

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>



observaTICS
observatorio permanente de las TIC en la salud

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:
 - preliminary 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

Listado de hospitales				
Cdad. Aut.	Provincia	Uso	Tipo web	
HOSPITAL PUERTA DEL MAR	Av. Aita de Viva, 21	Cádiz	Cádiz	Ver
HOSPITAL COMARCAL INFANTA MARGARITA	Av. de Gongora, s/n	Cádiz	Córdoba	Ver
HOSPITAL REINA SOFÍA	Av. Menéndez Pidal, s/n	Córdoba	Córdoba	Ver
COMPLEJO HOSPITAL COSTA DEL SOL (IVCS)(1)	Ctra Nacional 140, km. 187	Málaga	Málaga	Ver
USP HOSPITAL DE MARBELLA	Av. Seviro Ochoa, 22	Málaga	Malaga	Ver
CLINICA SAGRADO CORAZÓN	Rafael Salgado, 3	Sevilla	Sevilla	Ver
HOSPITAL VIRGEN DEL ROCÍO	Av. Manuel Sorolla, s/n	Sevilla	Sevilla	Ver
HOSPITAL GENERAL UNIVERSITARIO DE ALICANTE	Ctra Torrevieja a San Miguel de Salinas Ctra 19 Partida La Celada	Alicante/Alicant	Alicante	Ver
HOSPITAL TORREVIEJA SALUD UTE	Sanidad Ctra 25 Perten La Celada	Torrevieja	Alicante	Ver
HOSPITAL GENERAL UNIVERSITARIO DE VALENCIA	Av. Tres Cruces, 2	Valencia	Valencia	Ver
HOSPITAL UNIVERSITARIO LA FE	Av. Campanar, 21	Valencia	Valencia	Ver

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



220



34



73

15



13



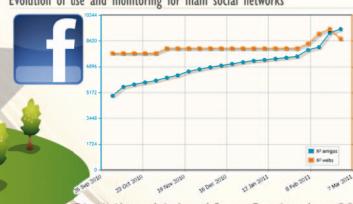
1



1

1

Evolution of use and monitoring for main social networks



Statistics obtained from September 2010 to February 2011

ITACA
tsb

Tecnologías para la Salud y el Bienestar

(TSB)

TECNOLOGÍAS PARA LA SALUD Y EL BIENESTAR

Universidad Politécnica de Valencia