



HEALTH CARE SOCIAL MEDIA SUMMIT 2016

“Social Media & Healthcare: From Click to Brick”

21 April 2016 | PICC

POST

2nd Philippine Healthcare & Social Media Summit

7:30-8:30 am	Registration
8:30-8:40 am	Opening Program
	Doxology Dr. Narciso Tapia #HealthXPH
	Philippine National Anthem Dr. Helen V. Madamba #HealthXPH
8:40-8:50 am	Welcome Remarks Dr. Jaime C. Montoya <i>Executive Director, PCHRD</i>
8:50-9:20 am	Keynote Address Dr. Willie T. Ong <i>Former consultant, Department of Health</i>
9:20-9:30 am	Summit overview Dr. Iris Thiele Isip Tan <i>Chief, UP Medical Informatics Unit</i> #HealthXPH
9:30-10:00 am	Break Transfer to breakout rooms
10:00 am-12 nn	Breakout sessions
	Dr. Ma. Gia Grace Sison #HealthXPH Master of Ceremonies



TRACK 1: ETHICS

Meeting Room 7

Ethical challenges of social media for healthcare professionals

Dr. Pacifico Eric Calderon

Head, Program of Medical Ethics
San Beda College of Medicine

Ethical challenges of social media for patients

Dr. Helen Madamba

Medical Specialist II
Department of Obstetrics and Gynecology, Vicente Sotto Memorial Medical Center
#HealthXPH

Workshop facilitators

Dr. Pacifico Eric Calderon
Dr. Helen Madamba

Expected group output

Case scenarios illustrating ethical challenges of social media in healthcare

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TRACK 2: PATIENTS' STORIES

Meeting Room 8

Psychology Behind Patient Narratives

Dr. Stephanie Eloisa D. Miaco

Clinical Psychiatrist in Private Practice

The Different Types of Patients Encountered in Social Media

Dr. Narciso Tapia

Head, Research Office Vicente Sotto Memorial Medical Center
#HealthXPH

A Patient's Manifesto for Social Media

Ms. Fatima Garcia-Lorenzo

President, Philippine Alliance of Patient Organizations

Workshop facilitators

Dr. Narciso Tapia
Dr. Ma. Gia Grace Sison
Ms. Krissette Grace Campilan

Expected group output

A patients' manifesto for social media

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TRACK 3: EDUCATION

Meeting Rooms 2-3

Learning through social networks

Dr. Nomar Alviar

UP Manila National Teacher Training Center for the Health Professions

Using Twitter in the classroom

Dr. Iris Thiele Isip-Tan

Chief, UP Medical Informatics Unit
#HealthXPH

Workshop facilitators

Dr. Nomar Alviar

Dr. Iris Thiele Isip Tan

Moderator

Mr. Ourlad Alzeus Tantengco

Medical Student, UP College of Medicine

Expected group output

Learning plans incorporating social media tools

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12nn-1:00 pm

LUNCH

Meeting rooms 2-3

1:00-3:00 pm

Breakout sessions



TRACK 4: POLICY

Meeting Room 7

Overview of social media policy for healthcare institutions

Dr. Gia Sison

Makati Medical Center
#HealthXPH

Steps in crafting a social media policy

Dr. Teodoro Herbosa

*Chief of Trauma Surgery, Philippine General Hospital
Faculty, UP College of Medicine*

Workshop facilitators

Dr. Ma. Gia Grace Sison

Dr. Teodoro Herbosa

Expected group output

A draft social media policy template

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TRACK 5: ADVOCACY

Aligning social media strategies to your advocacy goals

Dr. Remo-tito Aguilar

Orthopedic Surgery, Southern Philippines Medical Center
#HealthXPH

Social media strategies

Case 1: Unilab Foundation

Ms. Rhodora Palomar Fresnedi

Executive Director, Unilab Foundation

Case 2: Health Care Without Harm-Asia

Dr. Ramon Lorenzo Guinto

Campaigner, Healthy Energy Initiative Health Care Without Harm-Asia

Workshop facilitators

Dr. Ramon Lorenzo Guinto

Ms. Rhodora Palomar Fresnedi

Dr. Remo-tito Aguilar

Expected group output

A list of best practices for using social media for healthcare advocacy

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Track 6: RESEARCH

Social media as a research tool in the design and conduct of health research

Dr. Venus Oliva Cloma-Rosales

Managing Director, 101 Health Research

Workshop facilitators

Dr. Venus Olivia Cloma-Rosales

Dr. Aldrich Ivan Burog

Dr. Maria Christine Joy Tanteo

Ms. Roxanne Belen

Mr. Kristian Jeff Agustin

Expected group output

A pre-proposal to conduct health research using social media

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3:00-4:30 pm

Snacks

Reporting of track output (PLENARY)

Meeting rooms 2-3

4:30-4:45 pm

Conference summary

Closing remarks

Dr. Iris Thiele Isip Tan

Chief, UP Medical Informatics Unit

Co-founder, #HealthXPH

4:45-5:00 pm

Group picture-taking

