

# ENTREPRENEURSHIP, EDUCATION, AND EMBRACING THE DIGITAL AGE IN HEALTHCARE

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[Meded101.com](http://Meded101.com)

[RealLifePharmacology.com](http://RealLifePharmacology.com)



# OBJECTIVES

- Understand how to leverage social media to develop an audience
- Recognize pitfalls and risks of engaging in online discussions
- Learn which tools are beneficial to maximize your online presence
- Understand online trends in healthcare and business



# TRENDS IN DIGITAL HEALTHCARE

[Meded101.com](http://Meded101.com)



# VALUE, VALUE, VALUE

- Organizations won't get paid for being busy
- Payment will depend upon quality of healthcare provided
  - Quality metrics
- This trend towards value based payments will help pharmacy expand





# TRENDING

- Data
  - Wearables
  - EHR
  - Population Health
- Remote care increasing
- Increasing collaboration
- Technology/innovation
- Genetics and medicine
- More specialization
- Opioid Crisis



# ADVICE FOR GRADUATES TODAY

- Become an expert at something
  - Continuous learning
  - Be willing to accept some short term pain
- Share that expertise
- Embrace/learn new technologies
- Obtain financial freedom
  - 5-10 year sacrifice

# SOCIAL MEDIA COMMON SENSE



Taylor [redacted]

I HATE MY BOSS

Like · Comment · 5 hours ago near Lucia · [redacted]



like this.



Lizzy [redacted] Dido

5 hours ago via mobile · Like · [redacted] 1



Jeremy [redacted] You do realize we're friends on fbook right?

about an hour ago via mobile · Unlike · [redacted] 1

**lamebook.com**

# SOCIAL MEDIA POSTING

- Don't post things about patients at work
- Don't provide advice to people you don't know
- Pick up the phone and call someone if they have health/med questions
- Alcohol – go easy
- Racist, sexist, religious, maybe even political
- Lying



# ERIC'S THREE RULES

- Think twice, tweet once
- Your mother is reading this
- No posting under the influence



# Social Media Trends and Business Trends





# CAREER DEVELOPMENT

- LinkedIn
  - Most important social media tool
  - When people “Google” search you, that’s likely what they will find
  - Bio, endorsements, availability to be recruited
  - Sharing interesting articles can help increase exposure

