

## Use of Social Media in the Patient-Doctor Relationship

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Social media has become a significant digital requirement of the current digital era. By looking at the social media user statistics, one can easily predict that it is only a matter of time until it will take a major role in the communication. Use of social media in healthcare sector has brought phenomenal positive change in the patient doctor relationship. Social media has become an important tool in the healthcare communication sector serving the community. Social media provides variety of platform to the users. Via social media hospital organisations, clinics, pharmacies can post the information regarding office hours, appointment availability, medicines available in the store. The online social media can also be used by healthcare organisations to post the valuable information regarding the seasonal flu's, disease, etc.

Around 3.6 billion people have registered and are using social media as a mode of communication. With the dedicated analytical and forecasting team, Healthcare and market forecast Reports. These Reports will provide an insight on the forecast.

### Mostly used social media apps and registered users:

- Facebook: 2.23 billion
- Twitter: 335 million
- Instagram: 1 billion
- Whatsapp: 1.5 billion
- LinkedIn: 294 million
- Skype: 660 million
- Google+: 200 million
- Youtube: 1.9 billion

Many social media apps are in use to conduct online sessions virtually to assist the patients.

### Main objectives of Public Health:

**Health assurance-** protecting individuals' wellbeing (for instance from ecological or natural dangers, for example, food contamination or radiation)

**Health improvement-** improving individuals' wellbeing (for instance by helping individuals quit smoking or improving their living conditions)

**Social insurance general wellbeing-** ensuring that

our wellbeing administrations are the best, generally effective and similarly open.

### Target Audience:

- Public Health Specialist
- Health planners
- Health ICT specialists
- Insurance companies
- Healthcare IT/Software Companies
- Health care administrators
- Academics
- Health Educators
- Policy makers
- Media professionals
- Caregivers & family members
- Advocacy groups
- Business/finance professionals
- Scientists
- Researchers
- Doctors
- Nursing
- Pharmaceutical Companies
- Students
- Pharma specialists
- Health care managements
- Universities