest.co.nz @interes... 32d
Govt to give IRD NZ\$6.65 mln a year to get an extra NZ\$45 mln out of property investors
ow.ly/l4Xnl
Details

Barbara A Fountain retweeted
Kate Pickett @ProfKEP... 68d
Margaret Thatcher made Britain a less, not more, desirable place... [Richard Wilkinson and Kate Pickett
gu.com/p/3f2tz/tw via @guardian
Details

Barbara A Fountain @.. 84d
Ye ha - we're finalists in the Canon Media Awards this year in the Best Trade Professional Publication category 'BF #NZDnews
Details

5. Inbox

Melvin E. Glover, ... 37d
I sent you an email answering the questions and providing pictures for the Few Words Column.
View messages

Pam Oliver @kiwikai... 69d
Our order for fluvax arrived today - NOT - would seem the stocks have run out ?? other vaccines arrived.
View messages

Rae Madison @Qi... 145d
Please ignore the viral DM going around. Sorry...
View messages

Raymond Le Blan... 166d
Hi great to tweet you. You can check out more on raymond-le-blanc.com
View messages

Janet Wilson @be... 223d
lol i cant believe ur in this video
facebook.com/24145587931697...
View messages

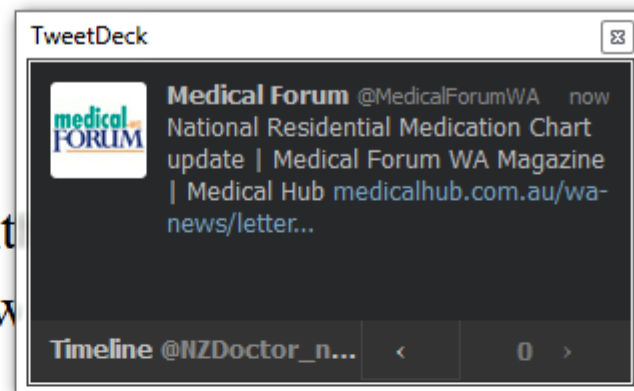
VacciNewsNet @V... 271d
VacciNewsNet wants to reach more people: feel free to join ("like") our FB page
facebook.com/VacciNewsNet Kind regards Prof M. Van Ranst
View messages

SurroundHealth @... 330d
Thanks for following! Please check out our social network for health professionals at surroundhealth.net

Tweetdeck

a social media site.

which mostly keeps me up to date with
of my Twitter activity is on the New





Totara Health integrated family health centre



NewZealandDoctor · 28 videos



88 views



About

Share

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Published on Jun 6, 2013

New Zealand Doctor reporters Jeremy Olds and Jen de Montalk get a tour of the new Totara Health IFHC in Auckland suburb New Lynn



Rheumatic Fever Prevention Programme South Auckland launch

by NewZealandDoctor
197 views



Sharon Hansen

by NewZealandDoctor
56 views



JWC 2013: New Zealand v Ireland

by irb
12,100 views



South Seas Integrated Health opening

by NewZealandDoctor
71 views



QUIETER ★ ASMR Relaxing Doctor Roleplay ★ - Soft spoken, Eye and

by DianaDew Asmr
6,168 views



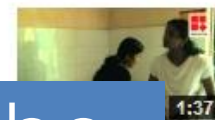
SUDI song

by NewZealandDoctor
83 views



18 month old update - Natalie & 3 year old update - Bella!

by beingmommywithstyle
567 views



Health centre without doctor [Reporter HD]

by reporterlivechannel
78 views

New Zealand Doctor YouTube

YouTube NZ

Comic relief

Upload

GUIDE

Rowan Atkinson is Doctor Who - Classic Comic Relief

Comic Relief 526 videos

Subscribe 240,770

2,792,393

22,289 390

Like About Share Add to

Uploaded on Mar 16, 2009
Doctor Who Special starring Rowan Atkinson, Richard E Grant, Hugh Grant (as Doctor Who), Jonathan Pryce and Joanna Lumley.

Partner rating: No mature content (Learn more)

Buy the very best of Red Nose Day on iTunes,
<http://tinyurl.com/itunesrednoseday2009>

Show more

Top Comments

DaGerman2863 2 years ago
"Say hello to the sofa of reasonable comfort."
Reply 7705

Ppppinkland 2 years ago
I'll explain later...
Reply 7226

Next in Red Nose Day 2011 - Comic Relief: Season 1 Episodes

Black Adder - Classic Comic Relief
by Comic Relief
871,073 views
15:14

Play all 8 videos

Suggestions

Mobile Apps
by TelecomNZLtd
35,786 views
1:55 Ad

Lauren Cooper and Doctor Who clash in class - Classic Comic Relief
by Comic Relief
1,284,326
FEATURED

Top Gear - Classic Comic Relief
by Comic Relief
260,304 views
1:34

Mr Bean on Blind Date - Classic Comic Relief
by Comic Relief
1,019,861 views
16:04

Lauren Copper meets Tony Blair - Classic Comic Relief
by Comic Relief
1,067,045 views
4:36

Best Bazinga Ever! S04E02! Car!
by Oliver Slater
953,282 views
2:13

Doctor Who Dave
40 videos
Subscribe 1K

Kate Moss at littel Britain Video
by MTF Mossparadiss
280,743 views
0:56

Dr Who
54

<http://www.youtube.com/watch?v=YHAJ4VFstUE>

Windows taskbar

YouTube

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Activity from Stumblers and Lists You're Following[®]

Follow Friends

Recent Activity

Nothing to see here.