## Video Takes The Stage

Courtesy: Larry Kim,  
Medium.com



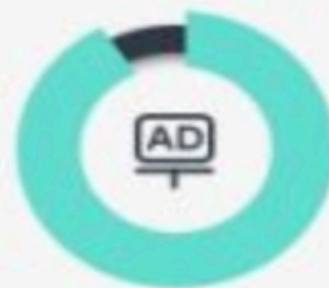
**80%**

of global internet  
traffic will be  
attributed to video  
by 2020



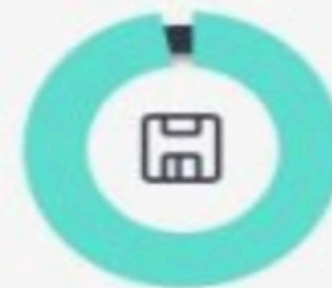
**90%**

of content  
shared by users  
on SNS is video



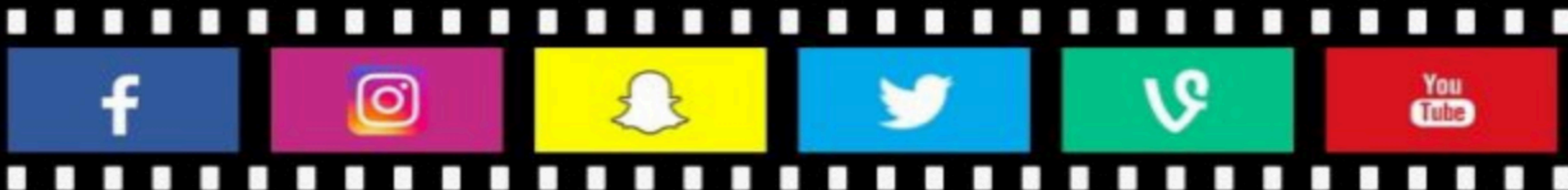
**87%**

of marketers use  
video in their  
campaigns



**95%**

of message will  
be retained by  
viewers while only  
10% with text



# Increased Investment in Influencer

Marketing channel that growing fastest



**94%**

of those who used  
influencer marketing  
believe it's an effective  
strategy



**49%**

of Twitter/Instagram  
users rely on  
recommendations  
from influencers



Courtesy: Larry Kim,  
Medium.com



## Time Spent on social networks in US: Mobile vs Desktop



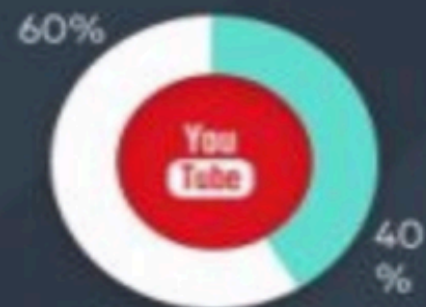
📱 68% 🖥️ 32%

**Facebook**



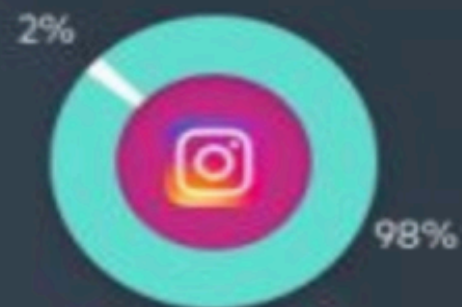
📱 86% 🖥️ 14%

**Twitter**



📱 40% 🖥️ 60%

**YouTube**



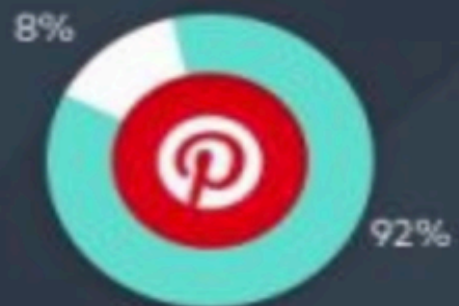
📱 98% 🖥️ 2%

**Instagram**



📱 26% 🖥️ 74%

**LinkedIn**



📱 92% 🖥️ 8%

**Pinterest**



📱 46% 🖥️ 54%

**Tumblr**



📱 100% 🖥️ 0%

**SnapChat**





Social  
Awareness



# ENTREPRENEURSHIP

*"Comfort. The Enemy of Progress." – P. T. Barnum*

# MEDED101 EVOLUTION

- 2012 – idea to start educational FB page for nursing home nurses
- 2013 – got tired of thinking about idea – actually started
- Late 2013 – started website
  - Blogged 2x/week since
- Fielded calls from WSJ (#1 newspaper in the US) and American Journal of Nursing
- Late 2014 tried to sell PDF – 30 medication mistakes, sold zero
- 2015 – developed idea of practice exams due to followers requests (made money)
- 2015 – 2018 – Books and clinical pharmacy content development
- 2018 – Podcast: Real Life Pharmacology





# FEAR

will motivate you like nothing else in this world

# MY FEARS

- Concern for Pharmacy License
  - Loss of income/not being able to provide for my family
- Getting Sued
- Not being accepted by “traditional pharmacy”
- Do I know enough?
- Embarrassing myself
  - Errors, Inaccurate, Misspelled words
- Can I top what I have already done?



