



## Transcript from March 30, 2010 to April 6, 2010

All times are Pacific Time

### March 30, 2010

- 10:44 am **gesundheitswirt:** ist morgen in Berlin. #hcsmeucamp
- 12:48 pm **gaborgy:** Heading to the airport for #hcsmeucamp, Berlin. Looking forward to evening tweetup with @whydotpharma, @andrewspong and @berlin\_health20
- 2:26 pm **xbrochart:** Wandering in Berlin before tomorrow's #hcsmeucamp I'll try to swing by tonight's event. Depends on my host!
- 2:49 pm **odomlewis:** @xbrochart Looking forward to your tweets from #hcsmeucamp - Have fun in Berlin!
- 2:57 pm **BenAtkins:** waiting for Basel easyjet flight to Berlin for #hcsmeucamp Is there a tweetup 2nite?
- 3:42 pm **xbrochart:** In 5 minutes, I will post 3 questions for a little survey abt our Twitter usage. More info: <http://bit.ly/aY01NB> #hcsmeucamp
- 3:50 pm **xbrochart:** What is your favorite URL cruncher ? <http://twtpoll.com/1ds2v9> // #hcsmeucamp
- 3:50 pm **xbrochart:** What is your favorite Twitter client for everyday use ? <http://twtpoll.com/x8ji8t> // #hcsmeucamp
- 3:50 pm **xbrochart:** What is your favorite Twitter tool to follow #hcsmeu (or other tweetup) every week ? - <http://twtpoll.com/530lss> // #hcsmeucamp
- 3:56 pm **pierreyves:** (a voté) RT @xbrochart: What is your favorite Twitter client for everyday use ? <http://twtpoll.com/x8ji8t> // #hcsmeucamp
- 4:03 pm **TiphaineMF:** RT @xbrochart: What is your favorite URL cruncher ? <http://twtpoll.com/1ds2v9> // #hcsmeucamp
- 4:03 pm **TiphaineMF:** RT @xbrochart: What is your favorite Twitter client for everyday use ? <http://twtpoll.com/x8ji8t> // #hcsmeucamp
- 4:03 pm **TiphaineMF:** RT @xbrochart: What is your favorite Twitter tool to follow #hcsmeu (or other tweetup) every week ? - <http://twtpoll.com/530lss> // #hcsmeucamp
- 4:05 pm **cathcerisey:** RT @pierreyves: (a voté) RT @xbrochart: What is your favorite Twitter client for everyday use ? <http://twtpoll.com/x8ji8t> // #hcsmeucamp
- 4:11 pm **RPsante:** aussi RT @xbrochart: What is your favorite Twitter client for everyday use ? <http://bit.ly/cOc4bp> // #hcsmeucamp
- 4:11 pm **ValerieRAVERY:** Have fun in Berlin RT @xbrochart: What is your favorite Twitter client for everyday use ? <http://twtpoll.com/x8ji8t> #hcsmeucamp
- 4:44 pm **Nstooop:** RT @pierreyves: (a voté) RT @xbrochart: What is your favorite Twitter client for everyday use ? <http://twtpoll.com/x8ji8t> // #hcsmeucamp
- 5:49 pm **skoko:** on my way to #hcsmeucamp tweetup now <http://bit.ly/dAttJB> /via @twtvite\_alert
- 7:06 pm **dawidge:** @whydotpharma @andrewspong enjoy this eve. I have to work :-( seeyou tmrw for #hcsmeucamp
- 9:47 pm **BenAtkins:** Enjoyed pre-event tweet up in Berlin for #hcsmeucamp Couldn't get round whole table so hope to meet people 2mrw

### March 31, 2010

- 5:52 am **blogaceutics:** Good morning from Berlin. You're invited to join us today to #hcsmeucamp from 9 am to 4 pm CET <http://www.hcsmeucamp.com>
- 5:54 am **copdiary:** Good morning from Berlin. You're invited to join us today to #hcsmeucamp from 9 am to 4 pm CET <http://www.hcsmeucamp.com> /via @blogaceutics
- 5:54 am **Dominic\_Tyer:** RT @blogaceutics: Good morning from Berlin. You're invited to join us today to #hcsmeucamp from 9 am to 4 pm CET <http://www.hcsmeucamp.com>
- 5:56 am **cyberwriter:** Good morning from Berlin. You're invited to join us today to #hcsmeucamp from 9 am to 4 pm CET <http://www.hcsmeucamp.com>
- 6:18 am **BenAtkins:** Heading to the #hcsmeucamp unconference. Will listen, hope to contribute, and also curious to experience my first 'unconference'

6:29 am **andrewspong:** @angel189 @rohal @whydotpharma and me are at the venue. 30 minutes until #hcsmeucamp :)

6:31 am **fabiansefried:** Getting ready for #hcsmeucamp <http://twitpic.com/1c4c1h>

6:32 am **rohal:** RT @andrewspong: @angel189 @rohal @whydotpharma and me are at the venue. 30 minutes until #hcsmeucamp :) #hcsmeu #epharm #europe #socpharma

6:38 am **sammieiw:** Good morning from Berlin and #hcsmeucamp Looking forward to an interesting meeting and agenda :D

6:42 am **networkpharma:** One to follow today from Berlin. HCSMEU Camp #hcsmeucamp <http://www.hcsmeucamp.com> Good luck @andrewspong @whydotpharma and others

6:43 am **rohal:** #hcsmeucamp Here we are, room is filling up with people to join us n this great endeavour :-)

6:43 am **gaborgy:** Good morning Berlin, just have joined #hcsmeucamp. Gonna be exciting! <http://bit.ly/b2r0s7>

6:44 am **jonmrich:** Good luck with #hcsmeucamp today. I'll be following along later.

6:44 am **rohal:** PLs those not interested in #hcsmeucamp ignore my tweets today, because we will be "unconferencing" in #hcsmeucamp. Others? Be surprises

6:44 am **angel189:** About to start #hcsmeucamp #hcsmeu exciting! Join us! <http://tweetphoto.com/16509448>

6:47 am **rohal:** #hcsmeucamp will have a U-stream as well: See all details at <http://bit.ly/ddS96D> or refer to our site with all info <http://bit.ly/8XvzD7>

6:47 am **rohal:** RT @angel189: About to start #hcsmeucamp #hcsmeu exciting! Join us! <http://tweetphoto.com/16509448> #socpharm #hcsmeu

6:47 am **odomlewis:** @andrewspong @whydotpharma @angel189 The best to you for a great day today! Getting my coffee, ready for #hcsmeucamp :-)

6:48 am **navatane:** Good morning all at #hcsmeucamp. Looking forward to an exciting session.

6:49 am **NetDoktorde:** NetDoktor.de-Redakteur @fabiansefried twittert heute von seinem Account von der "unconference" #hcsmeucamp - <http://j.mp/8XvzD7>

6:49 am **gesundheitswirt:** Gleich da. #berlin #hcsmeucamp

6:51 am **rohal:** Followers to #hcsmeucamp out there, participating virtually I'll be your guide for today to get your comments into the room @rohal me or DM

6:52 am **rohal:** PLs those not interested in #hcsmeucamp ignore my tweets today, because we will be "unconferencing" in #hcsmeucamp. #hcsmeucamp

6:53 am **odomlewis:** @rohal Thank you Rob, looking forward to #hcsmeucamp!

6:55 am **jesperbn:** TY @rohal Really looking forward to the #hcsmeucamp

6:56 am **rohal:** @odomlewis Gr Odom, I'll be y'r servant ...today ;-) #hcsmeucamp

6:57 am **rohal:** @jesperbn welcome to you as well! #hcsmeucamp

6:57 am **alensa:** will be tweeting today from #hcsmeucamp in Berlin

6:58 am **chibbie:** Hi #hcsmeucamp #hcsmeu: sorry I can't be with you in Berlin-chairing the Scottish Health Information Network. Catch the stream later today!

6:58 am **rohal:** #hcsmeucamp "Buckling up" with avatars and real names introducing each other. So many handshakes of people already familiar thru twitter!

6:59 am **rohal:** @chibbie GR8 Looking forward to y'r participation on line! #hcsmeucamp

7:00 am **thomas612:** Arrived at #hcsmeucamp - great location!

7:01 am **Zutroi:** RT @thomas612: Arrived at #hcsmeucamp - great location!

7:03 am **rohal:** @angel189 just told me how we will may clips with Ustream - so you can see everything back later if you've no time today! #hcsmeucamp

7:04 am **cwsampson:** Off to camp! #hcsmeucamp Don't call it a conference.

7:04 am **odomlewis:** RT @cwsampson: Off to camp! #hcsmeucamp Don't call it a conference.

7:04 am **rohal:** @andrewspong, gathering all to start - look at us through the U stream! #hcsmeucamp

7:06 am **EngagementStrat:** @paulgrant @gaborgy @dawidge @andrewspong @whydotpharma @angel189 @lenstarnes @sammieiw have great #hcsmeucamp I'll virtually be with you :)

7:10 am **rohal:** @whydotpharma and @andrewspong making their maiden speeches! Surprised as they are how their cause has been picked up! #hcsmeucamp

7:11 am **dawidge:** RT @engagementstrat : we will @paulgrant @gaborgy @dawidge @andrewspong @whydotpharma @angel189 @lenstarnes @sammieiw have great #hcsmeucamp

7:12 am **xbrochart:** Here we are ! #hcsmeucamp

7:12 am **BenAtkins:** pointless tweet to see my name on #hcsmeucamp screen in unconference

7:12 am **skoko:** impressions from #hcsmeucamp <http://twitpic.com/1c4ic5> <http://twitpic.com/1c4ibv>

7:12 am **AnikoLecoulte:** Success+<3 RT @engagementstrat : @paulgrant @gaborgy @dawidge @andrewspong @whydotpharma @angel189 @lenstarnes @sammieiw have gr8 #hcsmeucamp

7:12 am **blogaceutics:** Just starting #hcsmeucamp @whydotpharma and @andrewspong making the introduction

7:13 am **GalliardHealth:** #hcsmeucamp Now underway! Great venue and crowd here in Berlin.

7:13 am **odomlewis:** Watch #hcsmeucamp live! <http://www.ustream.tv/channel/hcsmeu-camp> Unconference in Berlin, pharma & healthcare social media #hcsmeu

7:15 am **paulgrant:** #hcsmeucamp stakes claim as the first 'unconference' unconference in Europe

7:15 am **StreamingWell:** #hcsmeucamp Hi Streaming Well is in Berlin

7:15 am **healthUnlocked:** #hcsmeucamp - talk of an "unconferenced" unconference at the end of the day - get your heads around that!

7:15 am **xbrochart:** Silja & Andrew présentent le déroulement de la journée. #kalkscheune est un super lieu pour ce meeting ! #hcsmeucamp

7:16 am **gaborgy:** #hcsmeucamp is starting. If not so lucky to be with us feel free to post your Q here, I will forward it to our unconference!

7:17 am **Dominic\_Tyer:** RT @odomlewis: Watch #hcsmeucamp live! <http://bit.ly/aBDO4G> Unconf. in Berlin, pharma & healthcare social media #hcsmeu

7:17 am **xbrochart:** tout le monde se présente, l'un après l'autre. génial de pouvoir rencontrer tout le monde ! #hcsmeucamp

7:17 am **Kiwfranc:** RT @xbrochart: Silja & Andrew présentent le déroulement de la journée. #kalkscheune est un super lieu pour ce meeting ! #hcsmeucamp

7:18 am **Kiwfranc:** RT @xbrochart: tout le monde se présente, l'un après l'autre. génial de pouvoir rencontrer tout le monde ! #hcsmeucamp

7:19 am **jonathanbriggs:** Just introducing myself at #hcsmeucamp a day of social media unconference around health care

7:19 am **gaborgy:** RT @odomlewis: Watch #hcsmeucamp live! <http://bit.ly/aBDO4G> Unconf. in Berlin, pharma & healthcare social media #hcsmeu

7:30 am **dawidge:** #hcsmeucamp my brain hurts already :-)

7:30 am **odomlewis:** RT @skoko great example of transparency by @BenAtkins at #hcsmeucamp <http://twitpic.com/1c4jnh> #hcsmeucamp

7:32 am **JamesHarper:** RT @Dominic\_Tyer: RT @odomlewis: Watch #hcsmeucamp live! <http://bit.ly/aBDO4G> Unconf. in Berlin, pharma & healthcare social media #hcsmeu

7:32 am **dawidge:** RT @Dominic\_Tyer: RT @odomlewis: Watch #hcsmeucamp live! <http://bit.ly/aBDO4G> Unconf. in Berlin, pharma & healthcare social media #hcsmeu

7:33 am **odomlewis:** @JamesHarper My pleasure, James! Wish I was there as well. Planning for the next #hcsmeucamp in November!

7:34 am **rohal:** @JamesHarper Welcome, feel free to try to get your word "in" thru Twitter, or use @rohal..to be heard here! #hcsmeucamp

7:34 am **Kiwfranc:** RT @rohal: Good morning to all you out there from all us in here! #hcsmeucamp

7:34 am **andrewspong:** We're plastering walls with loads of questions here in Berlin. Health tweeps are never short of things to say :) #hcsmeucamp

7:35 am **fabianseyfried:** Starting the patient session @ #hcsmeucamp

7:35 am **rohal:** @AStagge Sie können sich auch hören lassen durch Twitter, Ich werde es eventuell laut rufen hier! #hcsmeucamp

7:35 am **odomlewis:** RT @xbrochart: What is your favorite Twitter tool to follow #hcsmeu (or other tweetup) every week ? - <http://twtpoll.com/530lss> // #hcsmeucamp

7:35 am **rohal:** @Kiwfranc AND a haertly welcome virtually from all us here! #hcsmeucamp

7:35 am **andrewspong:** @JamesHarper We're looking forward to bringing those outside the room into the convo at #hcsmeucamp

7:37 am **aurorahealthpr:** #hcsmeucamp - burning questions on patients, hcps, and pharma in social media - reply and engage!

