

Social Media for Hospitals Product Suite

What products does NHA offer on social media for hospitals?

The Nebraska Hospital Association, in partnership with the Texas Hospital Association, offers a comprehensive suite of tools to help hospitals understand the social media landscape and how social media may benefit health care organizations. Developed through extensive research using social media tools themselves, the NHA social media resources combine how-to advice with best practices from social media experts and hospital early adopters.

How are NHA's products different from other products on the market?

The NHA Social Media for Hospitals Product Suite uniquely focuses on social media applications specifically in the hospital setting. These are available at member and non-member pricing.

What social media products are available?

To help Nebraska hospitals better understand and leverage social media, the Nebraska Hospital Association has developed the *Social Media Guide for Hospitals*.

The guide includes a 12-month subscription to monthly hospital social media best practices from hospitals and health care organizations from around the country. This guide and subscription service includes:

- Social media platforms and tools
- Example best practices and case studies
- Sample policies and procedures
- Social media terms and definitions
- Industry research and findings

What is the cost?

The guide and monthly installments are distributed electronically as downloadable PDFs.

Social Media Guide for Hospitals plus Annual Subscription

Member Price:	\$295
Non-Member Price:	\$395

For more information, contact Jon Borton, Vice President, Educational Services at (402) 742-8147 or jborton@nhanet.org



Where Social Media and Health Care Meet: Harnessing New Media Tools

A Guide to Helping Your Hospital Make the Most of Social Media

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Acknowledgements

ORDER FORM

Social Media for Hospitals Product Suite

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Deadline for ordering the *Social Media Guide for Hospitals* and the *Annual Subscription* is **August 14, 2009.**

Name: _____

Title: _____

Hospital/Organization: _____

Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

Price is \$295 for members and \$395 for non-members.

Check (Please make payable to NHA Research and Educational Foundation)

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Name on Card/Organization: _____

Signature: _____

Send order form and payment by **August 14, 2009 to:**

NHA Research and Educational Foundation, P.O. Box 82653, Lincoln, NE 68501-2653 or fax to (402) 742-8191.

Questions?

Contact Jon Borton, Vice President, Educational Services at (402) 742-8147 or e-mail jborton@nhanet.org.