Find and follow friends. StumbleUpon is more fun that way.

Philosophy

3 Ways To Make Everyone Around You Smarter

Leaders accept and act on the paradox of power: you become more powerful when you give your own power away. Long before empowerment was written into the popular vocabulary, exemplary leaders understood how important it W...

fastcompany.com | 27K

Tim, a StumbleUpon expert in Philosophy, liked this.

Science Fiction

features.cgsociety.org

cgsociety.org | 222

boredmadhatter, a StumbleUpon expert in Science Fiction, liked this.

Literature

Joyland

At its heart, Stephen King's latest novel is a captivating story filled with more light than dark, more sweetness than horror, and plenty of grace.

csmonitor.com | 785

Science Fiction

features.cgsociety.org

cgsociety.org | 160

boredmadhatter, a StumbleUpon expert in Science Fiction, liked this.

Journalism

Brazil: Mayor Punches Resident in Face

The mayor of Rio de Janeiro, Eduardo Paes, punched a constituent in the face after being called the Portuguese equivalent of "excrement" in a dispute at a restaurant.

nytimes.com | 313

Jason, a StumbleUpon expert in Journalism, liked this.

Photography

Internet Tools

self-destructing email. Now YOU decide what they can ...

self-des...mail.com | 6,624

clint, a StumbleUpon expert in Internet Tools, liked this.

Photography

A Week of Furious Protest in Turkey

Demonstrators across Turkey took to the streets again this morning, continuing a week of unprecedented protest against what they see as Prime Minister Tayyip Erdogan's authoritarian rule, police brutality, and the destru...

theatlantic.com | 3,212

baelbe, a StumbleUpon expert in Photography, liked this.

Philosophy

There are:

Good Christians AND Evil Christians AND Good Muslims AND

Internet Tools

Whiteboard

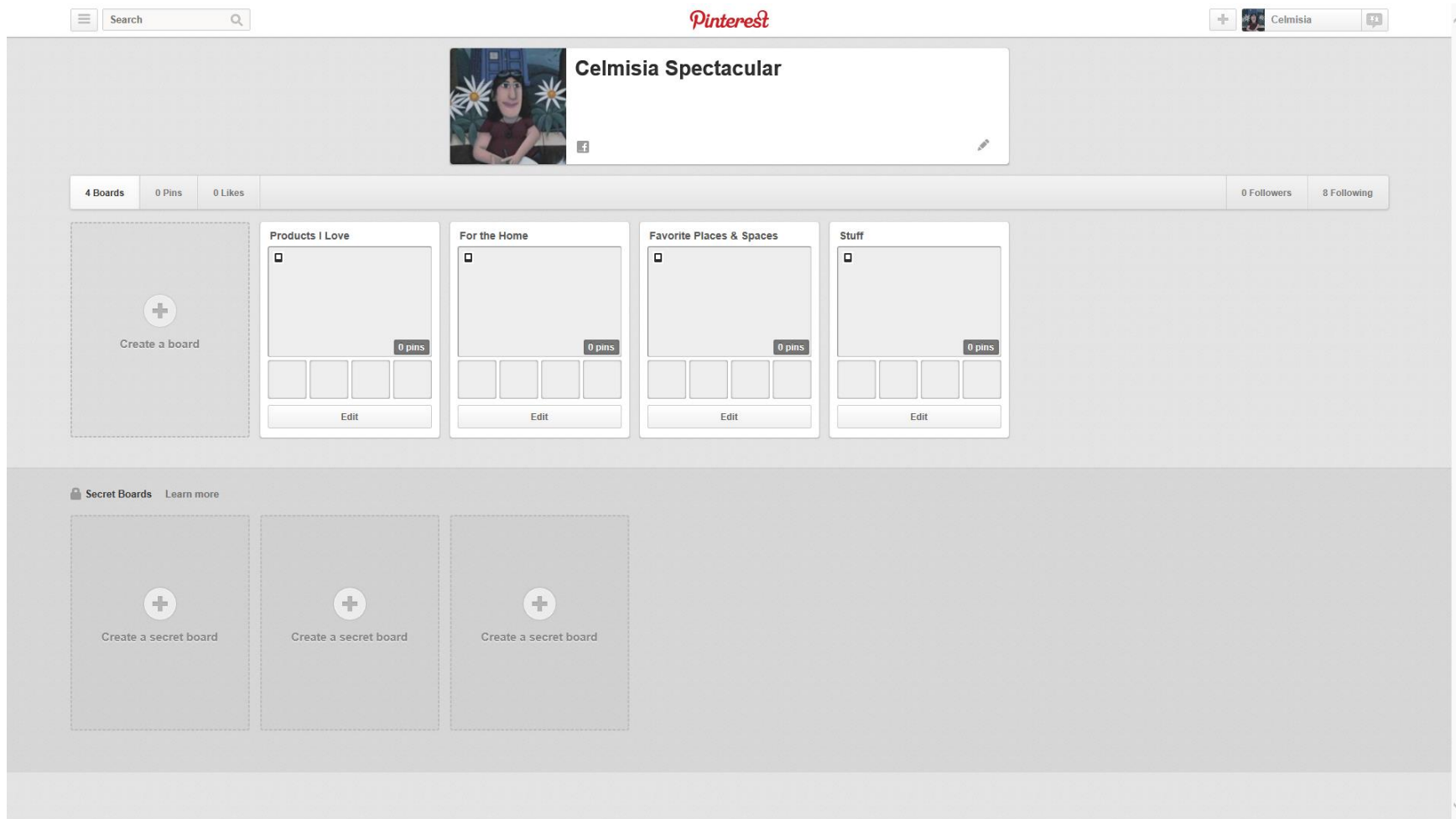
awwapp.com | 75K

clint, a StumbleUpon expert in Internet Tools, liked this.

Science Fiction

25 Incredible Star Wars

Stumble Upon

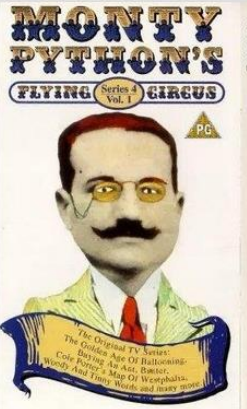


Pinterest – not a goer

montry python


Repinned by
Trixie McSwagger


onto
Film/TV I LOVE



MONTY PYTHON'S FLYING CIRCUS Series 4 Vol. 1

Monty Python's Flying Circus!

12 repins 3 likes


Pinned by
Kathy Porter


onto
Strolling Down Memory Lane



Monty Python - The Ministry of Silly Walks. S)



Monty Python's Life of Brian

2 repins


Pinned by
Christy Bruchey


onto
Movies to See

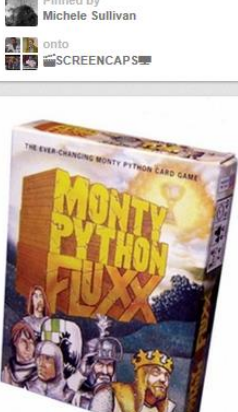


Monty Python

40 repins 7 likes


Pinned by
Michele Sullivan


onto
SCREENCAPS



Monty Python Fluxx



Monty Python.

47 repins 11 likes


Pinned by
Raquel Busetto


onto
The whole world, in black n'wh...



monty python

6 repins


Pinned by
M Marshall


onto
TV



Monty Python & stupid dry humor

9 repins 3 likes




onto
Politics: Humor Truth Humor T...



monty python

6 repins


Pinned by
Raquel Fernandes


onto
Design, Illustrations, Posters,...



BRIGHT SIDE OF LIFE-MONTY PYTHON

4 repins 1 like


Repinned by
Kitty Kat



AMAZING Monty Python tattoo

by mntypthnlvr

3 repins 3 likes


Pinned by
Erin Kys


onto
Tattoospiration



Graham Chapman, of Monty Python's Flying Circus

4 repins 2 likes


Pinned by
Asun L.


onto
Cine - Personas



MONTY PYTHON'S FLYING CIRCUS

Impassable, Inevitable, Inevitable

on Videocassette


Pinned by
Mariah Blake


onto
Brews



Monty Python!

41 repins


Pinned by
Ivy Phillips


onto
LOL-ing!!



Horse Action Figure

Guide to the Care and Feeding of Your New Horse

TROLLING LEVEL: MONTY PYTHON

Trolling level: Monty Python...

5 repins


Pinned by
ImgLulZ



Search...



Advanced



51



1



Home

Profile

Network

Jobs

Interests

Premium Solutions

Upgrade

[Who's Who in New Zealand - Apply now to appear in Who's Who in New Zealand. It's Free!](#)

Where are you located?

Add Postal Code

New Zealand

Save

Skip

**Barbara Fountain**

New Zealand

Edit Profile

0

connections

nz.linkedin.com/pub/barbara-fountain/70/787/30a/

Contact Info

Activity

Share an update...

Background

People You May Know



Rosie Scholz

Connect

ADS YOU MAY BE INTERESTED IN

**Take Survey & Make Money**Take Real Online Paid Surveys.
Get \$20 free & take a \$50 Survey
now**Dental Product Regulation**Join ADIA to keep up to date on
dental product regulation in
Australia.**Protecting You Since 1987**New Zealand's Leading Security
& Protection Specialists

Who's Viewed Your Profile

4

Your profile has been viewed by 4 people in
the past 90 days.

