Promoting APRN’s: Utilizing Technology

By Rebecca Lucas & Lori Thompson
Current Methods

- Talking Points
- Briefs for Legislators
- Phone call
- Follow-up
Why change

- New generation lives on social network
- Snail mail is out Email is in
- Face to Face is out Facebook is in
- Google is a verb
- Landlines are out Smart phone are in
- Birds tweet Text twitters
- TV is out Youtube is in
Future Methods

- Hootsuite
- LinkedIn
- Tweetdeck
- Where are we going?
- Will we have the ability to beam into our desired audience?
- Instantaneously?

“The web is changing the weights in our models of determinates of health behavior.” (Lefebvre, 2007)
Current Knowledge

- Business
  - Instant information/update
  - Say it with pictures/video
  - Google Content analysis tool
  - Comfort zones should not exist
Current Knowledge

- Marketing
  - No rules in advertising
  - There is no concept of “reach” the concept is connect
  - Two way communication is the future
  - Media is everything to this generation

- “The Iphone is a medium, a brand, and a way of life all in one device” Pasquel Marranzino, 2009
Current Knowledge

- Health care
  - It’s all about teamwork
  - You can’t force change
  - Systems entering Social Networks, blogs, and podcast
  - Recommendation for HC executives to develop consumer-driven HC marketing plans
Plan

- Produce videos to Promote APRNs
- Publish video or videos to free sites
- Utilize mobile devices to enable these video’s to use in presentations to groups
Cost

- Many avenues are free
  - Youtube
  - Blogging
  - Webcasting
- Minimal cost
  - WIKI
  - Utilizing Media
Expected Gain

- Support by legislators
- Support of the Public
- Increase understanding of the profession
- Moving the APRN profession forward in utilizing technology
Video

Advanced Practice Registered Nurses

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References