



Promoting APRN's: Utilizing Technology

By Rebecca Lucas & Lori Thompson

teamwork

teamwork

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 advertizing
- 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

- Its all about team work
- You can't force change
- Systems entering Social Networks, blogs, and pod cast
- 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**

**High Quality, Safe, Cost Effective
Healthcare
Providers**

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