2

You have shown up in search results 2
times in the past 90 days.

Profile Strength



Just Starting

Linked in – not doing so well

A few others



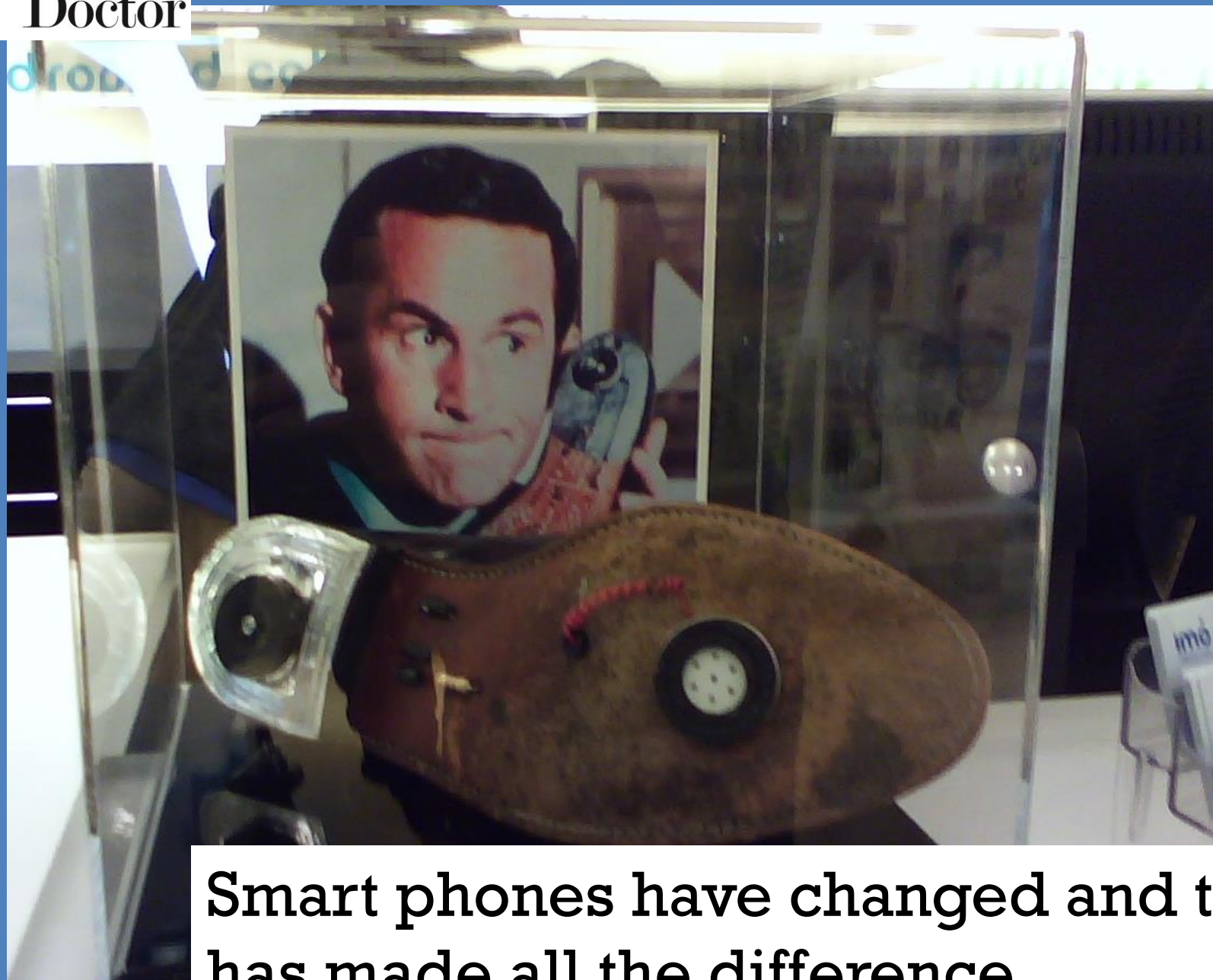
Spotify – great for finding
and listening to new and
old music



Wikipedia



Blogs



Credit: matthewoliphant

Smart phones have changed and that has made all the difference



Credit: TheeErin

Around 50% of adult New Zealanders have a smart phone - 84% use their smart phones to connect to the web

18-24 year olds now largest users of smart phones - 71.9% of students now have smart phones

Horizon Research March 2013 - 2161 people 18+



Social media in your practice

What's going on online



Facebook made Zuckerberg a billionaire
by the time he was 23





Grumpy Cat was made famous by Facebook. A Grumpy Cat movie and book are pending



in primary care

Create Page

Now

Joined Facebook



Silver Fern Medical Centre

104 likes · 2 talking about this

✓ Liked



Hospital/Clinic

Waimauku Village Centre, 5-19 Factory Road, Waimauku, Auckland, NZ.