7:37 am **JamesHarper:** @rohal thnx Rohal will try to think of something clever! #hcsmeucamp

7:37 am **steenweg:** Good morning and good luck to all at #hcsmeucamp from Frankfurt. Wish I could be in Berlin today.

7:38 am **odomlewis:** @andrewspong @angel189 Is it possible to position the camera on the group discussions? #hcsmeucamp

7:39 am **lenstarnes:** Morning all and good luck with the #hcsmeucamp. Hope 2 join soon

7:39 am **Kiwfranc:** @rohal Merci et bonne journée à vous #hcsmeucamp

7:41 am **paulgrant:** @andrewspong is 'worshipping the wall' of #hcsmeucamp questions

7:41 am **whydotpharma:** #hcsmeucamp @andrewspong worships the "wall" of questions <http://tweetphoto.com/16512624>

7:42 am **thomas612:** To many questions at #hcsmeucamp #yam <http://tweetphoto.com/16512658>

7:43 am **odomlewis:** RT @whydotpharma #hcsmeucamp @andrewspong worships the "wall" of questions <http://tweetphoto.com/16512624>

7:43 am **Bart:** Wishing #hcsmeucamp participants a lot of inspiration & collaboration. I'm sure the room is on fire already! (this time correct #)

7:44 am **angel189:** Punished looking at the wall <http://tweetphoto.com/16512735> #hcsmeu #hcsmeucamp

7:44 am **skoko:** tweeting from #hcsmeucamp slowing down as we're trying to prioritize wall of questions. Hard job! <http://twitpic.com/1c4myh>

7:44 am **xbrochart:** @andrewspong en train de faire le tri des questions posées par les participants #hcsmeucamp <http://yfrog.com/5hyh1j>

7:44 am **AStagge:** @rohal ich freue mich auch von Ihnen zu hören!!! :-)) via iPhone und Podcast? :-)) #hcsmeucamp

7:45 am **dawidge:** #hcsmeucamp - if nothing else we're laughing. Odds on @andrewspong collapse from exhaustion by lunch :-)

7:46 am **paulgrant:** Lots of questions about questions at #hcsmeucamp We WILL get to answers virtual friends :-)

7:47 am **rohal:** #hcsmeucamp Patient themes: Empowerment, advocacy, language and information

7:47 am **skoko:** tweeting from #hcsmeucamp slowing down as we're trying to prioritize wall of questions. Hard job! <http://twitpic.com/1c4nbk>

7:47 am **rohal:** @AStagge Look at [www.hcsmeucamp.com](http://www.hcsmeucamp.com) about our broadcasting media! #hcsmeucamp

7:48 am **andrewspong:** @dawidge I'm impressed you think I'll last that long :) #hcsmeucamp

7:49 am **odomlewis:** Twitter MC is @rohal says @andrewspong - Virtual participants send questions to Rob for #hcsmeucamp unconference

7:49 am **andrewspong:** It's 9.50 and I'm already on my knees. Literally :) Twitpic to follow ... #hcsmeucamp

7:52 am **andrewspong:** The 4 themes we're discussing in the #patient session: Information; advocacy; empowerment; language/location #hcsmeucamp

7:53 am **andrewspong:** Taking some Blip footage of the 4 #patient groups at #hcsmeucamp to share at some point... :) #hcsmeucamp

7:53 am **whydotpharma:** #hcsmeucamp Discussing whether evidence based info matters and how soc med can influence it

7:53 am **odomlewis:** RT @andrewspong: The 4 themes we're discussing in the #patient session: Information; advocacy; empowerment; language/location #hcsmeucamp

7:55 am **odomlewis:** RT @whydotpharma #hcsmeucamp Discussing whether evidence based info matters and how soc med can influence it

7:55 am **gzones1974:** @andrewspong can we post question through Twitter? I am away Berlin, but I am following you and ready to participate. thanks #hcsmeucamp

7:55 am **whydotpharma:** #hcsmeucamp Do docs give patients evidence?

7:56 am **odomlewis:** @gzones1974 Yes, virtual participants send questions to Rob @rohal #hcsmeucamp

7:58 am **skoko:** RT @andrewspong: The 4 themes we're discussing in the #patient session: Information; advocacy; empowerment; language/location #hcsmeucamp

7:59 am **itato:** RT @andrewspong: The 4 themes we're discussing in the #patient session: Information; advocacy; empowerment; language/location #hcsmeucamp

7:59 am **paulgrant:** #hcsmeucamp we think that we can help empower PAGs intercept diagnosed/undiagnosed patients information needs using online channels

8:00 am **Doctor\_V:** Usually not RT @whydotpharma #hcsmeucamp Do docs give patients evidence?

8:00 am **jesperbn:** With many meds the evidence is sparse so it's who defines the info given who influence the decisions made. Ie which MoA #hcsmeucamp

8:01 am **gzones1974:** should pharma approach patients or pharma should help physicians on that matter? #hcsmeucamp

8:02 am **Alex\_\_Butler:** Wish I was still in Berlin at #hcsmeucamp, instead a cold rainy morning here in london :o(

8:03 am **jesperbn:** @gzones1974 pharma shall approach patients and give information on meds and living and thereby empower them #hcsmeucamp

8:04 am **paulgrant:** #hcsmeucamp we like saying "people affected by ..." rather than just 'patients'

8:04 am **angel189:** Social is healing #hcsmeu #socialmedia #hcsmeucamp

8:04 am **skoko:** here's your pic :) RT @andrewspong It's 9.50 and I'm already on my knees. Literally :) #hcsmeucamp <http://twitpic.com/1c4nbk>

8:05 am **Kiwfranc:** RT @whydotpharma: #hcsmeucamp @andrewspong worships the "wall" of questions <http://tweetphoto.com/16512624>

8:05 am **odomlewis:** RT @paulgrant #hcsmeucamp we like saying "people affected by ..." rather than just 'patients'

8:06 am **whydotpharma:** #hcsmeucamp Evidence based medicine needs to be enriched w patient reported outcomes. Reg will change clinical trial req to account

8:06 am **itato:** @angel189 Are you in Berlin? Please tweet the conclusions to us, #hcsmeucamp

8:07 am **jesperbn:** in short "pab"? RT @odomlewis: RT @paulgrant #hcsmeucamp we like saying "people affected by ..." rather than just 'patients'

8:07 am **rohal:** Several aspects of pharma, doctors and informaiton do go around in discussions on empowerment and advocacy See wrap up Ustream #hcsmeucamp

8:08 am **fabiansefried:** 1) Patients matter 2) Help pt to be comfortable talking to doctors, HCPs, Pharma 3) connect every pt in same way? #hcsmeucamp

8:09 am **odomlewis:** RT @fabiansefried 1) Patients matter 2) Help pt to be comfortable talking 2 docs, HCPs, Pharma 3) connect every pt in same way? #hcsmeucamp

8:10 am **cwsampson:** #hcsmeucamp Surprisingly productive 1st session on using SM to create good evidence-based info, and to help them access good ev based info.

8:10 am **amarantoblook:** Buongiorno #hcsmeucamp!

8:10 am **rohal:** Advocacy: 1st see Ustream on line! Ben Atkins reporting #hcsmeucamp

8:10 am **andrewspong:** Advocacy #patient group reporting back at #hcsmeucamp

8:11 am **xbrochart:** fin des travaux de groupe et début des restitutions #hcsmeucamp

8:11 am **jonathanbriggs:** Language location culture attitudes & unequal healthcare access matter - patients want "local access to global info" #hcsmeucamp

8:11 am **aurorahealthpr:** #hcsmeucamp - patient advocacy and vocab - do patients matter?

8:11 am **rohal:** @amarantoblook bongiorno to you out there! #hcsmeucamp

8:11 am **paulgrant:** Ooh, I like it RT @jesperbn: in short "pab"? RT @odomlewis: RT @paulgrant #hcsmeucamp we like saying "people affected by ..."

8:11 am **blogaceutics:** Reporting the conclusions of the first discussion block: patients #hcsmeucamp

8:12 am **alensa:** #hcsmeucamp patients do matter and need to be empowered. different diseases require different communication needs

8:12 am **rohal:** Her's our Ustream line to follow us on line #hcsmeucamp <http://bit.ly/ddS96D>

8:12 am **andrewspong:** Do patients matter? Yes they do! Patient needs support to become empowered; HCPs need to be sensitive to this #hcsmeucamp

8:12 am **gaborgy:** RT @andrewspong: The 4 themes we were discussing in the #patient session: Information; advocacy; empowerment; language/location #hcsmeucamp

8:12 am **andrewspong:** Social media allows us to personalize medicine around patient need #hcsmeucamp

8:13 am **andrewspong:** Social media having a healing effect in itself? Perhaps #hcsmeucamp

- 8:13 am **StreamingWell:** #hcsmeucamp social media provides a common language between patient, carers, and doctors.
- 8:13 am **fabiansefried:** Must we differentiate between diseases patients have? Organ transplant pt organized well w/ PatientsLikeMe - maybe not all do #hcsmeucamp
- 8:13 am **alensa:** #hcsmeucamp social media can tailor the information to individual patients groups. can a social media community in itself improve outcomes ?
- 8:13 am **blogaceutics:** RT @rohal: Her's our Ustream line to follow us on line #hcsmeucamp <http://bit.ly/ddS96D>
- 8:14 am **dawidge:** Ooh look mum i'm on telly RT @rohal@AStagge Look at [www.hcsmeucamp.com](http://www.hcsmeucamp.com) about our broadcasting media! #hcsmeucamp
- 8:14 am **Zutroi:** Social media is healing too. #hcsmeucamp
- 8:14 am **rohal:** EU is relevant as a platform to stimulate pateints rights and needs - to HCP's organisations, intitutions! #hcsmeucamp
- 8:14 am **andrewspong:** The EU is a barrier to this, regulatory-wise. #hcsmeueu has a lobbying role here #hcsmeucamp
- 8:14 am **odomlewis:** Watch #hcsmeucamp unconference live! <http://www.ustream.tv/channel/hcsmeu-camp> Follow tweets: <http://wthashtag.com/Hcsmeucamp>
- 8:14 am **andrewspong:** On to language and location in the #patient session at #hcsmeucamp
- 8:15 am **andrewspong:** People don't care where the info comes from so long as it is reliable and relevant to them #hcsmeucamp
- 8:15 am **alensa:** #hcsmeucamp language is a major barrier to understanding health information
- 8:15 am **gesundheitswirt:** Language and location. #group #hcsmeucamp
- 8:15 am **rohal:** Next: language and location #hcsmeucamp
- 8:15 am **gaborgy:** RT @jonathanbriggs: Language location culture attitudes & unequal healthcare access matter #hcsmeucamp
- 8:15 am **dawidge:** RT @odomlewis: Watch #hcsmeucamp unconference live! <http://www.ustream.tv/channel/hcsmeu-camp> Follow tweets: <http://wthashtag.com/Hcsmeucamp>
- 8:15 am **gaborgy:** RT @jonathanbriggs: patients want "local access to global info" #hcsmeucamp
- 8:15 am **odomlewis:** @andrewspong @angel189 @rohal Lost the sound for live feed #hcsmeucamp
- 8:15 am **fabiansefried:** People ultimately do not care about where health info comes from. Patients want info about diseases, not drugs. #hcsmeucamp
- 8:15 am **andrewspong:** Language divides. Auto translation not good enough, and dangerous. Crowdsourcing translation (need to be peer reviewd) #hcsmeucamp
- 8:16 am **jesperbn:** So true!! RT @andrewspong: People don't care where the info comes from so long as it is reliable and relevant to them #hcsmeucamp
- 8:16 am **odomlewis:** RT @gaborgy: RT @jonathanbriggs: patients want "local access to global info" #hcsmeucamp
- 8:16 am **alensa:** patients want information about diseases, not drugs, but can vary across diseases, culture etc. #hcsmeucamp
- 8:16 am **sammiew:** #hcsmeucamp Goit filmed swearing- doh! There is a lot of crap on the web about brands and disease information he he!
- 8:16 am **AStagge:** @rohal Thanks #broadcasting #stream #hcsmeucamp
- 8:17 am **StreamingWell:** #hcsmeucamp advocacy groups need resources to push social media strategies. They have the patients trust, pharma has the budget. align them
- 8:17 am **paulgrant:** Must remember differences in 'approach to healthcare' in addition to language challenge when thinking of global information #hcsmeucamp
- 8:17 am **shelleypetersen:** RT @gaborgy: RT @jonathanbriggs: patients want "local access to global info" #hcsmeucamp
- 8:17 am **fabiansefried:** Global information wanted but with local access/relevance #hcsmeucamp
- 8:17 am **andrewspong:** Overall access to info differs from country to country. Formal information, social distribution. #hcsmeucamp
- 8:17 am **alensa:** patients want global information delivered at local level ? is there a lack of information? any evidence for that ? #hcsmeucamp
- 8:17 am **skoko:** @amarantoblook Buon giorno! Here's our Ustream line to follow us online #hcsmeucamp <http://bit.ly/ddS96D> /via @rohal
- 8:17 am **laikas:** @whydotpharma do docs care for the evidence/know the evidence themselves? #hcsmeucamp

8:17 am **gzones1974:** RT @jesperbn: So true!! RT @andrewspong: People don't care where the info comes from so long as it is reliable and relevant to them #hcsmeucamp

8:18 am **andrewspong:** @laikas We have a #hcp session later... :) #hcsmeucamp

8:19 am **TiphaineMF:** Good Morning #hcsmeucamp ! following your twitter feed&picts with great pleasure - and some regrets. hope you're working well for our future

8:19 am **jesperbn:** @fabiansefried Info on disease will ultimately lead to drugs and the angle of the info might influence medic chosen #hcsmeucamp

8:19 am **gesundheitswirt:** Patients want global information at a local level. #language #hcsmeucamp

8:19 am **alensa:** can we sum up the case studies that show lack of patient information around Europe ? #hcsmeucamp

8:20 am **healthUnlocked:** #hcsmeucamp language - crowdsourcing translation in Euro patient communities - great idea if possible

8:20 am **alensa:** can lack of compliance/adherence be used as a proxy for showing lack of information ? #hcsmeucamp

8:20 am **Berci:** The fact that Europe is not that behind US regarding health SM is remarkable as we have to struggle with plenty of languages #hcsmeucamp

8:21 am **rohal:** @TiphaineMF Good morning to you too - gr8 indepth discussions on "patients" see the Ustream. Andrew speaking out loud! #hcsmeucamp

8:21 am **TiphaineMF:** (except i had the bad surprise to discover that i'm not allowed to watch the Ustream video live from work !) #hcsmeucamp

8:21 am **fabiansefried:** @jesperbn True. Best to organize that info around the disease instead of the medic/drugs, for a start - but it goes further fast #hcsmeucamp

8:22 am **odomlewis:** RT @healthUnlocked #hcsmeucamp language - crowdsourcing translation in Euro patient communities - great idea if possible

8:22 am **andrewspong:** Info and evidence session reporting back in the #patient session at #hcsmeucamp

8:22 am **skoko:** lively discussion around "what do ppl want to know and in which language?" #hcsmeucamp

8:22 am **andrewspong:** Realize we haven't been using the mic. Sorry, folks in the virtual room :) #hcsmeucamp

8:22 am **sammiew:** #hcsmeucamp Lots of convo about info patients want/searching for. But are what about patients who aren't seeking health info but need it?

