

Workforce Social Media Survey – Spring 2011

844 members of the Capella Healthcare Workforce took part in the Social Media survey during the summer of 2011. For the questions that had a “right” or “wrong” choice, the majority of people got the answers right. Here’s what you got right – and wrong – as well as a look at how YOU are using Social Media.

1. Approximately what percentage of American adults who use the internet look for health and/or medical information?

		Response Percent	Response Count
a. 25-30%		11.7%	98
b. 45-50%		26.8%	225
c. 80-85%		56.0%	469
d. 95-100%		5.5%	46
answered question			838
skipped question			2

1. 80-85% is correct!

An astounding 83% of adult internet users in the U.S. look for health and/or medical info on-line, according to [Pew Research Center](#).

2. Approximately what percentage of American adults who use the internet use a Social Networking site such as Facebook, LinkedIn, or My Space?

		Response Percent	Response Count
a. 20-25%		4.0%	34
b. 45-50%		12.6%	106
c. 60-65%		56.9%	478
d. 90-95%		26.4%	222
answered question			840
skipped question			0

2. Right again! 60-65% is correct.

61% of the 77% of American adults who are online now use a Social Media site like Facebook, MySpace or LinkedIn, which is up significantly from just 8% in February 2005, according to Pew Internet and American Life Project’s [December 2010 Survey](#). That’s huge!

3. Check any that are correct. Unauthorized or inappropriate commentary or posts online via a Social Media site or simply on a website can:

	Response Percent	Response Count
a. Get the Company, and the individual who is posting, in legal trouble with government agencies, other companies, customers/patients or the general public.	90.4%	759
b. Violate federal laws that protect patient privacy (HIPAA)	92.1%	774
c. Harm the Company's reputation by creating negative publicity.	91.7%	770
d. Cause damage to the Company through the release of non-public information or proprietary information.	90.0%	756
e. Undermine the Company's competitive advantage.	79.4%	667
f. Result in the termination of an employee's or volunteer's position or a physician's medical staff privileges.	89.4%	751
g. Only a and e	3.6%	30
answered question		840
skipped question		0

3. Right again! The great majority of folks knew that answers a-f were all correct.

To learn more, just check out our policy on “Use of Social Media by Company Personnel” which includes helpful guidelines about personal involvement. Here’s [a link to the policy](#).

4. According to the "Social Media Guidelines for Capella Healthcare Workforce Members," if your personal blog, posting or other online activities are inconsistent with, or would negatively impact your hospital or Capella Healthcare's reputation or brand, you should NOT refer to the Company, or identify your connection to the Company.

		Response Percent	Response Count
True		98.0%	816
False		2.0%	17
answered question			833
skipped question			7

4. Impressive! 98% of respondents KNEW the answer here! Again, just reference our policy if you have any questions.

5. It is acceptable to use which of the following to convey private or proprietary information, such as that about patients.

		Response Percent	Response Count
a. Facebook		1.1%	9
b. Twitter		0.8%	7
c. Texting		1.3%	11
d. Instant Messaging Service		0.8%	7
e. None of the Above		98.5%	827
answered question			840
skipped question			0

5. Again, impressive! 98.5% knew that you never use Social Media or Texting tools to share private or proprietary information.

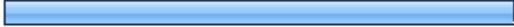
6. It is okay to share a story about an unusual patient on a Social Media site with my friends as long as I don't use any patient's name.

	Response Percent	Response Count
a. Absolutely - since it is important to communicate with friends and to vent as a form of stress management.	0.1%	1
b. Yes - since the patient's name is the only "personal health information" that definitively identifies someone.	0.0%	0
c. Probably not - it's always better to pick up the phone and call a friend to discuss these matters.	0.1%	1
d. No - it is never a good idea to share information about a patient on Social Media sites or in conversation with those not involved in the patient's care since any details might allow someone to figure out who the patient is and would be considered a breach of privacy under the HIPAA Privacy & Security Rule.	99.8%	835
answered question		837
skipped question		3

6. Only 2 individuals out of the 837 who answer this question got it wrong with 99.8% knowing that it is NEVER a good idea to share information about a patient on a Social Media site or in conversation with anyone not involved in the patient's care.