09-411 5222

Closed until tomorrow 9:00 am - 12:00 pm

About – Suggest an Edit



104



Photos

Likes

Events

Highlights ▾

Post

Write something...



Silver Fern Medical Centre

June 7

Nurse Jo has extensive experience in dermatology and aesthetic medicine and can now offer Botox therapy. Book now to see her for a free, no obligation, consultation.

Recent Posts by Others on Silver Fern Medical Centre

See All



New Zealand Doctor

Hi Silver Fern Medical Centre. Great to see you on facebook

1 4 · July 17, 2012 at 11:23am

Likes

See All



Kumeu, New Zealand

City

Like



**Primary health
care in the
communities of
south Wellington
since 1987**



NEWTOWN UNION
HEALTH SERVICE

haere mai

أَهْلًا وَسَهْلًا

afio mai



**Community-owned
Affordable
Accessible
Acceptable
Appropriate
Not-for-profit**

Newtown Union Health Service

139 likes · 4 talking about this · 14 were here

✓ Liked



Health/Medical/Pharmaceuticals

Providing community-owned, affordable, accessible, acceptable, appropriate, not-for-profit and community based primary health care since May 1987

[About](#) – [Suggest an Edit](#)



Photos



139



Map

NUHSpaper, Octol
2012

Octobers edition of the
NUHSpaper now online

15

Highlights ▼



Newtown Union Health Service shared a link.

June 6 

Stephen Fry reveals details of recent attempted suicide

www.guardian.co.uk

Writer, actor, and comedian Stephen Fry, who is also the president of Mind, said his latest attempt was a 'dose-run

Recommendations

[See All](#)

Karla Jurczakowski

When I was pregnant in 1993, I was under the care of New...

2 · about 10 months ago

[Create Page](#)[Now](#)[2013](#)[Opened](#)

Glenfield Doctors on Chartwell

43 likes · 2 talking about this

✓ Liked



- Medical Center
- 52 Chartwell Avenue, Glenfield, Auckland, NZ.
- 09-441 2352
- Closed until Monday 8:00 am - 5:30 pm

[About](#) – [Suggest an Edit](#)

43

[Photos](#)[Likes](#)[Highlights](#)

Post



Photo / Video

Write something...

**Glenfield Doctors on Chartwell**

May 28

Dr Michelle Warren, MBChB (Akd); FRNZCGP

Recent Posts by Others on Glenfield Doctors on Chartwell

[See All](#)**New Zealand Doctor**

Nice page folks! Great to see you on Facebook

May 15 at 12:05pm

**Glenfield Doctors on Chartwell**

May 12

Create Page

Now

Joined Facebook



**FIVE CROSS ROADS
MEDICAL CENTRE**
Family Care

Five Cross Roads Medical Centre

35 likes · 6 were here

Like



Health/Medical/Pharmaceuticals

We are an progressive modern general practice committed to providing you and your family with a wide range of health services. Our medical centre offers a friendly comprehensive service, focusing on wellness and preventative care.

About – Suggest an Edit



Photos

35

Likes



Map

Highlights ▾

Post

Write something...



Five Cross Roads Medical Centre shared a link.

May 21 near Hamilton, Waikato

ASTHMA AWARENESS WEEK !

Asthma Awareness Week – What is 52

asthmafoundation.org.nz

Asthma Awareness Week – What is 52 Have you been wondering 'What is 52'. At least 52 New Zealanders will die from asthma this year. People are surprised to learn that asthma can kill – many people regard asthma

Recent Posts by Others

See All

**Kirshni Appanna**

Otago study finds that one standard 330ml can of fizzy d...

May 1 at 6:05am

Likes

**Buddy Day NZ**

Community

Like

**Jeunesse Appearance Medicine Clinic**

Spa, Beauty & Personal Care · Medical & Health

Like



Pregnancy Help Inc Canterbury

657 likes · 27 talking about this · 7 were here

Like

Message



Community organisation

Pregnancy Help Canterbury, Hammersley Park
School, Amos Place Christchurch 8061 Phone (03) 385
0556 Fax (03) 385 0553 Cell 021 0815 8770 Monday -

About - Suggest an Edit

Meeting
In

Photos

657

Likes



Map

DISCLAIMER:
"Pregnancy Help
Incorporated is a
registered Charitable

Notes 1

Highlights

Post

Photo / Video

Write something...



Post



Pregnancy Help Inc Canterbury

14 June

This week we would like to:
Say thanks so much to volunteer staff Sandra, Tania, Jane,
Hannelie for helping in the Drop In Centre and all the
volunteer knitters, sewers and Branch Executive.

Recent Posts by Others on Pregnancy Help Inc Canterbury

See All



Krystal Green

In desperate need of a cot for my baby who has to come ...

1 · 5 June at 21:30



Lorna-Marie Hobo

Hey guys! just read your latest newsletter. Beautiful! Lovel...