8:22 am **xbrochart:** @TiphaineMF try to use a proxy to get access to the stream: <http://anonymouse.org/> #hcsmeucamp

8:23 am **fabiansefried:** RT @odomlewis: RT @healthUnlocked #hcsmeucamp language - crowdsourcing translation in Euro patient communities - great idea if possible

8:23 am **Berci:** Unconference format seems to be working, relevant questions, great discussions, nice output, strange figures... #hcsmeucamp

8:23 am **alensa:** health information through social media is often not distilled through a physician #hcsmeucamp

8:23 am **andrewspong:** Inaccurate info from less than reliable sources is what the patient often encounters #hcsmeucamp

8:23 am **whydotpharma:** @TiphaineMF Oh no!!! We were sayin thanks to u this mornibg btw and r so sorry u cannot b here :( #hcsmeucamp

8:24 am **gesundheitswirt:** The best drawing - the smoking patient. ;o) #hcsmeucamp

8:24 am **shelleypetersen:** @skoko #hcsmeucamp yes all about relating to cultural identity as well as passing language barrier, approach people in a way they understand

8:24 am **fabiansefried:** Should patients report side effects or outcomes directly to pharma/someone? #hcsmeucamp

8:24 am **your\_daily\_pill:** I wish I could be at #hcsmeucamp!! looking fwd to the camp coverage

8:24 am **jesperbn:** That's perhaps the most difficult part RT @sammiew: #hcsmeucamp. But are what about patients who aren't seeking health info but need it?

8:24 am **andrewspong:** Mooted that collecting patient reported outcomes ealier in clinical trials using soc med cd be "#EBM 2.0" #hcsmeucamp

8:25 am **andrewspong:** How patients get info: see a scary story; go online; may find answer - may not be accurate #hcsmeucamp

8:25 am **angel189:** Sharing the conversation in real time #hcsmeucamp #hcsmeu <http://tweetphoto.com/16514699>

8:25 am **whydotpharma:** @dawidge does gr8 job at summing up th epat info session #hcsmeucamp

8:25 am **paulgrant:** Looking at the typical patient journey through @dawidge 's artistic interpretation #hcsmeucamp

8:25 am **andrewspong:** How do we improve quality? Who is responsible for funnelling access to high quality info? PAGs? Govt? Pharma? #hcsmeucamp

8:26 am **healthUnlocked:** #hcsmeucamp Q. Who replaces the doctor role in distilling gold-standard evidence for patients online? A. Not Pharma!

8:26 am **Berci:** Online health information can be improved by well-designed algorithms based on quality scores even in social media #webicina #hcsmeucamp

8:27 am **paulgrant:** How do we empower the PAGs to provide the right information, and quality of information? #hcsmeucamp Also for those that are undiagnosed

8:27 am **fabianseyfried:** Get patient groups internet savvy #hcsmeucamp

8:27 am **andrewspong:** Definition of #EBM is evolving because of social media. How do we generate high quality next gen EBM info, AND THEN find it #hcsmeucamp

8:28 am **jonathanbriggs:** @whydotpharma Worth collecting demand data from across different countries/languages to demonstrate patient needs #hcsmeucamp

8:28 am **odomlewis:** RT @Berci Online health info can be improved by well-designed algorithms based on quality scores even in social media #webicina #hcsmeucamp

8:28 am **Alex\_\_Butler:** @healthUnlocked #hcsmeucamp but in latest survey 50% of Dr's accross Europe want #Pharma disease info sites they could pass on to patients?

8:29 am **paulgrant:** #hcsmeu can play a vital role in this! RT @fabianseyfried: Get patient groups internet savvy #hcsmeucamp

8:29 am **skoko:** RT @angel189: Sharing the conversation in real time #hcsmeucamp #hcsmeu <http://tweetphoto.com/16514699>

8:29 am **alensa:** how do you reach patients who are not engaged in social media, who only use something simple like google/wikipedia ? #hcsmeucamp

8:29 am **gaborgy:** RT @alensa: #hcsmeucamp patients do matter and need to be empowered. different diseases require different communication needs

8:30 am **fabianseyfried:** Do we consider info by patient groups as better than "unofficial" websites? #hcsmeucamp

8:30 am **andrewspong:** Empowerment group reporting back in #patient session at #hcsmeucamp

8:30 am **whydotpharma:** #hcsmeucamp How can we empower pat advocacy groups to be the generators and guardians of pat reported outcomes?

8:30 am **dawidge:** @Alex\_\_Butler @healthunlocked do they mind where info comes from? #hcsmeucamp

8:30 am **gesundheitswirt:** Empowerment. #group #hcsmeucamp

8:31 am **paulgrant:** Fish where the fish are :- ) RT @alensa: how do you reach patients who only use something simple like google/wikipedia ? #hcsmeucamp

8:31 am **eczemasupport:** RT @whydotpharma: #hcsmeucamp How can we empower pat advocacy groups to be the generators and guardians of pat reported outcomes?

8:31 am **xbrochart:** et @berci présentent maintenant nos travaux sur l'information médicale de qualité disponible sur le net pour les patients #hcsmeucamp

8:31 am **rohal:** @berci presenting on empowerment #hcsmeucamp

8:31 am **thomas612:** Thesis: social media can generate information about patients and what they want. I ask myself: what about trust? #hcsmeucamp

8:31 am **andrewspong:** Do patients struggle to have their needs recognised? No in terms of finding info, yes in terms of finding fast #hcsmeucamp

8:31 am **skoko:** Great reminder! RT @alensa how do you reach patients who are not engaged in social media, who only use google/wikipedia? #hcsmeucamp

8:32 am **rohal:** #hcsmeu has a cause to fulfill re advocacy and empowerment of EU ptnts! #hcsmeucamp

8:32 am **odomlewis:** RT @thomas612 Thesis: social media can generate information about patients and what they want. I ask myself: what about trust? #hcsmeucamp

8:32 am **thomas612:** @andrewspong does a great job as a the eggtimer at #hcsmeucamp ;)

8:32 am **fabianseyfried:** Allow all kinds of online tools (blogs, twitter, forums) for patient empowerment - they choose their means #hcsmeucamp

8:32 am **andrewspong:** Which social media tool best engages patients? Web? Vid? Blog? All, based on their needs. Providers shd offer variety #hcsmeucamp

8:32 am **flupiane:** @Berci Language could be a inhibitor but regulation issues around UE and health as a public good could have more influence #hcsmeucamp

8:32 am **whydotpharma:** RT @andrewspong: Do patients struggle to have their needs recognised? No in terms of finding info, yes in terms of finding fast #hcsmeucamp

8:33 am **clinicalandy:** @andrewspong #hcsmeucamp #Pharma has funds to give info, they need to see benefits of providing impartial service to HCPs and patients

8:33 am **andrewspong:** The spectre of exclusion haunts this session. We are aware of this. #hcsmeucamp

8:33 am **sammiew:** #hcsmeucamp Empower the audience- provide content that is socialable & sharable, in format that suits them & enagage with disease advocates

8:33 am **shelleypetersen:** RT @odomlewis: RT @thomas612 Thesis: social media can generate information about patients and what they want. I ask myself: what about trust? #hcsmeucamp

8:33 am **gesundheitswirt:** Which social media tool/ medium best engages patients? It's based on the condition. #hcsmeucamp

8:33 am **angel189:** Hospitals are beginning 2 tweet operations #hcsmeu #hcsmeucamp the hospital experience

8:33 am **Alex\_\_Butler:** #hcsmeucamp Skin Care campaign have just joined twitter community, please support @skincampaign as they try an get high quality info to ppl

8:33 am **jesperbn:** @alensa Patients usually want more info than just wiki. so use their hunger for info to send them in your direction via wiki #hcsmeucamp

8:34 am **amarantoblook:** @skoko @rohal Thanks! Sure, we are following #hcsmeucamp online via Ustream: <http://bit.ly/d4GLCI> - Great work!

8:34 am **paulgrant:** I think PAG empowerment is a key outcome that we can hold each other accountable for #hcsmeu #hcsmeucamp Perhaps today we can make a plan!

8:34 am **andrewspong:** How to involve patient groups in soc med? Identify power users. Encourage patient asscns to 'get social' #hcsmeucamp

8:34 am **onpharma:** RT @andrewspong: The spectre of exclusion haunts this session. We are aware of this. #hcsmeucamp

8:34 am **gaborgy:** RT @angel189: Hospitals are beginning 2 tweet operations #hcsmeu #hcsmeucamp the hospital experience

8:34 am **whydotpharma:** @thomas612 @andrewspong Hmm are you implying a physical resemblance? #hcsmeucamp

8:35 am **your\_daily\_pill:** RT @angel189: Hospitals are beginning 2 tweet operations #hcsmeu #hcsmeucamp the hospital experience

8:35 am **shelleypetersen:** RT @paulgrant: I think PAG empowerment is a key outcome that we can hold each other accountable for #hcsmeu #hcsmeucamp Perhaps today we can make a plan!

8:35 am **fabianseyfried:** Aggregate the info on different channels so that doctors and other patients can profit #hcsmeucamp

8:35 am **clinicalandy:** @andrewspong #hcsmeucamp The benefits are transparency (which all are allegedly striving for) and better dialogue with public and HCPs!

8:35 am **wissit:** empowerment also concerns doctors and hospitals #hcsmeucamp

8:35 am **rohal:** RT @paulgrant: I think PAG empowerment is a key outcome that we can hold each other accountable for #hcsmeucamp Perhaps we can make a plan!

8:36 am **aurorahealthpr:** #hcsmeucamp - aggregate HCP social media in a user-friendly way to help patients access credible info?

8:36 am **andrewspong:** How does soc med change comms to patient in hospital? Pre-admission info; as in patient (food, blog, local hotels) #hcsmeucamp

8:36 am **gzones1974:** if we endorse (as pharma) others content (SM & official) would that be seeing as an intrusion from Pharm or they would approve #hcsmeucamp

8:36 am **amarantoblook:** RT @angel189: Sharing the conversation in real time #hcsmeucamp #hcsmeu <http://tweetphoto.com/16514699>

8:37 am **alissproject:** listening to #hcsmeucamp discussions on info for patients <http://www.ustream.tv/channel/hcsmeu-camp>

8:37 am **andrewspong:** Also: physicians to reply and get feedback; empowerment = improvement in patient hospital experience #hcsmeucamp

8:38 am **gzones1974:** and I am talking not only about ReTw, but even buying kwords to promote that content ( disease awareness, patient experience,) #hcsmeucamp

8:38 am **fabianseyfried:** Training PAG on Social Media is important - don't know about the extend of movement online (just like pharma at the moment ;) ) #hcsmeucamp

8:39 am **Berci:** @ePatientDave @sixuntilme We are missing you and talked about you. #hcsmeucamp Patient empowerment discussions

8:39 am **jesperbn:** of course !RT @gzones1974: and I am talking not only about ReTw, but even buying kwords to promote that content #hcsmeucamp

8:39 am **your\_daily\_pill:** #hcsmeucamp online via Ustream: <http://bit.ly/d4GLCI> I'm all ears! great job!

