

Spanish hospitals in social networks: Permanent Observatory of ICT in Health

Manuel Traver*, Claudio Sabatini, Ignacio Basagoiti, Vicente Traver
TSB - ITACA - Polytechnic University of Valencia (UPV)

* mtraver@itaca.upv.es

<http://www.observatics.com>



The Observatory

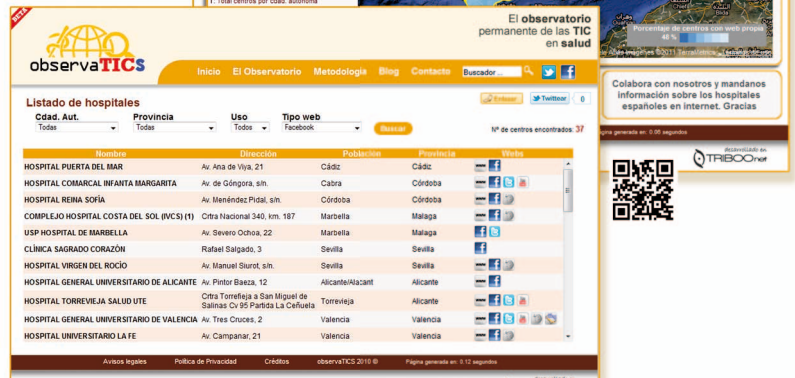
- Emerging use of social networks, has enabled a new form of communication and information exchange easier and more direct between citizens and organizations.
- Use of these social networks applied to health can improve the relationship between patients, professionals and service providers themselves.
- Hospitals are beginning to use actively these applications as a marketing tool, direct reporting channel to the public, activities of health promotion, and so on.
- For these reasons, Observatics born in March 2010. Our first objective has been the study and control the use of new social tools in Spanish hospitals.
- Observatics, although driven by the Polytechnic University of Valencia - by ITACA-TSB -, is destined to be a completely open platform. Open to collaboration and synergy of organizations and researchers.

Methodology

- The source of hospitals data is obtained from the list of Ministry of Health of Spain
- Data selection process:
 - preliminar search for each web of the center in all social networks
 - check, sort and accept links according to:
 - institutional sites (not personal)
 - generic information (not belong to a specific service area)
- Weekly generation of statistics on the level of activity of social networks with aggregate data and filtered by geographical location, kind of hospital and social tool

Conclusions

- Summary stats
 - About 24% of hospitals (220) have own websites
 - Only 44 hospitals (5,5%) use some of the main social networks
 - Constant incremental evolution of the use of social networks
- Our future work
 - Extend the study to primary care
 - Implementation the study to other countries
 - Study and analysis of the quality of use of social networks



920 HOSPITALS

220

73

34

15

13

7

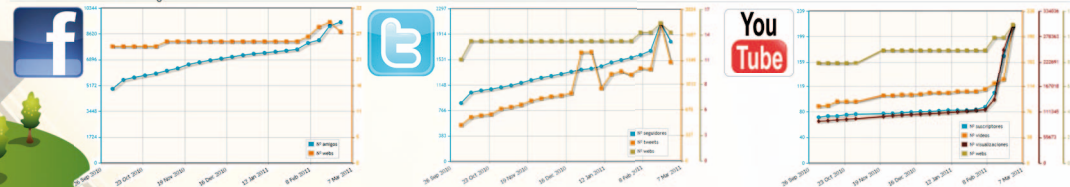
1

1

Distribution of hospitals by social networks

Percentage of use of social networks by hospitals

Evolution of use and monitoring for main social networks



Statistics obtained from September 2010 to February 2011



<http://www.observatics.com/docs/posterHICT2011.pdf>