1 · 5 June at 13:13



Rhodora Sagles

@ Help fundraise or earn \$\$\$ with buzzthepeople

23 May at 19:14



Kerryann Ferguson

hay iv had my son 3weeks erly he ws born 4,5,13

15 · 23 May at 19:04

More Posts



Krystal Green

In desperate need of a cot for my baby who has to come early solo mum girl who said she would holds hers 4 me gave it away I'm duno wat to do as there r complications wif baby and really need 1

[Like](#) · [Comment](#) · 5 June at 21:30



Pregnancy Help Inc Canterbury Morning Krystal, could you private message us about this as we may be able to help in other way too. We have a Bassinet that this mum can use. Look forward to hearing from you.

6 June at 10:23 · [Like](#)



Write a comment...



Peripheral Neuropathy New Zealand

36 likes

✓ Liked



Non-Profit Organisation

This page is intended to be a community social resource for the people of New Zealand who struggle daily with the pain of Peripheral Neuropathy



36

About – Suggest an Edit

Photos

Likes

Highlights ▼



Post



Photo / Video

Write something...



Peripheral Neuropathy New Zealand

9 June via Mobile

Recent Posts by Others

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Brett Childs

What a stunner of a morning! Have a great Friday, everyo...

24 May at 07:29



Darlene Meyer Rubin

Hi, great page! Do your feet feel frozen, or do they burn?



Darlene Meyer Rubin

Hi, great page! Do your feet feel frozen, or do they burn?

Like · Comment · 17 May at 04:00



Peripheral Neuropathy New Zealand likes this.



Peripheral Neuropathy New Zealand Hi Doreen. Welcome! I enjoy the trifecta: Numbness, burning, and sharp stabbing pains thrown in just when I least expect it. Feels like I am wearing knee high socks. The good news is I don't have sensitivity to touch. It started in my toes about 4 years ago, and has steadily spread up the legs. This years model brings the tingles to just above my knees. And I am starting to get some symptoms in my hands. This should make my ukulele playing interesting!! 😊

17 May at 06:17 · Like



Peripheral Neuropathy New Zealand Side note: my father had PN at the same age after having a heart attack. He was also alcoholic. I have had no cardiac problems, and am a rather moderate drinker, so I was surprised by the onset of symptoms. I am not diabetic either. No known cause at this stage, but still exploring. 😊

17 May at 06:22 · Like



Darlene Meyer Rubin PNNZ, I have never found the cause for my neuropathy either. I was adopted but have found my birth family. No one has a neuropathy or two other conditions I have that I believe are related. You sound like you have a great attitude!!

17 May at 07:32 · Like · 👍 1



Aotearoa (NZ) Autism

503 likes · 17 talking about this



Non-Profit Organisation

Nau mai, haere mai...Kia ora and welcome to our Aotearoa (New Zealand) Autism page. We look forward to hearing from you. Feel free to stop by, introduce yourself and

About – Suggest an Edit



Photos

503

Likes



PageNotifier



Welcome

1

Highlights ▾



Post



Photo / Video

Write something...



Aotearoa (NZ) Autism shared a link.

2 hours ago

Hi everyone, Billie here. I just have a quick reminder about the research that I am doing on the supports used by parents of children with ASD and how helpful parents think the supports are.

The survey will be closed in 2 weeks, so if you... [See more](#)

UNIVERSITY

Supports Used by Families of Children with

Recent Posts by Others on Aotearoa (NZ) Autism

[See All](#)



Sarah Kearns

Thank you guys so much for advertising the circus! it was a...

1 3 · 27 May at 16:00



Rose Proffitt

Hi everyone, I am new here. Just found your page while I ...

1 · 21 May at 08:58



Windmill Programme

Hi everyone, I just wanted to let you all know about the Wi...

1 · 11 May at 13:41



Sarah Kearns

Your posts don't come up on my newsfeed anymore?

1 1 · 6 May at 18:15



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**Paw Justice** @PawJustice

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**Greg Smith MD** @GregSmithMD

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Results for **primary care**Tweets **Top** / All / People you follow**Ready4Emergency** @Ready4Emergency

35s

Primary Care Doctors Still in Short Supply in U.S. bit.ly/16Cf3m9GetApp bit.ly/VkrzTm

Followed by VacciNewsNet

Expand

**Healthy News Daily** @eHealthyDaily

10m

Primary Care Doctors Still in Short Supply in U.S. Title: Primary Care Doctors Still in Short Supply in U.S. Ca... bit.ly/11uHK09

Expand

**Tuner Tools LLC** @tunertools

14m

Primary Care Doctor Shortage Set To Get Worse, USApinterest.com/pin/1128011656...