Federal HIPAA laws call for civil and criminal penalties for privacy and security violations, including fines and/or imprisonment up to 10 years for knowing misuse of individually identifiable health information.

7. Federal HIPAA laws - and thus, our Social Media Policy - apply to a hospital's entire Workforce, which includes (check any appropriate):

		Response Percent	Response Count
a. Employees		99.0%	830
b. Medical Staff Members		98.9%	829
c. Volunteers		98.6%	826
d. Contract Personnel		97.6%	818
e. Business Associates		89.5%	750
f. Students who are Interning		98.3%	824
g. Corporate Office Staff		98.2%	823
h. Patients		49.9%	418
i. Visitors		47.1%	395
j. Therapy Dogs		13.6%	114
answered question			838
skipped question			2

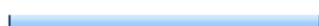
7. The majority understood that HIPAA laws define a hospital's Workforce to include a-g, anyone who is working for or with the organization who might have access to protected health information, including vendors or business associates.

Technically, it's feasible a Therapy Dog could be included if they were able to communicate that private information...

8. The HITECH Act requires that all breaches of unsecured protected health information affecting 500 or more individuals must be publically posted on the OCR (Office for Civil Rights) web site. Since this tracking began, how many individuals have had their Protected Health Information exposed or compromised?

		Response Percent	Response Count
a. >1,000		15.3%	125
b. >10,000		22.6%	185
c. >100,000		28.6%	234
d. >1,000,000		21.0%	172
e. >10,000,000		12.5%	102
answered question			818
skipped question			22

9. At which URL can you watch 20+ videos created by Capella Healthcare featuring our hospitals?

		Response Percent	Response Count
a. www.YouTube.com/CapellaHealthcare		27.1%	219
b. www.CapellaHealthcareCompany.com		59.6%	482
c. http://Capella/YouTube		5.4%	44
d. www.VideosByCapella.net		7.9%	64
answered question			809
skipped question			31

8. Here's one of two that the majority of respondents got wrong. The correct answer is e.

Hard to believe but more than 10,000,000 individuals have had their Protected Health Information exposed or compromised since tracking of breaches affecting 500 or more individuals began. Here's a link to the site where they are all posted:

<http://www.hhs.gov/ocr/privacy/hipaa/administrative/breachnotificationrule/breachtool.html>

9. And here's the other question that most people got wrong. The correct answer is a.

Yes, Capella Healthcare really does have an official YouTube Channel. You can find it at:

www.YouTube.com/CapellaHealthcare

As of Monday, August 1, 2011, there were more than 34 videos posted with over 1,200 views.

But before you try to link to YouTube from your work computer, read the next page...

10. The reason(s) that staff members cannot generally access YouTube, Facebook, Pandora, and other popular websites from most work computers is (check any that apply):

	Response Percent	Response Count
a. Social Media sites are often used to spread viruses and malware that can harm computer systems and networks.	85.7%	714
b. Some sites take up large amounts of Internet bandwidth (e.g. videos), which may negatively impact the computer network that's needed for patient care and business purposes.	74.2%	618
c. Our bosses just do not want us to have any fun while we are working.	5.2%	43
answered question		833
skipped question		7

10. Most people understood that both answers a and b are correct.

You probably can't access YouTube from a work computer unless there's a specific business need for it. That's because streaming video takes up too much bandwidth on the network, which is a resource needed for patient care. That's why we choose to have our firewall block sites like YouTube. Social Media sites like Facebook and Twitter are blocked primarily because of the risk they'll spread virus, worms and malware throughout the network, thus interfering with patient care. Patient care is always our first priority.

11. How involved are you personally with Social Media? Please indicate which sites you use to interact with - or keep up with - others.

	Have a presence, but rarely use	At least Monthly	Approximately Weekly	Nearly Every Day	N/A	Rating Average	Response Count
LinkedIn	10.7% (75)	2.6% (18)	1.3% (9)	0.0% (0)	85.4% (598)	1.35	700
Facebook	10.8% (89)	7.1% (59)	15.5% (128)	35.2% (291)	31.4% (260)	3.10	827
MySpace	15.5% (108)	1.4% (10)	0.4% (3)	0.1% (1)	82.5% (576)	1.16	698
YouTube	22.1% (160)	13.8% (100)	9.3% (67)	1.9% (14)	52.9% (383)	1.81	724
Twitter	8.7% (61)	1.4% (10)	1.4% (10)	1.7% (12)	86.8% (612)	1.71	705
Blog	5.6% (38)	1.2% (8)	0.3% (2)	0.7% (5)	92.2% (629)	1.51	682
Other (please specify)							25
answered question							831
skipped question							9

11. Very interesting!

35.2% of those responding say they use Facebook NEARLY EVERY DAY with another 15.5% using it APPROXIMATELY WEEKLY. That's more than 50%.