# Your plan

World  
Domination



# Reality

Expertise  
Passion,  
Idea

Traffic,  
SEO, Trust,  
and  
Content  
Generation

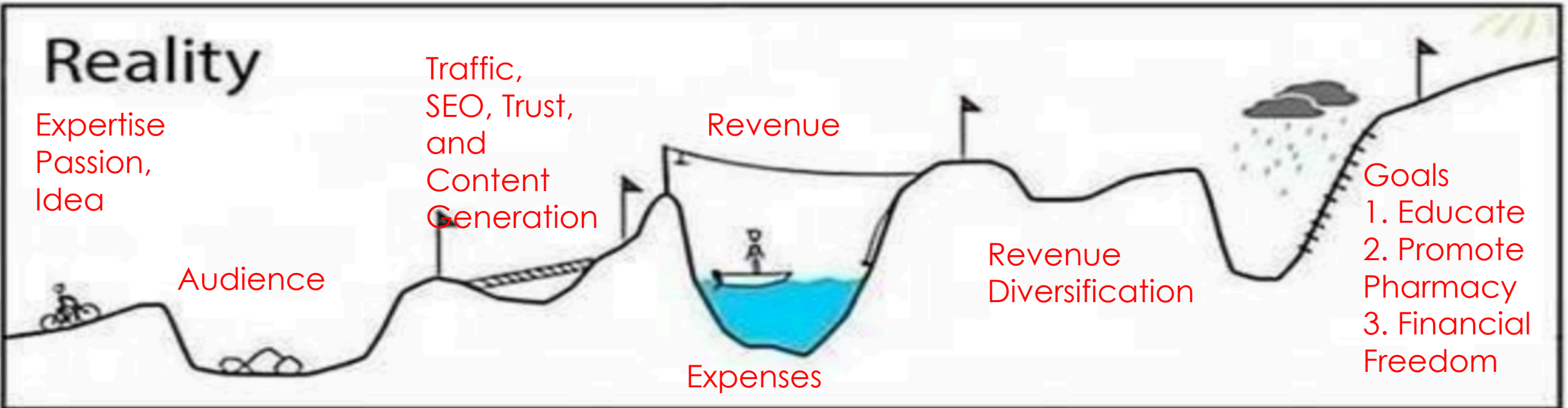
Revenue

Revenue  
Diversification

Goals  
1. Educate  
2. Promote  
Pharmacy  
3. Financial  
Freedom

Audience

Expenses



**I AM A NOBODY, AND NOBODY IS PERFECT**


**THEREFORE I AM PERFECT**

# SOCIAL MEDIA BY THE NUMBERS



ASCP  
American Society of Consul...  
@americansocietyofconsultantpharmacists  
Nonprofit Organization · Alexandria, VA

Matt and 5 other friends like this.  
5,749 likes



ashp  
American Society of Health-System Pharmacists  
56K like this · Bethesda, Maryland · Nonprofit Organization  
Blair Green and 25 other friends like this  
...ASHP activities and the many ways in which pharmacists advanc...



Med Ed 101  
Personal Blog  
meded101  
24K like this

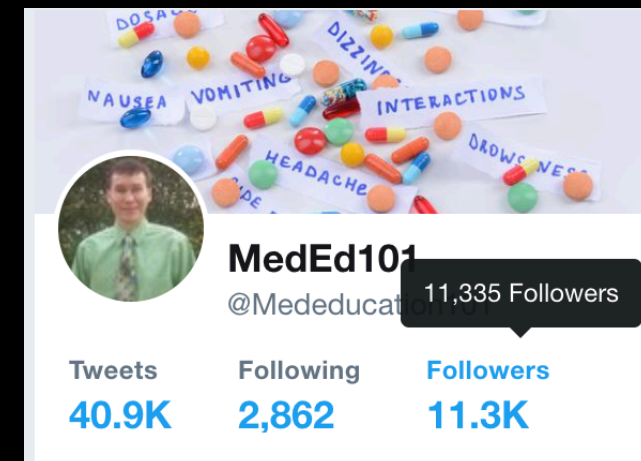


ashp

Tweets	Following	Followers	Likes	Lists
12.1K	3,608	24.8K	3,458	1

ASCP

Tweets	Following	Followers	Likes
4,813	1,469	6,005	362



MedEd101  
@Mededucat  
11,335 Followers

Tweets	Following	Followers
40.9K	2,862	11.3K



# NURSING AND PROVIDER EDUCATION

## REAL LIFE PHARMACOLOGY

A Meded101.com Production

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### NCLEX Pharmacology Review

✓ Liked ▼

1.4K like this · Community

Providing Nursing [Pharmacology](#) pearls to help prepare you for yo...



