

Speaking engagements, presentations
and publications of

NICK DAWSON

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Profile

Nick Dawson bridges the gap between healthcare operations and social media. With more than 12 years experience in hospital operations, he understands what makes healthcare tick. As the champion of a social media success story, Nick is the Director Community Engagement at Bon Secours Richmond Health System. In addition to those duties he is also a Director on the Revenue Cycle team for the 14 hospital Bon Secours system. In the past, he has worked for other multi-hospital systems and been a consultant on staff for a major health IT and strategy vendor.

As a self-professed geek, Nick has earned his stripes as an active user of social media tools; writing about healthcare and process improvement. His unique understanding of both healthcare, communities, and networked groups enables him to help organizations with customer service and operational improvements across the country. Nick understands that it is all about connecting people, not just the tools. He believes in helping organizations grow their relationships with employees, patients and physicians by encouraging the conversation to take place online.

Nick is a member of the Healthcare Financial Management Association and can frequently be found posting about healthcare and cooking on his [blog](#), [twitter](#) and [Flickr](#). He speaks nationally and has been published on the topic of community engagement and healthcare communications. On Sunday evenings Nick participates in the #HCSM Twitter Chat.

Selected Speaking Experience

Central Virginia College of Healthcare Executives

Richmond, VA November 2009

Topic: Social Media & Healthcare: not such a new idea

Business Development Inc Healthcare & Social Media Conference

New York, NY July 2009

Topic: How hospitals and providers can use social media to increase employee engagement and patient satisfaction

Advanced Learning Institute Healthcare & Social Media event

Washington, DC October 2009

Topic: How to plan and deploy a social media program to strengthen relationships with your patients, employees and physicians: Lessons learned from a social media pilot program

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HealthCampMD Baltimore, MD June 19 2009

Supported round table discussion on #HCSM - the healthcare social media twitter group and chat.

#HCSM Year In Review Online, January 2010

Discussion with Lee Aasse, Mayo Clinic and Dana Lewis, #HCSM founder

Topic: 2010 is a prime time for organizations to stop talking and start listening. As a provider organization, we seem to spend a lot of energy on business development. Maybe it's time for us to take a deeper dive into existing communities and engage in active listening about what they want and need from us.

- T1: How do we generate more engagement with existing healthcare communities? #hcsm
- T2: How do we collaborate with existing healthcare communities to our mutual advantage?
- T3: How do we move from feedback to action and what role can social media play in that?

Publications

Social Pulse Connecting Hospitals with a Socially Networked World

The Ireland Report. The Snowmass Institute. August 2009

How hospitals can use social media to connect with patients, employees and physicians

Case Studies:

Bon Secours Social Media Program

Healthcare Marketing Measurements (working title). Chris Bevolo Publication scheduled for Q1 2010

Except: That's because the social media effort at Bon Secours is being led by Nick Dawson, who serves as both Director of Community Engagement at Bon Secours Richmond Health System and Director of Revenue Cycle for the system. That combination will help ensure that the conversational, often conceptual nature of social media is viewed through its demonstrable, quantitative impact on the organization.