8:40 am **andrewspong:** RT @Berci: @ePatientDave @sixuntilme We are missing you and talked about you. #hcsmeucamp Patient empowerment discussions

8:40 am **gesundheitswirt:** Improvement of hospital experience. #patient #feedback #communication #hcsmeucamp

8:41 am **fabiansefried:** Self forming patient groups on forums/health portals might be the new PAGs #hcsmeucamp

8:42 am **whydotpharma:** #hcsmeucamp Discussing how to bring traditional patient groups into social media, many online advocates move into trad pat advocacy

8:42 am **Alex\_\_Butler:** @dawidge @healthunlocked Agree-info required before Rx prob different to after-Public info vs. Patient info? Not the same #hcsmeucamp

8:42 am **whydotpharma:** YES!!! RT @Berci: @ePatientDave @sixuntilme We are missing you and talked about you. #hcsmeucamp Patient empowerment discussions

8:43 am **rohal:** Coffe break! at #hcsmeucamp . You out there - reflect and share us y'r feedback? #hcsmeucamp

8:43 am **Zorg20:** @andrewspong which i was there ! #hcsmeucamp

8:44 am **jesperbn:** A lot of PAGs want to be on Sm but need the funding and the knowledge. may pharma help? w.out loosing indepedence #hcsmeucamp

8:44 am **gesundheitswirt:** Coffee break. #hcsmeucamp

8:45 am **andrewspong:** So do we :) RT @Zorg20: @andrewspong wish i was there ! #hcsmeucamp

8:45 am **rohal:** @Zorg20 welcome virtually! #hcsmeucamp

8:45 am **andrewspong:** Coffee break. #hcsmeucamp is back in 20 :)

8:46 am **jesperbn:** @rohal Gr8 discussions. just a little hard to keep track of both desk work and unconference! just wish i were i n Berlin. #hcsmeucamp

8:47 am **rarecare:** Agreed that PRO will change evidence based med but there is a need to open source the instruments/qtionnaires e.g. QoL #hcsmeucamp

8:48 am **amarantoblook:** #hcsmeucamp: Enjoy your #coffee! :) (#angel189 live at <http://ustre.am/cM4a>)

8:48 am **rarecare:** Nice to see you discussion how patient advocacy groups can impact - EU Parliament was discussing this just days ago #hcsmeucamp

8:49 am **martin\_roeder:** Eine gute Idee mit der #Coffee #break. Ich mache mir einen #Cappuccino! RT @gesundheitswirt: Coffee break. #hcsmeucamp

8:53 am **JamesHarper:** Follow frenzy! So many interesting and varied tweeps visible thanks to #hcsmeucamp

8:59 am **TiphaineMF:** Now that's working ! waiting for the end of your #coffee !: and enjoying joining you virtually #hcsmeucamp

9:01 am **sharingstrength:** RT @jesperbn: @rohal Gr8 discussions. just a little hard to keep track of both desk work and unconference! just wish i were i n Berlin. #hcsmeucamp

9:01 am **sharingstrength:** RT @alissproject: listening to #hcsmeucamp discussions on info for patients <http://www.ustream.tv/channel/hcsmeu-camp>

9:03 am **sharingstrength:** RT @amarantoblook: #hcsmeucamp: Enjoy your #coffee! :) (#angel189 live at <http://ustre.am/cM4a>)

9:03 am **llbbooks:** RT @alensa: #hcsmeucamp language is a major barrier to understanding health information

9:03 am **llbbooks:** RT @alensa: patients want information about diseases, not drugs, but can vary across diseases, culture etc. #hcsmeucamp

9:04 am **llbbooks:** RT @alensa: health information through social media is often not distilled through a physician #hcsmeucamp

9:06 am **andrewspong:** Current tweetreach for #hcsmeucamp: 12,315 people <http://bit.ly/blq0gl>

9:06 am **rohal:** People atwork stealing moments to transcend themsleves to Berlin.And in here we are all on Twitter.So where are we all together? #hcsmeucamp

9:06 am **mycrowdca:** RT @gesundheitswirt - Which social media tool/ medium best engages patients? It's based on the condition. #hcsmeucamp

9:06 am **rohal:** @sharingstrength Thx and welcome to you! #hcsmeucamp

9:10 am **odomlewis:** Fantastic! RT @andrewspong Current tweetreach for #hcsmeucamp: 12,315 people <http://bit.ly/blq0gl>

9:10 am **sharingstrength:** @rohal Hi. I wish that I could be listening more, but can only poke in and out. #hcsmeucamp

9:10 am **pauldixey:** Q4 #hcsmeucamp: how 2 help those w/out access or knowledge i.e. in socially & economically deprived areas get access 2 gd qual h/care info?

9:11 am **jesperbn:** Wow RT @odomlewis: Fantastic! RT @andrewspong Current tweetreach for #hcsmeucamp: 12,315 people <http://bit.ly/blq0gl>

9:11 am **rohal:** Allright resuming discussion. Now on to theme 2 : Health care professionals Andrew leading us through the questionWall #hcsmeucamp

9:13 am **rohal:** Nice to knwo: @jesperbn @odomlewis: Fantastic! @andrewspong Current tweetreach for #hcsmeucamp: 12,315 ppl <http://bit.ly/blq0gl> #hcsmeucamp

9:15 am **JamesHarper:** @healthUnlocked agree pharma trust at all time low, but also not all docs have time, inclination or skill to distill evidence #hcsmeucamp

9:15 am **fabianseyfried:** Back from the coffee break #hcsmeucamp

9:15 am **jesperbn:** RT @ePatientDave: RT @TravisSaunders Congrats!!! Health blog @pallimed gets cited by the NEJM! <http://bit.ly/b7nsqk> #hcsmeucamp

9:16 am **rohal:** Themes to be discussed on health care professionals in groups: dangers, engagement, info and agencies #hcsmeucamp

9:18 am **gzones1974:** #hcsmeucamp one extra question... how to participate officially on Advark, Mahalo and other social search sites? the same as TW?

9:19 am **whydotpharma:** @clinicalandy Yes, that is ideal, where they exist, but not always the case #hcsmeucamp

9:19 am **fabianseyfried:** The group looking into info for HCPs #hcsmeucamp <http://twitpic.com/1c500h>

9:20 am **gzones1974:** #hcsmeucamp I like the idea of empowering and endorsing people and physicians who post / answer value info. should we have an official rank?

9:20 am **davechapman:** I love Berlin, I think social media is a super powerful tool and I'm a student osteopath. Kicking myself not to be at #hcsmeucamp :(

9:24 am **whydotpharma:** Please note that all unconference tweets today come in under #hcsmeucamp not #hcsmeu

9:26 am **Dominic\_Tyer:** RT @whydotpharma: Please note that all unconference tweets today come in under #hcsmeucamp not #hcsmeu

9:30 am **JamesHarper:** @gzones1974 interesting re endorsing people, pharma not earnt trust /respect yet in SM to be seen as endorser, must engage 1st #hcsmeucamp

9:34 am **fabianseyfried:** Sieht so aus, dass auch Ärzte eine Art professionelles Themen-Board brauchen könnten. #hcsmeucamp <http://board.NetDoktor.de> "DoctorsLikeMe"

9:36 am **paulgrant:** I've just suggested DoctorsLikeMe as a way to help HCPs. Lots of laughter #hcsmeucamp

9:36 am **whydotpharma:** #hcsmeucamp Dangers for doc using soc med? Reputation, legal, privacy, overload, doc-pat relationship

9:37 am **jesperbn:** LOL!! RT @paulgrant: I've just suggested DoctorsLikeMe as a way to help HCPs. Lots of laughter #hcsmeucamp

9:37 am **rohal:** Coming to the plenary session again about HCP's now #hcsmeucamp

9:37 am **blogaceutics:** About to report on second block: Health Care Professionals #hcsmeucamp

9:37 am **fabianseyfried:** RT @paulgrant: I've just suggested DoctorsLikeMe as a way to help HCPs. Lots of laughter #hcsmeucamp

9:38 am **rohal:** @davechapman I presume more opportunities to gather in #hcsmeucamp will come: November M'tricht #hcsmeucamp

9:38 am **Zutroi:** Great sessions so far. #patients #hcp #hcsmeucamp

9:38 am **Berci:** Healthcare professionals section #hcsmeucamp Agency + Dangers + Information + Engagement

9:39 am **JamesHarper:** @admanlec ustream for #hcsmeucamp

9:39 am **skoko:** LOL RT @paulgrant: I've just suggested DoctorsLikeMe as a way to help HCPs. Lots of laughter #hcsmeucamp

9:39 am **Berci:** Social media is not goal itself, better healthcare is a goal #hcsmeucamp

9:39 am **fabianseyfried:** Suggestion: A 1-9-90 strategy to educate HCPs in Social Media #hcsmeucamp

9:39 am **dawidge:** RT @skoko: LOL RT @paulgrant I've just suggested DoctorsLikeMe as a way to help HCPs. Lots of laughter #hcsmeucamp

9:40 am **aurorahealthpr:** #hcsmeucamp - how to engage HCPs - 1-9-90 rule with a credible content value proposition

9:40 am **rohal:** Need for Quality content to get HCP's interested and engaged #hcsmeucamp

9:40 am **fabianseymfried:** Doctors (HCP) would use Social Media for research, learning and perhaps patient benefit #hcsmeucamp

9:40 am **angel189:** Education in Social Media is key and a starting point #hcsmeucamp #hcsmeu

9:40 am **whydotpharma:** Love it! RT @paulgrant: I've just suggested DoctorsLikeMe as a way to help HCPs. Lots of laughter #hcsmeucamp

9:41 am **whydotpharma:** RT @Berci: Social media is not goal itself, better healthcare is a goal #hcsmeucamp

9:41 am **blogaceutics:** RT @paulgrant: I've just suggested DoctorsLikeMe as a way to help HCPs. Lots of laughter #hcsmeucamp

9:42 am **fabianseymfried:** Social Media could be the "glue" for HCPs to communicate with patients and understand health data #hcsmeucamp

9:42 am **Berci:** RT @rohal: Need for Quality content to get HCP's interested and engaged #hcsmeucamp "If I may share this" <http://bit.ly/h6hwS>

9:42 am **andrewspong:** Trad healthcare agencies are trying to get into digital, digital agencies into healthcare #hcsmeucamp

9:43 am **andrewspong:** Agencies are in the middle of a conversation between HCPs, pharma and patients advocacy groups #hcsmeucamp

9:43 am **whydotpharma:** #hcsmeucamp now discussing agency role in HCP/soc med interactions

9:43 am **rohal:** @Berci A way of doctorsfordoctors "If I may share this" <http://bit.ly/h6hwS> #hcsmeucamp

9:44 am **odomlewis:** How do agencies get involved? Provide the means to #healthcare professionals to get more socially involved. #hcsmeucamp

9:44 am **andrewspong:** Future movement for agencies? #hcsmeu is helping; 'trad' agencies become digi to provide credible info for HCPs #hcsmeucamp

9:44 am **fabianseymfried:** Doctors could share case studies online, discuss them with colleagues. #hcsmeucamp

9:44 am **andrewspong:** Me: that assumes new pure play digital agencies aren't credible?! ;) #hcsmeucamp

9:45 am **angel189:** non-pure Healthcare Social Media agencies trying 2 positioning themselves in this field & not always with proper skills #hcsmeucamp #hcsmeu

9:46 am **andrewspong:** What does this mean for the agency landscape? More integration. #hcsmeucamp

9:46 am **Berci:** @abianseymfried "Doctors could share case studies online, discuss them with colleagues. #hcsmeucamp" Here is Medting: <http://bit.ly/bVFzVj>

9:46 am **gesundheitswirt:** RT @paulgrant I've just suggested DoctorsLikeMe as a way to help HCPs. Lots of laughter. #hcsmeucamp

9:47 am **andrewspong:** Pure digital agencies are less well equipped to deal with regulatory issues, yet trad agencies are hindered by them... #hcsmeucamp

9:47 am **gaborgy:** RT @fabianseymfried: Doctors could share case studies online, discuss them with colleagues. #hcsmeucamp

9:48 am **dawidge:** You earn cred... @andrewspong Me: that assumes new pure play digital agencies aren't credible?! ;) #hcsmeucamp

9:48 am **rohal:** Due to social media the landscape fo (digital) agencies will change! I believe we are just embarking on that road! #hcsmeucamp

9:48 am **andrewspong:** Too many digital agencies are focused on implementation and don't understand strategic implications #hcsmeucamp

9:48 am **gzones1974:** RT @JamesHarper: @gzones1974 interesting re endorsing people, pharma not earnt trust /respect yet in SM to be seen as endorser, must engage 1st #hcsmeucamp

9:48 am **odomlewis:** RT @andrewspong: Too many digital agencies are focused on implementation and don't understand strategic implications #hcsmeucamp

9:48 am **gaborgy:** RT @andrewspong: Too many digital agencies are focused on implementation and don't understand strategic implications #hcsmeucamp

9:48 am **TiphaineMF:** following (virtually) #hcsmeucamp . Follow discussion "on air" <http://www.ustream.tv/channel/hcsmeu-camp>

9:48 am **andrewspong:** Woudn't a 'drive towards integration' fly in the face of the devolving/fragmentation #myniche impetus underlying dev of sm? #hcsmeucamp

9:48 am **rohal:** RT @andrewspong: Too many digital agencies are focused on implementation and dont understand strategic implications #hcsmeucamp

9:49 am **shelleypetersen:** @andrewspong #hcsmeucamp you need lobbyists within soc med department as every other pharma dept has liasing and pressurising agencies

9:50 am **atM\_interaktiv:** RT @gaborgy: RT @andrewspong: Too many digital agencies are focused on implementation and don't understand strategic implications #hcsmeucamp

9:50 am **your\_daily\_pill:** @fabianseyfried: Doctors could share case studies online, discuss them with colleagues. #hcsmeucamp What about confidentiality?