**NCLEX Pharmacology**  
@nclexpharm Follows you

Providing Nursing Pharmacology Education! [amazon.com/gp/product/B01](https://amazon.com/gp/product/B01)

Tweets	Following	Followers	Likes
9,623	456	7,046	150

**Tweets** [Tweets & replies](#) [Media](#)

📌 Pinned Tweet

**NCLEX Pharmacology** @nclexpharm · 16 Oct  
Calcium can bind up levothyroxine leading to e  
[#nclex](#) [#pharmacology](#)



[Home](#) [Blog](#) [MyMidlevelU](#) [MM](#)

### BLOG

## Why Your Patients Quit Taking Their Meds

# TRAFFIC - DIVERSIFICATION

- Facebook
- Twitter
- Mentions
- Search Engines
  - Guest Posts
- Word of Mouth
- Podcast
- Guest Interviews
- Instagram
- YouTube

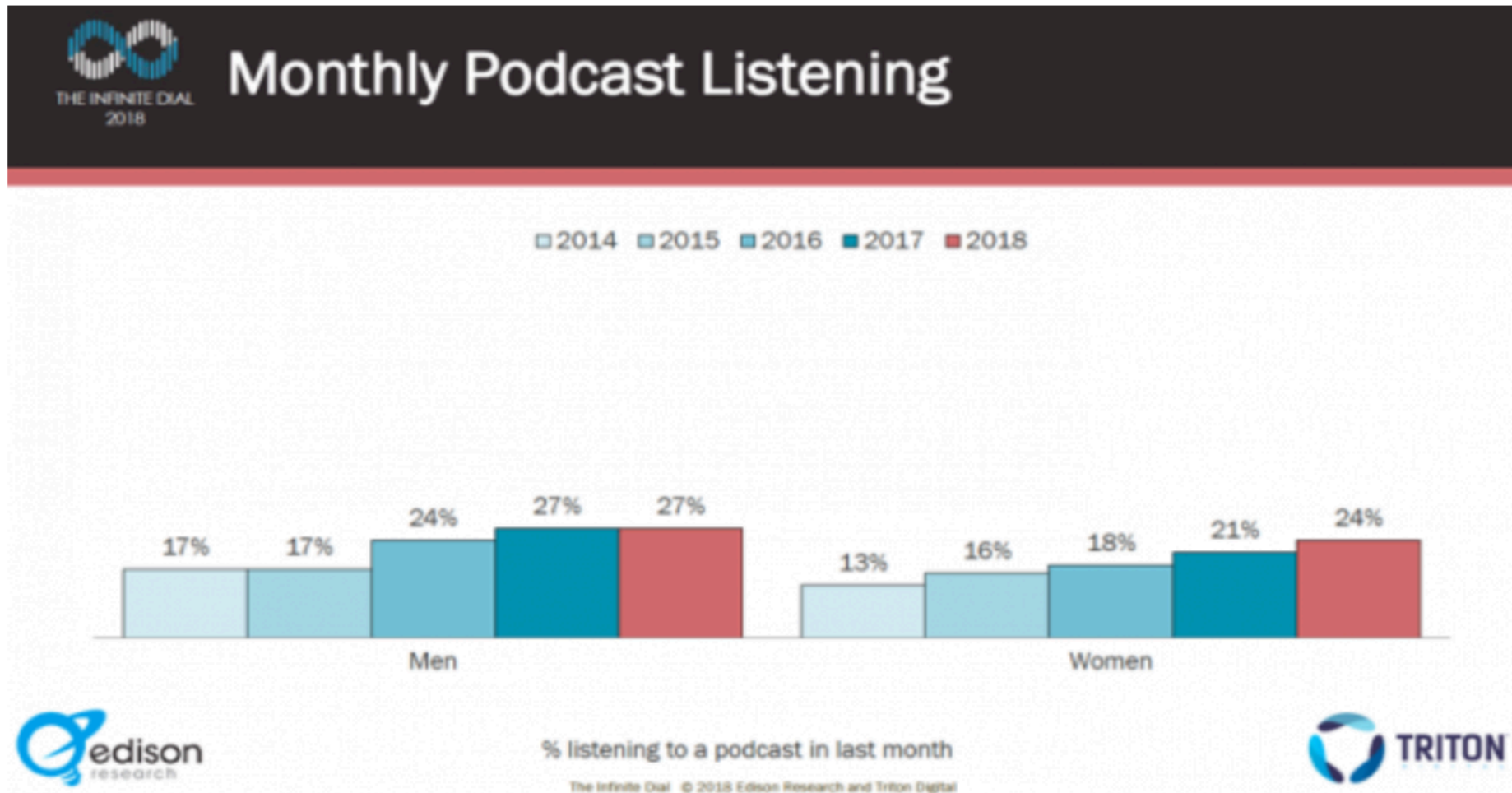




