



Bringing the Social Media Revolution to Health Care

Mayo Clinic Center for Social Media

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A century ago, the medical establishment considered Dr. Will and Dr. Charlie Mayo radicals because of their integrated approach to health care. Today, **Mayo Clinic Center for Social Media (MCCSM)** continues that legacy by inviting practitioners, patients, and caregivers to become actively engaged with one another for the sake of health and wellness. Social media makes this possible. ***Bringing the Social Media Revolution to Health Care*** goes beyond “how to” and presents strategic reasons to integrate social media into health care marketing and communications. Essays by thought-leaders and hands-on participants in health care social media bring the strategy and practice of social media to life. Includes: *Foreword* by John Noseworthy, M.D., President and CEO of Mayo Clinic; *Preface* by Farris Timimi, M.D., Medical Director of MCCSM; a special section about legal concerns and a checklist for strategic planning.



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