9:50 am **Berci:** Just a quick example for patient empowerment and support: Tracking Pre-Eclampsia <http://bit.ly/a8oRxH> #hcsmeucamp

9:50 am **pauldixey:** gd points Sam, Len & for too many in pharma digital & social media is still an add-on after all other marketing activities #hcsmeucamp

9:51 am **odomlewis:** According to @PaulGrant To have credibility agencies need to focus on strategy & drop tactical #hcsmeucamp

9:51 am **andrewspong:** @healthUnlocked reporting on dangers in #hcp session #hcsmeucamp

9:51 am **fabianseyfried:** @your\_daily\_pill Maybe in a closed environment with pre-approval. Certainly an issue! #hcsmeucamp

9:51 am **wissit:** !! RT @rohal: RT @andrewspong: Too many digital agencies are focused on implementation and dont understand strategic implications #hcsmeucamp

9:51 am **aurorahealthpr:** RT@rohalRT@andrewspong: Too many digital agencies are focused on implementation and dont understand strategic implications #hcsmeucamp

9:51 am **whydotpharma:** #hcsmeucamp For agencies value add is in research and strat, implementation is commodity!

9:51 am **rohal:** Too many developments in SM go alone, some in cooperation between two parties - shldn't we think of multiparty developments? #hcsmeucamp

9:52 am **itato:** RT @TiphaineMF: following (virtually) #hcsmeucamp . Follow discussion "on air" <http://www.ustream.tv/channel/hcsmeu-camp>

9:52 am **rohal:** Matt "Unlocked" on dangers of SM to HCP's #hcsmeucamp

9:53 am **paulgrant:** Important that engagement strategy is independent from tactical delivery. Hence consultancy vs. agency Agree, disagree? #hcsmeucamp

9:53 am **rohal:** RT @whydotpharma: #hcsmeucamp For agencies value add is in research and strat, implementation is commodity! #hcsmeucamp

9:53 am **gesundheitswirt:** Dangers: twitter-diagnosis, overload, privacy, reputation. #socialmedia #hcsmeucamp

9:53 am **Berci:** Dangers of Web 2.0: In Medicine <http://bit.ly/19XrGy> #hcsmeucamp

9:54 am **andrewspong:** LOL! There are a lot of egg-heads here... :) RT @thomas612: @andrewspong does a great job as a the eggtimer at #hcsmeucamp ;)

9:54 am **whydotpharma:** #hcsmeucamp docs dont like online ratings, threatening & ratings difficult to qualify, are pat rating docs or treatment or disease?

9:54 am **fabianseyfried:** Many "dangers" for doctors in Social Media: Legal, reputation, privacy, overload, misunderstanding with patient #hcsmeucamp

9:54 am **whydotpharma:** :- ) RT @rohal: Matt "Unlocked" on dangers of SM to HCP's #hcsmeucamp

9:54 am **deMaria\_Velasco:** I am working with Medting! RT @gaborgy: RT @fabianseyfried: Doc could share case studies online, discuss them with colleagues. #hcsmeucamp

9:55 am **gaborgy:** RT @whydotpharma: #hcsmeucamp For agencies value add is in research and strat, implementation is commodity!

9:55 am **angel189:** <http://tweetphoto.com/16518928> Matt Jameson delivering twice! #hcsmeu #hcsmeucamp

9:55 am **ZoeVH:** RT @whydotpharma: #hcsmeucamp For agencies value add is in research and strat, implementation is commodity!

9:55 am **xbrochart:** @paulgrant there is room for new kind of agencies, mixing consultancy (education still very important) and agency practice #hcsmeucamp

9:56 am **andrewspong:** "I don't see any events like #hcsmeucamp happening in the medical profession"

9:56 am **fabianseyfried:** HCPs need concrete education in social media - maybe through #hcsmeu. #hcsmeucamp

9:56 am **novoseek:** RT @Berci: Dangers of Web 2.0: In Medicine <http://bit.ly/19XrGy> #hcsmeucamp

9:56 am **whydotpharma:** #hcsmeucamp EU reg bodies need to take lead in providing docs w education and tools to manage soc med dangers

9:56 am **ZoeVH:** RT @andrewspong: Pure digital agencies are less well equipped to deal with regulatory issues, yet trad agencies are hindered by them... #hcsmeucamp

9:56 am **aurorahealthpr:** RT @odomlewis odomlewis #hcsmeucamp waking up? #hcsmeucamp unconference live! <http://bit.ly/aBDO4G> Follow: <http://wthashtag.co>

9:56 am **skoko:** "Need for broader Education on use & dangers of Social Media" keeps coming up in all sessions #hcsmeucamp

9:57 am **fabianseyfried:** RT @deMaria\_Velasco I am working with Medting! RT @fabianseyfried Doc could share case studies online, discuss with colleagues. #hcsmeucamp

9:57 am **angel189:** RT @xbrochart: @paulgrant there is room for new kind of agencies, mixing consultancy (education still very important) and agency practice #hcsmeucamp

9:57 am **andrewspong:** The way forward: education, communication, better tools, medical association workshops, boards, prof bodies #hcsmeucamp

9:57 am **rohal:** YES: RT @whydotpharma:EU reg bodies need to take lead in providing docs w education and tools to manage soc med dangers #hcsmeucamp

9:57 am **your\_daily\_pill:** My fellow LinkedIners, join #hcsmeucamp! #in

9:58 am **deMaria\_Velasco:** agencies still make their money OFFLINE #hcsmeucamp

9:58 am **gaborgy:** RT @skoko: "Need for broader Education on use & dangers of Social Media" keeps coming up in all sessions #hcsmeucamp

9:58 am **your\_daily\_pill:** @fabianseyfried maybe a legal authorization to reveal info from the patient is a good option #hcsmeucamp

9:59 am **paulgrant:** @xbrochart Wouldn't the agency tend to favour a strategy which utilises their inhouse expertise, rather than the best solution? #hcsmeucamp

9:59 am **odomlewis:** RT @xbrochart: @paulgrant there is room for new kind of agencies, mixing consultancy (education still imp) & agency practice #hcsmeucamp

9:59 am **angel189:** RT @skoko: "Need for broader Education on use & dangers of Social Media" keeps coming up in all sessions #hcsmeucamp

9:59 am **EndreJofoldi:** RT @Berci: Dangers of Web 2.0: In Medicine <http://bit.ly/19XrGy> #hcsmeucamp

9:59 am **odomlewis:** RT @Berci: Dangers of Web 2.0: In Medicine <http://bit.ly/19XrGy> #hcsmeucamp

9:59 am **deMaria\_Velasco:** BOTH, strategy 1stRT @odomlewis: According to @PaulGrant To have credibility agencies need to focus on strategy & drop tactical #hcsmeucamp

9:59 am **sammiew:** Is our job at #hcsmeucamp is to provide education & benefit of SM for all communities e.g. agencies, societies, medical pub, patient grps??

10:00 am **deMaria\_Velasco:** it is much harder to sell strategRT @whydotpharma: #hcsmeucamp For agencies value add is in research and strat, implementation is commodity!

10:00 am **Berci:** RT @flupianez:Language could be a inhibitor but regulation issues in UE and health as a public good could have more influence #hcsmeucamp

10:00 am **rohal:** @andrewspong now presenting the results of Informing the HCP #hcsmeucamp

10:00 am **angel189:** RT @sammiew: Is our job at #hcsmeucamp is to provide education & benefit of SM for all communities e.g. agencies, societies, medical pub, patient grps??

10:00 am **jonathanbriggs:** #hcsmeucamp For agencies value add is in research and strat, implementation is commodity! (via @whydotpharma)

10:00 am **gzones1974:** RT @andrewspong: "I don't see any events like #hcsmeucamp happening in the medical profession"

10:00 am **xbrochart:** @whydotpharma long is the road for EU reg bodies, "safer networking rules" published, but nothing since <http://bit.ly/aLKGTA> #hcsmeucamp

10:01 am **fabianseyfried:** Would be gr8 - but they are slow ;) RT @your\_daily\_pill maybe a legal authorization to reveal info from patient is a good option #hcsmeucamp

10:01 am **whydotpharma:** #hcsmeucamp like idea of professional HCP bodies taking lead in education- says: managing soc med info is part of ur job!!!

10:02 am **ValerieRAVERY:** RT @xbrochart: @paulgrant there is room for new kind of agencies, mixing consultancy (education still very important) and agency practice #hcsmeucamp

10:03 am **xbrochart:** @sammiew identifying and/or creating communities of hcp, pts, agencies, pharmas, and ease ways of communicating btw each ofthem #hcsmeucamp

10:03 am **fabianseyfried:** Considering amount of info on the net, there is need for a "one stop shop", aggregating/rating the channels #hcsmeucamp

10:03 am **gaborgy:** RT @whydotpharma #hcsmeucamp like idea of professional HCP bodies taking lead in education- says: managing soc med info is part of ur job!!!

10:03 am **haroldbish:** RT @whydotpharma: #hcsmeucamp For agencies value add is in research and strat, implementation is commodity!

10:03 am **itato:** @andrewspong you're right, #hcsmeucamp is a perfect example of what we could do for the medical sector

10:03 am **healthUnlocked:** RT @rohal That is Matt "@healthUnlocked" on dangers of SM to HCP's #hcsmeucamp !

10:04 am **Berci:** Online literacy and social media included in medical curriculum <http://med20course.com> #hcsmeucamp

10:04 am **rohal:** Information to HCP's need to be diseasebased.. Isn't that there already? #hcsmeucamp

10:04 am **paulgrant:** We are talking about some kind of 'Alltop' for HCPs #hcsmeucamp <http://alltop.com/>

10:04 am **gaborgy:** An "ALLTOP" for HCPs? #hcsmeucamp

10:04 am **rohal:** @healthUnlocked ;-) #hcsmeucamp

10:05 am **navatane:** @navatane: #hcsmeucamp: just checked my own professional body (Apothekerkammer) for any "sign" on social media - nothing!

10:05 am **odomlewis:** Idea for an "Alltop" for healthcare says @andrewspong #hcsmeucamp

10:05 am **dawidge:** #hcsmeucamp the rule at start "walk away" if you don't like it. Nobody has! :-D And @andrewspong has made it to lunch without collapse :-p

10:05 am **pharmaphorum:** RT @whydotpharma: #hcsmeucamp EU reg bodies need to take lead in providing docs w education and tools to manage soc med dangers

10:05 am **Berci:** RT @rohal: Information to HCP's need to be diseasebased.. Isn't that there already? #hcsmeucamp "Yes, there is: <http://bit.ly/h6hwS>

10:05 am **pauldixey:** NHS is yet to capture the wealth of the net I News I Health Service Journal: <http://bit.ly/bi6E6o> via @addthis #hcsmeucamp

10:06 am **Berci:** @andrewspong @odomlewis: an "Alltop" for healthcare? #hcsmeucamp "Here it is: PerSSonalized Medicine in 50 topics <http://bit.ly/mLIL>

10:07 am **ehealthgr:** RT @Berci: @andrewspong @odomlewis: an "Alltop" for healthcare? #hcsmeucamp "Here it is: PerSSonalized Medicine in 50 topics <http://bit.ly/mLIL>

10:07 am **xbrochart:** @navatane not any presence on any of the 4 basics ? RSS-blog / YouTube-video / Twitter-microblog / Facebook-socnet ? #hcsmeucamp

10:07 am **haroldbish:** No much agency love then RT @andrewspong: Too many dig agency focused on implementation -don't understand strategic implications #hcsmeucamp

10:08 am **angel189:** Questions to #hcsmeucamp will be welcome

10:08 am **blogaceutics:** Pfizer seeks ways to ease adverse events reporting digitally [Medical Marketing & Media] <http://bit.ly/db0cxL> #hcsmeucamp

10:08 am **odomlewis:** RT @Berci: @odomlewis: an "Alltop" for healthcare? #hcsmeucamp "Here it is: PerSSonalized Medicine in 50 topics <http://bit.ly/mLIL>

10:09 am **itato:** Such an interesting gathering you're celebrating! Thanks everyone who's tweeting, #hcsmeucamp (#angel189 live at <http://ustre.am/cM4a>)

10:09 am **dawidge:** RT @blogaceutics: Pfizer seeks ways to ease adverse events reporting digitally [Medical Marketing & Media] <http://bit.ly/db0cxL> #hcsmeucamp

10:10 am **paulgrant:** @whydotpharma endorses @Berci and @healthUnlocked as catalysts of change #hcsmeucamp Hear, hear - She asks how to be pan-EU or Intl?

10:10 am **skoko:** participants feel doctors are "reticent" to use social media in broader sense, prefer small groups, be in control, among equals #hcsmeucamp

10:10 am **your\_daily\_pill:** @angel189 What would be criteria for hiring social media employees in #pharma/biotech? #hcsmeucamp #media #marketing

10:10 am **fabiansefried:** RT @odomlewis: RT @Berci: @odomlewis: an "Alltop" for healthcare? #hcsmeucamp "Here it is: PerSSonalized Medicine <http://bit.ly/mLIL>

10:10 am **wissit:** from wikipedia to medipedia? #hcsmeucamp

10:10 am **rarecare:** Nice point on education: Great article in International Herald Tribune today about SM in education in MBA pgms etc #hcsmeucamp

10:11 am **paulgrant:** @Berci acknowledges his University as being a champion for changing healthcare through online channels #hcsmeucamp

10:11 am **odomlewis:** Change in medical curriculum necessary to change behaviors of doc for social media #hcsmeucamp ePatients will drive change

10:11 am **cdebie:** RT @andrewspong: The EU is a barrier to this, regulatory-wise. #hcsmueu has a lobbying role here #hcsmeucamp

10:11 am **whydotpharma:** #hcsmeucamp @berci says docs will change behavior once 50% of patients are epatients

10:12 am **odomlewis:** RT @Berci: Online literacy and social media included in medical curriculum <http://med20course.com> #hcsmeucamp

10:13 am **whydotpharma:** #hcsmeucamp @healthunlocked once soc med makes docs life easier, they will adopt!