None of the other Social Media sites achieved this level of popularity. The next highest was YouTube with 9.3% using it weekly and 13.8% using it monthly.

12. IF you have a Facebook site, would you "friend" your immediate supervisor?

		Response Percent	Response Count
a. Already have.		17.0%	143
b. Yes, absolutely. I wouldn't have a second thought about it.		18.5%	155
c. No, never. I believe in keeping my personal and work lives separate.		28.1%	236
d. Hmm. I would have to give this some very serious thought.		14.4%	121
e. Since I don't have one of these sites, I have no idea.		22.0%	185
Other (please specify)			28
answered question			840
skipped question			0

13. Which of the following Social Media sites does your hospital have?

	Not Sure / Don't Know	No	Yes	Rating Average	Response Count
Facebook	35.7% (294)	16.8% (138)	47.5% (391)	2.12	823
Twitter	64.3% (469)	30.2% (220)	5.5% (40)	1.41	729
LinkedIn	65.3% (470)	28.8% (207)	6.0% (43)	1.41	720
YouTube	59.4% (442)	26.9% (200)	13.7% (102)	1.54	744
answered question					834
skipped question					6

12. Answers (or opinions) were divided over whether or not to "friend" an immediate supervisor on Facebook.

A majority (28.1%) prefer to keep their "personal and work lives separate" with another 14.4 wanting to give this "very serious thought." That's a total of 42.5%.

But 17% have already "friended" their boss and another 18.5% "wouldn't have a second thought" about it. That's a total of 35.5%.

13. Technically, every hospital that's ever been named as an employer by someone on Facebook has what's called a "Community Page," automatically generated by Facebook. These sites are not supported by or maintained by the hospitals.

However, a number of our hospitals have now set up their own sites with the goal of communicating more proactively with their communities. As of July 29, 2011, seven of Capella's hospitals maintained Facebook sites. Check with your Marketing Department to see if yours is one.

14. With which facility are you affiliated?

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	Response Percent	Response Count
Capella Corporate Office	3.8%	32
Capital Medical Center	4.7%	40
Grandview Medical Center	3.1%	26
Hartselle Medical Center	7.9%	67
Jacksonville Medical Center	0.5%	4
Mineral Area Regional Medical Center	17.2%	145
Muskogee Regional Medical Center	12.9%	109
National Park Medical Center	7.8%	66
Parkway Medical Center	10.9%	92
River Park Hospital	4.5%	38
Saint Mary's Regional Medical Center	20.1%	170
Southwestern Medical Center	7.6%	64
White County Community Hospital	0.8%	7
Willamette Valley Medical Center	0.7%	6
Other	0.5%	4
	Comment? Show Responses	6
answered question		844

Thanks to EVERYONE who participated in the survey. This chart shows the breakdown by hospital. While the percentage shown at the left represents the individual hospital's percentage of total responses (out of the total 844), recognition for the highest participation among their own hospital staff goes to:

1. Hartselle Medical Center
2. Mineral Area Regional Medical Center
3. Parkway Medical Center

15. Are you...

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	Response Percent	Response Count
A Physician	 1.8%	15
An Employee of a Physician Practice	 5.5%	46
A Hospital Employee	 85.1%	716
A Hospital Volunteer	 2.7%	23
Other	 4.9%	41
	Comments or other? Show Responses	15
	answered question	841
	skipped question	3

16. What is your age?

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	Response Percent	Response Count
25 or younger	 6.3%	53
26-35	 17.4%	147
36-45	 24.4%	206
46-55	 31.3%	264
56-65	 18.2%	154
66+	 2.4%	20
	answered question	844
	skipped question	0

Here's more information on who responded.