

Socialize Your Patient Engagement Strategy: How Social Media And Mobile Apps Can Boost Health Outcomes By Letizia Affinito;John Mack

By Letizia Affinito;John Mack

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Letizia Affinito, Adjunct Professor of Marketing Communications, and CEO at Brandnew
MC and John Mack, Publisher at Pharmaguy.com; Socialize Your Patient Engagement

So then, patient engagement is:-a strategy-a drug What this does is devastating to
patient engagement because patients are no longer a source of revenue,

It may take time to see outcomes in patient engagement. Patients who have adopted
the patient make sure your patient engagement strategy and technology solutions

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My unscientific opinion is that very few systems have anything resembling a patient
engagement strategy. Despite getting so much attention,

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This resource guide is designed to support health care staff working to improve patient
engagement. In these resources, patient engagement refers to the actions