10:13 am **skoko:** do you have a link? RT @rarecare Great article in International Herald Tribune today about SM in education in MBA pgms #hcsmeucamp

10:13 am **aurorahealthpr:** Agree? RT@odomlewis odomlewis Change in medical curriculum necessary to change behaviors of doc for social media #hcsmeucamp ePatients will

10:13 am **xbrochart:** @odomlewis and we could help @Berci to turn his HC Alltop into a multilingual version designed for European-wide audience #hcsmeucamp

10:13 am **laikas:** RT @Berci: Online literacy & social media included in medical curriculum <http://bit.ly/cNizZn> #hcsmeucamp -note ONLINE LITERACY is more!

10:14 am **whydotpharma:** #hcsmeucamp I can smell lunch :- ) !!!

10:14 am **gaborgy:** RT @dawidge: RT @blogaceutics: Pfizer seeks ways to ease adverse events reporting digitally [MMM] <http://bit.ly/db0cxL> #hcsmeucamp

10:15 am **markhawker:** @Berci @andrewspong @odomlewis Just remember. Aggregated and personalised are two related but very different concepts. #hcsmeucamp

10:15 am **gaborgy:** RT @wissit: from wikipedia to medipedia? #hcsmeucamp

10:15 am **navatane:** #hcsmeucamp: involve payers / someone from insurance companies next time

10:15 am **eurordis:** @cdebie @andrewspong: at @eurordis we have SM as part of our EU advocacy action plan to voice patients views to Commission #hcsmeucamp

10:16 am **laikas:** RT @markhawker: @Berci @andrewspong Just remember. Aggregated & personalised R 2 related but vry diff concepts. #hcsmeucamp Exactly!

10:16 am **andrewspong:** RT @markhawker: @Berci @andrewspong @odomlewis Just remember. Aggregated and personalised are two related but very different concepts. #hcsmeucamp

10:16 am **odomlewis:** Yes! RT @xbrochart @odomlewis we could help @Berci turn his HC Alltop into multilingual vers designed 4 European-wide audience #hcsmeucamp

10:17 am **angel189:** Lunch time 45 minutes break #hcsmeucamp

10:19 am **deMaria\_Velasco:** Criteria for SM employees: critical is to understand strategy, secondary some technical skills #hcsmeucamp @angel189 @your\_daily\_pill

10:19 am **businessplan\_it:** Suggestion: A 1-9-90 strategy to educate HCPs in Social Media #hcsmeucamp <http://bit.ly/cKdzw2>

10:19 am **healthUnlocked:** RT @paulgrant @whydotpharma endorses @Berci and @healthUnlocked as catalysts of change #hcsmeucamp Hear, hear - How to be pan-EU or Intl?

10:20 am **deMaria\_Velasco:** Patients will drive change but will collapse current healthcare services with their demands #hcsmeucamp

10:21 am **fabianseyfried:** The main reason for a lunch break at #hcsmeucamp? Recharge laptop batteries. :)

10:22 am **mfenner:** Having fun at #hcsmeucamp in Berlin. I thought I know social media, but so much to learn.

10:22 am **navatane:** @xbrochart I'm on the case checking out and digging further #hcsmeucamp

10:23 am **paulgrant:** Yes, market access is often overlooked! RT @navatane: #hcsmeucamp: involve payers / someone from insurance companies next time

10:25 am **itato:** #hcsmeucamp va a ser el hash key del día.

10:26 am **jlalbi:** RT @deMaria\_Velasco: Criteria for SM employees: critical is to understand strategy, secondary some technical skills #hcsmeucamp @angel189 @your\_daily\_pill

10:27 am **TiphaineMF:** Will be difficult for me to be here for #hcsmeucamp pharma session. Will try to (#angel189 live at <http://ustre.am/cM4a>)

10:27 am **odomlewis:** @markhawker @berci Agency - @bluestarlounge - has software product 4 hospitals - RSS aggregator based on specialties #hcsmeucamp

10:28 am **TiphaineMF:** #hcsmeucamp sending e-mails to journalists, inviting them to join you live through ustream & twitter hashtag !

10:29 am **andrewspong:** Lunch at #hcsmeucamp.

10:29 am **Zorg20:** @andrewspong yes it will Juni 22nd @umcn Next @reshape : Unconference & Pecha Kucha contest about Health 2.0 ;-) #hcsmeucamp

10:29 am **andrewspong:** I must let go of the mic. I must let go of the mic. I must let go of the mic. :) #hcsmeucamp

10:30 am **PedroLuisGS:** RT @itato: #hcsmeucamp va a ser el hash key del día.

10:30 am **rohal:** GREa RT @TiphaineMF: sending e-mails to journalists, inviting them to join you live through ustream & twitter hashtag ! #hcsmeucamp

10:30 am **cwsampson:** Strongly agree! RT @navatane: #hcsmeucamp: involve payers / someone from insurance companies next time

10:30 am **andrewspong:** 1K TYs :) @TiphaineMF: #hcsmeucamp sending e-mails to journalists, inviting them to join you live through ustream & twitter hashtag !

10:30 am **markhawker:** @odomlewis My point exactly. That's aggregation. Personalisation is/should B more complex based on models. (@Berci @andrewspong) #hcsmeucamp

10:31 am **andrewspong:** A HUGE TY for everyone outside the room bringing themselves inside the room through their contributions, and v.v. #hcsmeucamp

10:32 am **markhawker:** @odomlewis You can narrow by specialty, fine. But what if on Monday they want to look at X, Tuesday Y and Wednesday f(X+Y)\*Z? #hcsmeucamp

10:32 am **PedroLuisGS:** RT @odomlewis: Change in medical curriculum necessary to change behaviors of doc for social media #hcsmeucamp ePatients will drive change

10:33 am **PedroLuisGS:** RT @paulgrant: @whydotpharma endorses @Berci and @healthUnlocked as catalysts of change #hcsmeucamp Hear, hear - She asks how to be pan-EU or Intl?

10:35 am **markhawker:** @odomlewis Well, yes. I did user adaptive systems & personalisation in my degree. Part of this group, too: <http://bit.ly/vbgwh> #hcsmeucamp

10:35 am **PedroLuisGS:** RT @whydotpharma: #hcsmeucamp EU reg bodies need to take lead in providing docs w education and tools to manage soc med dangers

10:36 am **odomlewis:** @markhawker A personal channel, that is the idea :) #hcsmeucamp

10:37 am **betablockr:** RT @Berci: "Social media is not goal itself, better healthcare is a goal" - So true!!! #hcsmeucamp

10:38 am **odomlewis:** RT @markhawker Yes. I did user adaptive systems & personalisation in my degree. Part of this group 2: <http://bit.ly/vbgwh> #hcsmeucamp

10:38 am **markhawker:** @odomlewis Yes. Recommendation systems, collaborative filtering etc. R fascinating concepts. Computationally expensive, though. #hcsmeucamp

10:39 am **EngagementStrat:** Delicious! Virtually enjoying lunch at #hcsmeucamp. Day's agenda currently showing on Ustream at <http://ow.ly/1t1we>

10:39 am **PharmExecDigi:** RT @Berci: Dangers of Web 2.0: In Medicine <http://bit.ly/19XrGy> #hcsmeucamp

10:39 am **PedroLuisGS:** #hcsmeucamp: Enjoy your #lunch! :) (#angel189 live at <http://ustre.am/cM4a>)

10:40 am **markhawker:** @odomlewis No worries. Hands up informaticians in the room... :) #hcsmeucamp

10:42 am **dawidge:** #hcsmeucamp lunchtime question; who's getting an iPad?

10:45 am **odomlewis:** March ePatient Connections from @kevinkruse: <http://bit.ly/byYzS4> #hcsmeucamp #hcs

10:46 am **markhawker:** @odomlewis You, too. Sounds like @andrewspong is looking after you. Great job, Andrew. #hcsmeucamp

10:49 am **mikey3982:** @markhawker @odomlewis CAS design will integrate micro-narratives shared on Soc Media to enable all to have new insights #hcsmeucamp

10:50 am **odomlewis:** From @mayoclinic iPhone app - #Mobile Symptom Checker <http://bit.ly/aOMAzS> #hcsmeucamp #hcs

10:52 am **TiphaineMF:** keypoint on physicians perspective : have a look at @mehealthme - physicians community #hcsmeu #hcsmeucamp #digpharm #health2eu #hcs

10:53 am **sickonthenet:** RT @EngagementStrat: Delicious! Virtually enjoying lunch at #hcsmeucamp. Day's agenda currently showing on Ustream at <http://ow.ly/1t1we>

10:55 am **odomlewis:** @markhawker: @andrewspong does a terrific job, this is a great "unconference" #hcsmeucamp

11:01 am **TiphaineMF:** RT @odomlewis: @markhawker: @andrewspong does a terrific job, this is a great "unconference" #hcsmeucamp

11:06 am **andrewspong**: Back to the wall of questions to decide the [#pharma](#) session topics [#hcsmeucamp](#)

11:07 am **rohal**: OK Lunch is over - redirecting ourselves to third round: Pharma [#hcsmeucamp](#)

11:12 am **iSOFT\_Shaun**: @andrewspong hope its going well @ [#hcsmeucamp](#)

11:14 am **copdiary**: From @mayoclinic iPhone app - [#Mobile](#) Symptom Checker <http://bit.ly/aOMaZS> [#hcsmeucamp](#) [#hcsn](#) /via @odomlewis

11:14 am **copdiary**: March ePatient Connections from @kevinkruse: <http://bit.ly/byYzS4> [#hcsmeucamp](#) [#hcsn](#) /via @odomlewis

11:15 am **copdiary**: [#hcsmeucamp](#): Enjoy your [#lunch](#)! :-)) ([#angel189](#) live at <http://ustre.am/cM4a>) /via @PedroLuisGS

11:16 am **copdiary**: GREa RT @TiphaineMF:sending e-mails to journalists, inviting them 2 join you through ustream & twitter hashtag ! [#hcsmeucamp](#) /via @rohal

11:17 am **cofoman**: Just about to move into discussion groups around pharma at [#hcsmeucamp](#)

11:18 am **cdebic**: RT @whydotpharma: RT @Berci: Social media is not goal itself, better healthcare is a goal [#hcsmeucamp](#)

11:18 am **blogaceutics**: Having finished lunch we are getting ready to discuss today's third block: pharma [#hcsmeucamp](#)

11:18 am **cyberwriter**: Questions to [#hcsmeucamp](#) will be welcome /via @angel189

11:19 am **cyberwriter**: RT @whydotpharma: RT @Berci: Social media is not goal itself, better healthcare is a goal [#hcsmeucamp](#) /via @cdebic

11:20 am **odomlewis**: RT @blogaceutics: Having finished lunch we are getting ready to discuss today's third block: pharma [#hcsmeucamp](#)

11:20 am **cyberwriter**: @andrewspong yes it will Juni 22nd @umcn Next @reshape : Unconference & Pecha Kucha contest about Health 2.0 ;-)) [#hcsmeucamp](#) /via @Zorg20

11:21 am **rohal**: So, these are the themes for Pharma: patients, ph and social media, and ph's internal issues with socical media! [#hcsmeucamp](#)

11:21 am **cyberwriter**: Suggestion: A 1-9-90 strategy to educate HCPs in Social Media [#hcsmeucamp](#) /via @fabiansefried

11:23 am **Dominic\_Tyer**: RT @Cofoman: Just about to move into discussion groups around pharma at [#hcsmeucamp](#)

11:23 am **gzones1974**: [#hcsmeucamp](#) publishing Pharma corp news isn't SM, SM monitoring isn't SM. We need pharma interacting with MDs and people to enhance health

11:25 am **AnikoLecoultre**: thx @angel189 RT @itato: Such an interesting gathering Thanks everyone who's tweeting, [#hcsmeucamp](#) ([#angel189](#) live at <http://ustre.am/cM4a>)

11:27 am **gzones1974**: while pharma keeps figuring out how to interact, all other stakeholders are doing so as we speak [#hcsmeucamp](#)

11:28 am **JamesHarper**: Yes!! RT @gzones1974: [#hcsmeucamp](#) Pharma corp news not SM, SM monitoring not SM. need pharma interacting w/ MDs & people to enhance health

11:29 am **odomlewis**: Next topic [#pharma](#) [#hcsmeucamp](#) watch live: <http://bit.ly/9Z9pFC> or follow stream: <http://bit.ly/cp9BUO> [#hcsn](#)

11:30 am **odomlewis**: RT @gzones1974 while [#pharma](#) keeps figuring out how to interact, all other stakeholders are doing so as we speak [#hcsmeucamp](#)

11:33 am **JamesHarper**: not easiest group 2 engage RT@paulgrant; market access often overlooked RT @navatane: [#hcsmeucamp](#): involve payers/insurance cos next time

11:35 am **berlin\_health20**: [#hcsmeucamp](#) guys you are great - i just received the first response for hcp cooperation from a german doctors association

11:35 am **odomlewis**: No sound coming through for live feed? [#hcsmeucamp](#)

11:37 am **angel189**: @benatkins in action <http://tweetphoto.com/16523942> [#hcsmeucamp](#)

11:37 am **AnikoLecoultre**: RT @deMaria\_Velasco: Patients will drive change but will collapse current healthcare services with their demands [#hcsmeucamp](#)

11:37 am **mikey3982**: @odomlewis the sound is deadened whilst workshop sessions [#hcsmeucamp](#)

11:37 am **steenweg**: @navatane You should not ask too much from your prof. body! Sourcecode of apothekerkammer.de is copyrighted from 2001... [#hcsmeucamp](#)

11:38 am **rohal**: @odomlewis I'm going to check, but there's no plenary session. [#hcsmeucamp](#)

11:38 am **Zorg20**: @andrewspong @rohal [#pharma](#) [#hcsmeucamp](#)no sound @ livestream !! [#hcsmeucamp](#)