Expand

**Pharma Forex** @PharmaForex

16m

Primary Care Doctor Shortage Set To Get Worse, USA Medical News Today j.mp/1287NZL

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As you might expect, Doctor from New Zealand #FOAMed
Under a Punga log · keeweedoc.com

8,248
TWEETS452
FOLLOWING792
FOLLOWERS**Following**

Tweets

**Andre** @keeweedoc

2m

@FaisalMajid3 I believe pilot dre is on today and he get you there
fo shizzle, rain or drizzle

[View conversation](#)**Andre** @keeweedoc

17m

@Rxercist gotta get your claws in her somehow.

[View conversation](#)



Andre @keeweedoc

20h

@OzDermatologist preferred treatment for scabies in pregnancy your side of the Tasman?

[Collapse](#) [Reply](#) [Retweet](#) [★ Favorite](#) [More](#)

8:52 PM - 17 Jun 13 · Details

Reply to @keeweedoc @OzDermatologist



Dr Liz Dawes-Higgs @OzDermatologist

20h

@keeweedoc permethrin 5% (cat B) but if want to be really safe (ie 1st trimest) sulphur 10% in WSP daily 3days; so did u get scabies?

[Expand](#)



Andre @keeweedoc

11h

@OzDermatologist nah (not yet) saw couple cases seems the contact in common was antenatal classes!

[Expand](#)



Andre @keeweedoc

20h

@dr2go tweet up this week?

[Expand](#)



Bob Buckham @bobsyauncle

26m

A bit sore after my cycle might take some panadol. Don't tell @simonplumbffx because that's just like doping #ffs stuff.co.nz/sport/other-sp...

[Details](#)



Andre @keeweedoc

23m

@bobsyauncle @simonplumbffx Who didn't use extra salbutamol before swimming races.. "the chlorine causes exacerbations"

[Details](#)



Bob Buckham @bobsyauncle

20m

@keeweedoc Absolutely - and paracetamol would be neither performance OR recovery enhancing @simonplumbffx

[Details](#)



Andre @keeweedoc

18m

@bobsyauncle @simonplumbffx where does the ol' placebo effect come in?

[Details](#)



Andre @keeweedoc

17m

@keeweedoc @bobsyauncle @simonplumbffx ncbi.nlm.nih.gov/m/pubmed/20424...

[Details](#)



Bob Buckham @bobsyauncle

14m

@keeweedoc I had an ICU patient in renal failure after taking a NSAID after a marathon. That was dangerous, but not panadol @simonplumbffx

[Details](#)



Andre

@keeweedoc



Following

@bobsyauncle @simonplumbffx yeah couple of coast to coasters need RRT after downing too much diclofenac whilst dry.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Andre @keeweedoc

17 Jun

@vincristine that's the one. Wellington in September for long weekend it looks like :-)

Expand



Vincristine @vincristine

17 Jun

@keeweedoc not RNZCGP conference then?

Expand



Andre @keeweedoc

17 Jun

@vincristine that political mess? Ill leave that in the brave hands of @dr2go

Expand



Vincristine @vincristine

17 Jun

@keeweedoc @dr2go oh not as bad as you think. But I'm finding it hard to justify any days off work for the costs : CME benefit

Expand



Rochelle @dr2go

24h

@vincristine @keeweedoc There are definitely cheaper ways to accrue CME.

Expand



Vincristine @vincristine

23h

@dr2go @keeweedoc Especially when you lose income for the days if self employed

Hide conversation Reply Retweet Favorite More

9:02 PM - 17 Jun 13 · Details

**Vincristine**

@vincristine



Following

[@dr2go](#) [@keeweedoc](#) i need a locum in August, know any?

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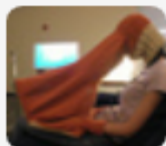
9:17 PM - 17 Jun 13

Reply to [@vincristine](#) [@dr2go](#) [@keeweedoc](#)

**Rochelle** [@dr2go](#)

17 Jun

[@vincristine](#) [@keeweedoc](#) Are you in Wgtn? Sorry, I don't know any up there. Most I know just do rural locums in Canterbury. You advertising?

[Details](#)**Vincristine** [@vincristine](#)

17 Jun

[@dr2go](#) [@keeweedoc](#) no i havent advertised yet

[Details](#)



Minh Le Cong

@rfdsd doc



Follow

Transport med challenge! This pt needs a secure away for transfer. How you going to do it? pic.twitter.com/whCDMbHV1U

← Reply ↺ Retweet ★ Favorite ⋮ More





Dr Brent May @DocBrent

17 Jun

@rfdsd doc RSI+MILS+Bougie+VL/DL, LMA as backup then a nice knife. But you haven't left us with many choices

[Details](#)



Minh Le Cong @rfdsd doc

17 Jun

@DocBrent well thats exactly how it was done in real life

[Details](#)



Dr Brent May @DocBrent

17 Jun

@rfdsd doc Nice. The system works then!!!

[Details](#)



Minh Le Cong @rfdsd doc

17 Jun

@DocBrent sorry except no VL available

[Details](#)



Dr Brent May @DocBrent

17 Jun

@rfdsd doc rarely matters, just matters a lot when it does!!!