# REAL LIFE PHARMACOLOGY

Podcasting

# PODCASTS TRENDING



# PODCAST NUMBERS

October, 2018 downloads

21,055

Total Downloads

[more stats](#)

# PODCAST STATS - GEOGRAPHY

Country	Continent	Total
United States	North America	83,707
Canada	North America	6,515
Australia	Oceania	4,046
United Kingdom	Europe	3,512
Saudi Arabia	Asia	1,080
India	Asia	701
Ireland	Europe	681
New Zealand	Oceania	663
Germany	Europe	596
Others		8,797



REVENUE



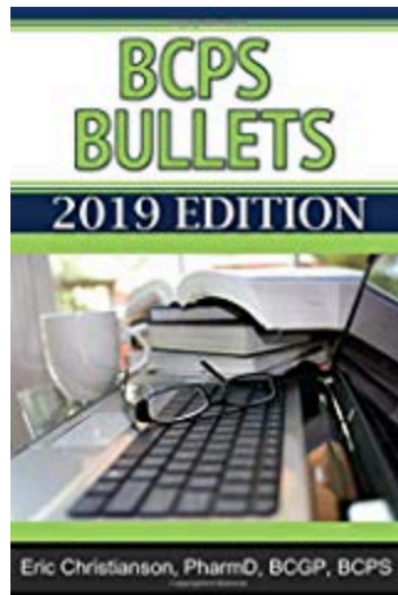
# REVENUE DIVERSIFICATION

- Amazon
- Audible
- Website
- Advertisements
- Consulting Work
- Pharmacist Income
- Creating Specialized Communities
  - Consulting Pharmacist Entrepreneurs
  - Infectious Disease
  - Hospital Pharmacy