11:39 am **angel189**: <http://tweetphoto.com/16523982> Alexander & the Art of listening [#hcsmeucamp](#)

11:39 am **Zorg20:** @rohal ah ! #hcsmeucamp

11:40 am **Zorg20:** @rohal would be nice to "attend virtual" to one of them ;-) #hcsmeucamp

11:40 am **your\_daily\_pill:** RT @odomlewis: No sound coming through for live feed? #hcsmeucamp

11:43 am **rohal:** IS sound stream working now? #hcsmeucamp

11:44 am **rohal:** @Zorg20 I thought you would have a videomessage to us? #hcsmeucamp

11:44 am **andrewspong:** Reconvening - sorry for the loss of sound, we left the mics on the table #headslap #hcsmeucamp

11:44 am **tina\_e7:** @thomas612 ahh, the sound is kind of checky on the live broadcast, but it looks interesting :- ) #hcsmeucamp

11:45 am **andrewspong:** Thanks for staying with us. First of the four #pharma groups about to report back :) #hcsmeucamp

11:45 am **JamesHarper:** @rohal yup sound on #hcsmeucamp

11:46 am **rohal:** Now reporting on Pharma in plenary session! #hcsmeucamp

11:46 am **aurorahealthpr:** Internal trust for a well documented, well planned process for responsible engagement #hcsmeucamp

11:46 am **xbrochart:** travail de groupe sur les pharma vient de se terminer, début des restitutions ! #hcsmeucamp

11:46 am **rohal:** @JamesHarper Thx! #hcsmeucamp

11:46 am **blogaceutics:** Coming back to plenary session for reporting on pharma and social media #hcsmeucamp

11:47 am **healthUnlocked:** #hcsmeucamp - postprandial fog interrupted by energetic discussion of pharma issues: SM guidance, usage, patient relationships

11:47 am **andrewspong:** #Pharma and social media: collaborate on outlines and outcomes across companies, and share, transparently. #hcsmeucamp

11:48 am **andrewspong:** ...then throw that open for the public to vote on what they like/don't like (doesn't presuppose acceptance) :) #hcsmeucamp

11:48 am **andrewspong:** How can #pharma use social media to improve adherence, advance #patient outcomes? #hcsmeucamp

11:49 am **fabianseyfried:** Pharma companies collaborating on common guidelines for social media - nice idea, a bit idealistic perhaps #hcsmeucamp

11:49 am **andrewspong:** Social media is an opportunity to rebuild trust #hcsmeucamp

11:49 am **clinicalandy:** RT @healthUnlocked #hcsmeucamp - postprandial fog interrupted by energetic discussion of pharma issues - Postprandial fog is my fave term!

11:49 am **Zutroi:** New community on its way to the web. #pharma #hcsmeucamp

11:49 am **odomlewis:** Social media for #Pharma - value for attracting & retaining talent #hcsmeucamp

11:50 am **andrewspong:** Value that can be added by pharma: health info, early clinical trial results, a channel to connect #hcsmeucamp

11:50 am **rohal:** And yes, there it is again: Trust... difficult need to discuss that further in depth #hcsmeucamp

11:50 am **andrewspong:** How much feedback does #pharma want? And how much can it handle? #hcsmeucamp

11:50 am **cyberwriter:** Doctors (HCP) would use Social Media for research, learning and perhaps patient benefit #hcsmeucamp /via @fabianseyfried

11:50 am **angel189:** RT @andrewspong: Social media is an opportunity to rebuild trust #hcsmeucamp

11:50 am **andrewspong:** Interplay between 'the customer' and corporate social responsibility #hcsmeucamp

11:50 am **fabianseyfried:** "But can pharma handle it?" RT @andrewspong: Social media is an opportunity to rebuild trust #hcsmeucamp

11:51 am **gaborgy:** RT @gzones1974: while pharma keeps figuring out how to interact, all other stakeholders are doing so as we speak #hcsmeucamp

11:51 am **andrewspong:** "More 'doing' in general required" :) #hcsmeucamp

11:51 am **whydotpharma:** #hcsmeucamp Can we create a soc med self-regulation for pharma? Then have public critique and evolve it.

11:51 am **cyberwriter:** Social media is an opportunity to rebuild trust #hcsmeucamp /via @andrewspong !!!

11:51 am **jesperbn:** Gr8 Q! RT @fabianseyfried: "But can pharma handle it? "RT @andrewspong: Social media is an opportunity to rebuild trust #hcsmeucamp

11:52 am **jonmrich:** What about if patients have questions about how to use your brand? Should you talk to them then? #hcsmeucamp

11:52 am **cyberwriter:** #hcsmeucamp Can we create a soc med self-regulation for pharma? Then have public critique and evolve it. /via @whydotpharma

11:52 am **StreamingWell:** #hcsmeucamp pharma can facilitate a social media conversation e.g J&J youtube channel

11:52 am **JamesHarper:** interesting feedback from @paulgrant at #hcsmeucamp are any customer services, or CRM from pharma present not just mktg and agency

11:52 am **andrewspong:** Target senior managers. Evangelise to them. Show them the fear (cf @eyeonfda's Crisis in a Keystroke), then the solutions #hcsmeucamp

11:52 am **odomlewis:** @nicoleljohanson THX, Nicole! Attending virtually, U can, 2- live <http://bit.ly/9Z9pFC> - Gr8 unconference & "seeing" everyone :- ) #hcsmeucamp

11:52 am **aurorahealthpr:** RT@ whydotpharma #hcsmeucamp Can we create a soc med self-regulation for pharma? Then have public critique and evolve it.

11:52 am **cyberwriter:** New community on its way to the web. #pharma #hcsmeucamp /via @Zutroi

11:52 am **ttrinkl:** #hcsmeucamp buliding trust includes making mistakes. that includes even pharma

11:52 am **navatane:** @navatane: Pharma in social media: Start with aggressively listening, facilitation of conversations, don't talk about brands #hcsmeucamp

11:52 am **andrewspong:** Group 2: what is #patient focus? #hcsmeucamp

11:53 am **cyberwriter:** travail de groupe sur les pharma vient de se terminer, début des restitutions ! #hcsmeucamp /via @xbrochart

11:53 am **andrewspong:** It is: looking at the entire patient experience of the disease: new traitements, prevention, awareness #hcsmeucamp

11:53 am **EngagementStrat:** Now I don't mind that I missed #hcsmeucamp workshop audio thanks to @paulgrant's excellent review of discussion. @whydotpharma up now...

11:53 am **dawidge:** Alright, alright, i'll get on with ""doing"!! > "More 'doing' in general required" :) #hcsmeucamp /via @andrewspong

11:53 am **rohal:** @whydotpharma reporting on patients moving from pills and disease into experience - so patient focus, centrality #hcsmeucamp

11:53 am **gaborgy:** RT @andrewspong: How much feedback does #pharma want? And how much can it handle? #hcsmeucamp

11:54 am **andrewspong:** #failbetter :) RT @ttrinkl: #hcsmeucamp buliding trust includes making mistakes. that includes even pharma

11:54 am **healthUnlocked:** #hcsmeucamp - @whydotpharma saying that pharma needs to "move from selling pills to improving outcomes" i.e. holistic approach via SM?

11:54 am **PedroLuisGS:** RT @whydotpharma: #hcsmeucamp Can we create a soc med self-regulation for pharma? Then have public critique and evolve it.

11:54 am **PedroLuisGS:** RT @andrewspong: Interplay between 'the customer' and corporate social responsibility #hcsmeucamp

11:54 am **StreamingWell:** 3rd parties can help build trust. Patient advocacy, communities, information sites. e.g. Patients like me and streaming well. #hcsmeucamp

11:54 am **thomas612:** gute Patientent Experience: nova nordics ceo lebt wie eine diabetikerin, obwohl sie keine diabetikerin ist #hcsmeucamp #yam

11:54 am **sammiew:** Should pharma come together, create guidelines for working in the social media space? Rather than waiting for regulators? #hcsmeucamp

11:54 am **fabianseyfried:** Bad example of sm use by pharma: Company promotes chochlea implant on YouTube - but without subtitles... #hcsmeucamp

11:55 am **dawidge:** #hcsmeucamp @whydotpharma is challenging my 'resident Artist' crown!

11:55 am **webcommunicatie:** RT @Zutroi2010New community on its way to the web. #pharma #hcsmeucamp

11:55 am **andrewspong:** @EngagementStrat Good to have you with us, Daniel :) #hcsmeucamp

11:55 am **odomlewis:** RT @healthUnlocked #hcsmeucamp - @whydotpharma: #pharma needs 2 move from selling pills 2 improving outcomes i.e. holistic approach via SM?

11:55 am **blogaceutics:** Me: It's not up 2 pharma 2 decide if they wnt feed-back or not. Feed-back is alrdy being given on the web. <http://bit.ly/9rY1Jl> #hcsmeucamp

11:55 am **angel189:** #hcsmeucamp patient experience through social media

11:55 am **JamesHarper:** Cust rel/med info front line & should be on SM w/ patients engaging in their medium not just in media pharma comfortable with [#hcsmeucamp](#)

11:55 am **thomas612:** schlechte Patient Experience: Firma, die Implantate für Taube herstellt, macht ein Youtube-Video ohne Untertitel [#hcsmeucamp](#) [#yam](#)

11:55 am **gesundheitswirt:** What is with older people and their experience? They are not using social media, right? [#gap](#) [#hcsmeucamp](#)

11:55 am **andrewspong:** RT @blogaceutics: Me: It's not up 2 pharma 2 decide if they wnt feed-back or not. Feed-back is alrdy being given on the web. <http://bit.ly/9rY1Jl> [#hcsmeucamp](#)

11:56 am **your\_daily\_pill:** something is wrong with my i-connection, got to abandon efforts to follow [#hcsmeucamp](#) :(:( hope the files from it will be avail online

11:56 am **blogaceutics:** 'On compliance and is Pharma listening to patients?' An interesting post by @MaverickNY <http://bit.ly/dpkQjB> [#hcsmeucamp](#)

11:56 am **andrewspong:** Pharma setting up its own measures may not be the best idea if they don't 'get' what they're measuring [#hcsmeucamp](#)

11:57 am **navatane:** @whydotpharma [#hcsmeucamp](#) to become a mentor for pharma companies, provide examples of good engagement, measurements

11:57 am **mikey3982:** RT @rohal: @whydotpharma reporting on patients moving from pills and disease into experience - so patient focus, centricty [#hcsmeucamp](#)

11:57 am **fabiansefried:** should there be an objective measurement of good social media use by pharma? A rating system? [#hcsmeucamp](#)

11:57 am **gaborgy:** @whydotpharma Pharma need shift from product centric communication to disease-orientated and hopefully patient centric way of it [#hcsmeucamp](#)

11:57 am **ttrinkl:** [#hcsmeucamp](#): try something really new: ask others for help. may be patients and doctors have the solutions

11:57 am **xbrochart:** @andrewspong makes me think about FailCon, conference focusing on business failure and to fix it <http://bit.ly/9kwbYR> [#hcsmeucamp](#)

11:57 am **healthUnlocked:** [#hcsmeucamp](#) @whydotpharma - Measures of success in SM. "Should be independent" i.e. a measure of ROC (return on connections)?

11:57 am **cyberwriter:** [#hcsmeucamp](#) einentlich wäre ja alles ganz einfach [#listen2patients](#)

11:57 am **twistening:** ? ? 'On compliance and is Pharma listening to patients?' An interesting post by @MaverickNY <http://bit.ly/dpkQjB> [#hcsmeucamp](#): '... ? ?

11:58 am **rohal:** ON to the PHARMA internal group - seems to be going a duet see UStream! [#hcsmeucamp](#)

11:58 am **StreamingWell:** Fastest growing group on facebook: Women over 50. [#hcsmeucamp](#)

11:58 am **jonathanbriggs:** @whydotpharma excellent suggestion to produce shared benchmarks for good social media in Europe [#hcsmeucamp](#)

11:58 am **andrewspong:** Next: how to get internal buy-in in a [#pharma](#) company re. social media? [#hcsmeucamp](#)

11:58 am **cyberwriter:** Pharma need shift from product centric communication to disease-orientated and hopefully patient centric way of it [#hcsmeucamp](#) /via @gaborgy

11:58 am **cyberwriter:** 'On compliance and is Pharma listening to patients?' An interesting post by @MaverickNY <http://bit.ly/dpkQjB> [#hcsmeucamp](#) /via @blogaceutics

11:59 am **aurorahealthpr:** [#hcsmeucamp](#) Janssen Cilag example shows UK engagement can happen. Get the back end right and scenario plan

11:59 am **wissit:** @andrewspong getting feedback is daily live in sm, pharma has to adapt, its not about wanting [#hcsmeucamp](#)

11:59 am **PedroLuisGS:** My dear colleagues. Impressive work & knowledge you have but sincerely...I think too ahead of reality for HC in EU [#hcsmeucamp](#)

12:00 pm **andrewspong:** The 'regulation' bugbear. @EFPIAComms and @PMCPA \*encouraging\* not restricting expermentation [#hcsmeucamp](#)

12:00 pm **GalliardHealth:** Great Q for advancing social media for health - how do we get internal buy in within pharma [#hcsmeucamp](#)

12:00 pm **socialEspeaking:** RT @GalliardHealth gr8 Q 4 advancing social media 4 health - hw do we get internal buy in within pharma [#hcsmeucamp](#) ;]

12:00 pm **healthUnlocked:** @clinicalandy [#hcsmeucamp](#) thanks - operating at various levels of consciousness... but certainly not an unconscious unconference

12:00 pm **andrewspong:** You-know-who's facebook meltdown gets a mention as an attention-grabber for pharma [#hcsmeucamp](#)

12:00 pm **rohal:** @PedroLuisGS Illuminate? [#hcsmeucamp](#)

12:00 pm **mishamydunn:** Oh i would like to know this too! RT @andrewspong Next: how to get internal buy-in in a #pharma company re. social media? #hcsmeucamp

12:00 pm **thomas612:** Almost graphic design on the flip chart #hcsmeucamp from @sammielw?