[Details](#)



Minh Le Cong @rfdsd doc

17 Jun

@DocBrent you mentioned RSI. what prep and drugs in neurogenic shock state?

[Details](#)



Minh Le Cong @rfdsd doc

17 Jun

@rfdsd doc @DocBrent and taking a wild guess, you would use cricoid pressure?

[Details](#)



Jo Deverill @jodeverill

17 Jun

@rfdsd doc I'd get one.

[Details](#)

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NZBIO @NZBIO



Pam Olver

@kiwikaidoc

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Wellington, New Zealand · thismissionispossible.wordpress.com

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Pam Olver @kiwikaidoc

4h

Comments are the best part of a weak and shameless attempt to promote a useless (possibly harmful) new drug medscape.com/viewarticle/80...

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Pam Olver @kiwikaidoc

4h

@BreakfastOne traffic light labelling fatally flawed if based on current dietary guidelines. #obsolete #industrydriven

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@silverfernmed



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Followed by Dr Gaurav Sharma an...

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Silver Fern Medical @silverfernmed

7 Jun

Nurse Jo has extensive experience in dermatology and aesthetic medicine and can now offer Botox therapy. Book now... [fb.me/FSNzbXlv](#)

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Silver Fern Medical @silverfernmed

7 Jun

We are now Environ stockists! See our skincare nurse Jo for expert advice regarding this range of products. [fb.me/1HwtjT9lh](#)

Expand



Silver Fern Medical @silverfernmed

6 Apr

Hopes everyone enjoys our bungy trampolines at the Waimauku Village Gala tomorrow!

Expand

#goodpractice

@NZDoctor_News



What to watch next



Dr Dave's weekly Healthy Bastards Health Tip 04/06/2013

by HealthyBastards
364 views

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ED Style (Gangnam Style Parody)

53,394 views 4 months ago

This recording was made as one of the many actions that have been taken to support the work of improving the journey for patients through the Emergency Department at Waikato Hospital in order that they can be seen, treated and discharged within the Ministry of Health Target of 6 hours- Excellent Emergency Care On time Everytime

Miscellaneous



Welcome message from Waikato DHB CEO, Craig ...

by Waikato DHB
192 views



Waikato DHB COO, Jan Adams

by Waikato DHB
48 views



Parking General

by Waikato DHB
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by Waikato DH
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5:23

Your Bites: Talking about Patient's Wants and Needs ...

by hillviewsurgery
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Your Bites: "Keep lots of toys and keep chatting whilst tr...

by hillviewsurgery
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0:44

Your Bites: "NHS should have the same level of serv...

by hillviewsurgery
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0:34

Your Bites: "NHS gives equality of treatment"

by hillviewsurgery
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Service Bites



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Service Bites: Flu Vaccination

by hillviewsurgery
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1:28

Service Bites: 24 Hour Blood Pressure (BP) Monitor

by hillviewsurgery
11,861 views



0:49

Service Bites: Smear Test (Cervical Screening) - Spo...

by hillviewsurgery
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Service Bites: Feeling low, depressed or anxious? Do ...

by hillviewsurgery
158 views

Dietary Bites



0:50



0:43



0:40



0:54



The End of the Doctor-Patient Relationship

SOCIAL MEDIA **AND THE MEDICAL** **PROFESSION**

A guide to online professionalism for medical practitioners and medical students

A word cloud of terms related to social media and medical professionalism. The words are arranged in a dynamic, overlapping fashion, with some appearing larger and more prominent than others. The terms include: NEWS, GLOBAL, FORUM, SITE, VIDEO, ADVERTISING, ANALYSIS, INFO, POLITICAL, DEFAMATION, ETHICS, BROADCAST, FACEBOOK, NETWORK, CONFIDENTIALITY, TODAY, WORD, PUBLICATION, ONLINE, STANDARDS, INFORMATION, CONTENT, BLOG, YOUTUBE, INDEMNITY, BRAND, MEDICAL, MY SPACE, SHOW, NETWORK, STANDARDS, AUDIO, VOICE, INTERNET, RECORD, ETHICS, PROFESSIONAL, ADVERTISING, TODAY, WORD, VIDEO, POST, DEFAMATION, INTERNET, SITE, COMMUNITY, NETWORK.

How Facebook saved the day

A 34-year-old woman presented at a US emergency room displaying "bizarre behaviour" and refusing to open her eyes for an examination. The only identification on the woman was a business card. Using the information on the card, the physician looked up her Facebook page, and there he found the names of her husband and her primary care physician, both of whom were able to provide information about the patient's medical history, which included bouts of depression. - *Acad Emerg Med* 2011 Nov;18(11):1217-9

Takeaway messages

- ★ Social media is here to stay
- ★ Your patients and younger colleagues will set the agenda
- ★ Understand it even if you don't use it
 - ★ It can be managed

Barbara Fountain
Editor,
New Zealand Doctor

Jen de Montalk
Content manager,
nzdoctor.co.nz