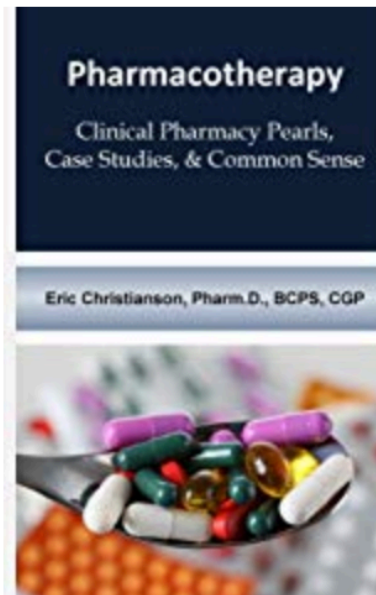


# AMAZON

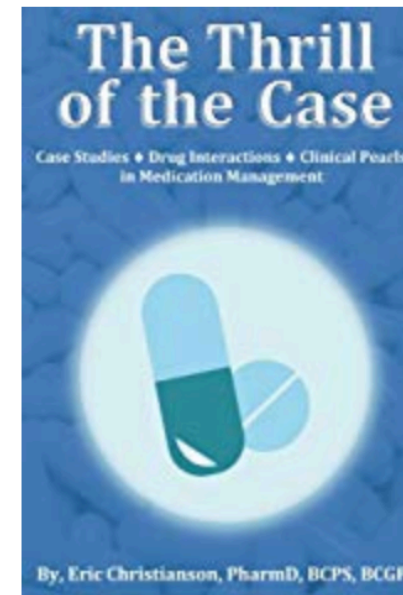
## Eric Christianson



Paperback



Paperback



Paperback



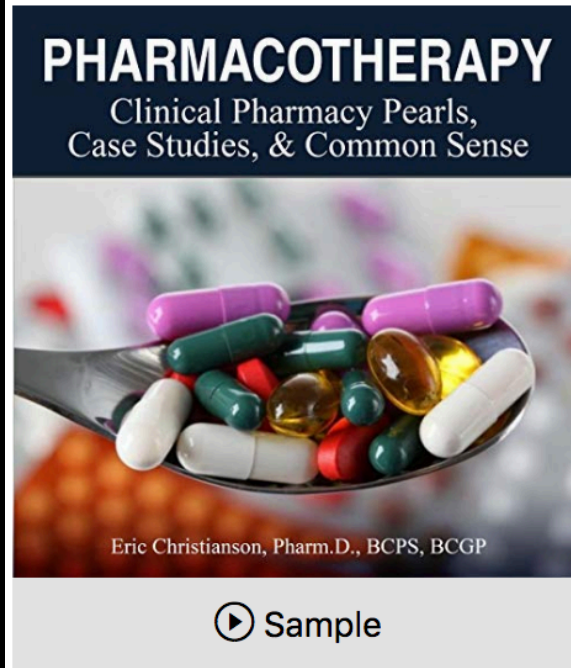


# WHY DO PEOPLE LOVE AUDIOBOOKS?

- Multitasking
- Anywhere access (as long as you have your phone)
- Enjoyment of being read to

# AUDIBLE

Science & Technology > Medicine



## Pharmacotherapy

Improving Medical Education Through  
Clinical Pharmacy Pearls, Case Studies, and  
Common Sense

By: [Eric Christianson](#)

Narrated by: [Michael Lenz](#), [Tony Guerra](#)

Length: 5 hrs and 51 mins

Unabridged Audiobook

Release date: 08-09-18

Language: English

Publisher: [Meded101](#)

★★★★★ 4.9 (14 ratings)

[Meded101.com/freebook](http://Meded101.com/freebook)

# WEBSITE

- Recorded webinars
- Practice exams
- Study guides
- PDF handouts
- Long Term Care
- Medication Recommendations

## MED ED 101

*Clinical Pharmacy Education – Improving Practice, Protecting Patients*

PHARMACISTS

NAPLEX

BLOG

PODCAST

FRE

BCPS Study Material

BCGP (Board Certified  
Geriatric Pharmacist)  
Exam Study Material

BCACP (Board Certified  
Ambulatory Care  
Pharmacist) Exam Study  
Material

Amazon #1 Case Study  
Book

Medication  
Recommendations  
Webinar

Insider's Guide to LTC  
Consultant Pharmacy





# TOOLS

- Pixabay - free images
- Canva – image editing
- Meet Edgar – social media
- Camtasia
- Microphone
- Webcam
- WordPress – website
- Dreamhost – website host
- YouTube

*“Greatness is not a function of  
circumstance. Greatness, it  
turns out, is largely a matter  
of conscious choice, and  
discipline.”*

*— Jim Collins*



# RESOURCES

- <https://www.healthcatalyst.com/insights/top-healthcare-trends-challenges>
- <https://www.forbes.com/sites/sarahrheawerner/2016/10/20/does-your-podcast-matter/#1633eb205688>
- <https://www.dropbox.com/s/ibjbbofefs jy27o/Screenshot%202018-11-29%2012.48.49.png?dl=0>
- <https://medium.com/marketing-and-entrepreneurship/9-social-media-trends-to-pay-attention-to-in-2018-f7b1bd6b82dc>