12:00 pm **xbrochart:** setup community mgnt team to design and implement SM risk mgmt policy: internal specific training (for legal/reg), SM wargames #hcsmeucamp

12:00 pm **cyberwriter:** We MUST!!! #hcsmeucamp Can we create a soc med self-regulation for pharma? Then have public critique and evolve it. /via @whydotpharma

12:01 pm **aurorahealthpr:** RT@andrewspong The 'regulation' bugbear. @EFPIAComms and @PMCPA \*encouraging\* not restricting experimentation #hcsmeucamp

12:01 pm **JamesHarper:** still way to go to convince pharma of this RT @andrewspong: @EFPIAComms and @PMCPA \*encouraging\* not restricting experimentation #hcsmeucamp

12:01 pm **andrewspong:** Don't think 'Return on Investment', think 'Return on connections' when asking 'what in SM for pharma?' #hcsmeucamp

12:01 pm **xbrochart:** @GalliardHealth senior mgmt buy-in will come with education. the more educated, the more able to understand and make decision #hcsmeucamp

12:02 pm **whydotpharma:** #hcsmeucamp Start w internal soc med use, than take it outwards. Need ext case studies to demonstrate power of return on connections

12:02 pm **Berci:** RT @jonathanbriggs: @whydotpharma excellent suggestion to produce shared benchmarks for good social media in Europe #hcsmeucamp

12:02 pm **paulgrant:** Sandpit or nursery required for experimentation internally as an immediate step #hcsmeucamp

12:02 pm **odomlewis:** RT @andrewspong Don't think 'Return on Investment', think 'Return on connections' when asking 'what in SM for #pharma?' #hcsmeucamp

12:03 pm **xbrochart:** pharmacos need to invest asap in internal enterprise 2.0 tools: yammer, socialcast, yoolink, etc... and forget outlook ;-) #hcsmeucamp

12:03 pm **StreamingWell:** #hcsmeucamp Pharma needs to internally train staff to understand social media benefits

12:03 pm **Dominic\_Tyer:** Like it! RT @andrewspong Don't think 'Return on Investment', think 'Return on connections' when asking 'what in SM for #pharma?' #hcsmeucamp

12:04 pm **angel189:** Sorry blog talk radio facility not working, join us via twwetup and video streaming #hcsmeucamp

12:04 pm **Zorg20:** @andrewspong Return of Information ! #hcsmeucamp

12:04 pm **xbrochart:** digitalizing pharmacos is also a matter of adapting themselves to the digital natives (or gen-Y) that they will hire soon #hcsmeucamp

12:04 pm **andrewspong:** @mishamydunn Reivew the #digpharm feed for PDF archive, search for Janssen-Cilag panel. Great examples. #pharma #hcsmeucamp

12:05 pm **jonathanbriggs:** RT @xbrochart: pharmacos need to invest asap in internal enterprise 2.0 tools: yammer, socialcast, yoolink, etc... and forget outlook ;-) #hcsmeucamp

12:05 pm **andrewspong:** RT @wissit: @andrewspong getting feedback is daily live in sm, pharma has to adapt, its not about wanting #hcsmeucamp

12:05 pm **StreamingWell:** #hcsmeucamp establishing thought leaders would help pharma gain trust in social media

12:05 pm **pauldixey:** wld suggest that also need to put digital/social engagement targets into pharma personnel objectives and reward #hcsmeucamp

12:05 pm **Berci:** @Zorg20: @andrewspong #hcsmeucamp I like it: ROI= return on information or involvement or interaction

12:05 pm **andrewspong:** @Zorg20 or RO interest, involvement, or (negatively) ....ignoring (the epatient) #hcsmeucamp

12:05 pm **Zorg20:** @andrewspong experiences with Pharma and Healthcare is 24/7 sharing of it also #hcsmeucamp

12:06 pm **odomlewis:** @EileenOBrien Good morning! I know you are running #socpharm in the a.m. 2 include EU aud., most at #hcsmeucamp today! <http://bit.ly/9Z9pFC>

12:06 pm **fabianseyfried:** Have a scary wiki about social media cases by pharma that did not work - might mobilize the companies to invest more... #hcsmeucamp

12:06 pm **Zorg20:** agree IRT @Berci: @Zorg20: @andrewspong #hcsmeucamp I like it: ROI= return on information or involvement or interaction

12:06 pm **aurorahealthpr:** social media is about sharing - an irony that industry and agencies so protective of approaches?#hcsmeucamp

12:07 pm **JamesHarper:** @andrewspong explicit, will still face complaint if brought by comp or doc , working env of pharma still massively risk averse #hcsmeucamp

12:07 pm **SkinCampaign:** RT @andrewspong: Taking some Blip footage of the 4 #patient groups at #hcsmeucamp to share at some point... :) #hcsmeucamp

12:07 pm **Zorg20:** @andrewspong ;-) #hcsmeucamp

12:07 pm **EileenOBrien:** @odomlewis I know, am realizing that everyone is at #hcsmeucamp today! We'll see what happens w/ this experiment. #socpharm

12:07 pm **gaborgy:** From ROI through ROC (Return of Connections) to the ROH (Return of Health)? How can you measure SM succes? #hcsmeucamp

12:07 pm **pauldixey:** @sammielw how about Chatham House Rules <http://bit.ly/CvQKZ> for sharing best practice #hcsmeucamp

12:08 pm **andrewspong:** The future for #pharma is not about pushing pills but an outcomes-based approach #hcsmeucamp

12:08 pm **SkinCampaign:** RT @andrewspong: Advocacy #patient group reporting back at #hcsmeucamp

12:08 pm **SkinCampaign:** RT @andrewspong: Social media having a healing effect in itself? Perhaps #hcsmeucamp

12:08 pm **odomlewis:** @EileenOBrien social media #pharma discussion happening right now at #hcsmeucamp

12:08 pm **Zorg20:** There is NO, i repeat NO difference between communication by SoMe as in Regular communication as it go about ethics and rules #hcsmeucamp

12:09 pm **navatane:** Bye all #hcsmeucamp - sooo sorry, need to hit the road for Munich- has been great experience, look forward to outcome of camp & future coll.

12:09 pm **rohal:** Our Ustream is followed by on average 50 people sasy @angel189 ! #hcsmeucamp

12:09 pm **Berci:** @gaborgy: "How can you measure SM succes?" #hcsmeucamp They try hard: Paid Social Media Monitoring and Measurement Tools <http://bit.ly/V1hRN>

12:10 pm **xbrochart:** @gaborgy not only a matter of metrics, also a matter of storytelling. sometimes 1 very good story can convince mass of people! #hcsmeucamp

12:10 pm **odomlewis:** RT @Berci: @gaborgy: "How can you measure SM succes?" #hcsmeucamp They try hard: Paid Social Media Monitoring and Measurement Tools <http://bit.ly/V1hRN>

12:10 pm **rohal:** Coffee back in about 5 minutes #hcsmeucamp

12:10 pm **s\_flueckiger:** @Berci @whydotpharma Shared benchmarks for SM in EU - great idea, useful & advocates tangibility of SM - where/when to start? #hcsmeucamp

12:11 pm **whydotpharma:** #hcsmeucamp do not need to scare pharma into soc med via soc med. Gets them moving, but they wd miss larger soc med opportunity

12:11 pm **IveyHealth:** RT @Berci: Online literacy and social media included in medical curriculum <http://med20course.com> #hcsmeucamp

12:11 pm **andrewspong:** Smiling at the high-tech lash-up as @BenAtkins uses my Flip cam to prop up his iPod recording video :) #hcsmeucamp

12:11 pm **IveyHealth:** RT @Berci: @abiansefried "Doctors could share case studies online, discuss them with colleagues. #hcsmeucamp" Here is Medting: <http://bit.ly/bVFzVj>

12:11 pm **PedroLuisGS:** RT @andrewspong: The future for #pharma is not about pushing pills but an outcomes-based approach #hcsmeucamp

12:11 pm **pauldixey:** thought U might like 2 see this at #hcsmeucamp RT @bmj\_latest: Patient Stories on Health Web Sites cant always be trusted <http://is.gd/aIB1h>

12:12 pm **EileenOBrien:** Q1: Just saw a tweet from #hcsmeucamp about encouraging not restricting experimentation in pharma. What's your experience w/that? #socpharm

12:12 pm **IveyHealth:** RT @Berci: Online health information can be improved by well-designed algorithms based on quality scores even in social media #webicina #hcsmeucamp

12:12 pm **PedroLuisGS:** RT @JamesHarper: @andrewspong explicit, will still face complaint if brought by comp or doc , working env of pharma still massively risk averse #hcsmeucamp

12:13 pm **gaborgy:** @xbrochart It convinces me but working 4 pharma cos storytelling doesn't work alone. They want metrics. #hcsmeucamp

12:13 pm **skoko:** my words: RT @Zorg20 There is NO difference b/w communication by SoMe as in Regular communication. about ethics and rules #hcsmeucamp

12:14 pm **rohal:** RT @rohal: Our Ustream is followed by on average 150 people says @angel189 ! #hcsmeucamp

12:14 pm **ttrinkl:** re benchmarks: isn't the flow of the communication a measurement in itself? #hcsmeucamp

12:14 pm **sharingstrength:** RT @skoko: my words: RT @Zorg20 There is NO difference b/w communication by SoMe as in Regular communication. about ethics and rules #hcsmeucamp

12:15 pm **sharingstrength:** RT @xbrochart: @gaborgy not only a matter of metrics, also a matter of storytelling. sometimes 1 very good story can convince mass of people! #hcsmeucamp

12:16 pm **cyberwriter:** @Berci @whydotpharma Shared benchmarks for SM in EU - great idea, useful & advocates tangibility of SM - where/when to start? #hcsmeucamp

12:17 pm **cyberwriter:** @xbrochart It convinces me but working 4 pharma cos storytelling doesn't work alone. They want metrics. #hcsmeucamp /via @gaborgy

12:17 pm **sharingstrength:** Funders need to see more RT @ttrinkl RE: benchmarks: isn't flow of the communication a measurement in itself? #hcsmeucamp

12:19 pm **copdiary:** #hcsmeucamp do not need to scare pharma into soc med. Gets them moving, but they wd miss larger soc med opportunity /via @whydotpharma

12:20 pm **copdiary:** "How can you measure SM succes?" #hcsmeucamp Paid Social Media Monitoring and Measurement Tools <http://bit.ly/V1hRN> /via @Berci

12:20 pm **ttrinkl:** @sharingstrength true, but break down the cost per contact and you get impressive numbers #hcsmeucamp

12:21 pm **xbrochart:** @gaborgy Sure ! it's a matter of creating great content driving traffic that can be easily and effectively measured #hcsmeucamp

12:21 pm **MaverickNY:** @whydotpharma I'm finding pharma clients quietly ask for social media help without having to push it #hcsmeucamp

12:21 pm **sharingstrength:** What benchmarks could be used to show the cost of NOT participating in social media? #hcsmeucamp

12:22 pm **cyberwriter:** #hcsmeucamp do not need 2 scare pharma into soc med. Gets them moving!!!! /via @whydotpharma

12:23 pm **JamesHarper:** @pauldixey re patient stories not to be trusted remember this <http://bit.ly/9RpWlo> #hcsmeucamp

12:23 pm **rohal:** Andrew addressing the BIG q.: What should #HCSMEU doing, it is in ACT. #hcsmeucamp

12:23 pm **sharingstrength:** Agreed RT @ttrinkl @sharingstrength true, but break down the cost per contact and you get impressive numbers #hcsmeucamp

12:24 pm **cyberwriter:** Andrew addressing the BIG q.: What should #HCSMEU doing, it is in ACT. #hcsmeucamp /via @rohal

12:24 pm **cyberwriter:** What benchmarks could be used to show the cost of NOT participating in social media? #hcsmeucamp /via @SharingStrength

12:24 pm **sharingstrength:** RT @rohal: Andrew addressing the BIG q.: What should #HCSMEU doing, it is in ACT. #hcsmeucamp

12:25 pm **ttrinkl:** @sharingstrength and don't compare to printcopies, because what you get is RESPONSE! #hcsmeucamp

12:26 pm **rohal:** As you can see on the Ustream.. preparing ...preparing.. #hcsmeucamp

12:26 pm **PedroLuisGS:** RT @rohal: Andrew addressing the BIG q.: What should #HCSMEU doing, it is in ACT. #hcsmeucamp

12:27 pm **skoko:** Really enjoying this UNconference: lots of energy & exchange happening at #hcsmeucamp. Off to final lap now: #hcsmeu Mission + next steps

12:28 pm **copdiary:** Really enjoying this UNconference: lots of energy & exchange happening at #hcsmeucamp. Off to final lap: #hcsmeu Mission + next steps

12:29 pm **healthythinker:** RT @andrewspong: Don't think 'Return on Investment', think 'Return on connections' when asking 'what in SM for pharma?' #hcsmeucamp

12:30 pm **sharingstrength:** RT @andrewspong: Don't think 'Return on Investment', think 'Return on connections' when asking 'what in SM for pharma?' #hcsmeucamp

12:31 pm **jesperbn:** RT @RosettaHC: Pfizer seeking ways to use #mobile and social media to enable adverse events reporting <http://bit.ly/aadnyY> #hcsmeucamp

12:32 pm **JamesHarper:** have to face facts pharma will be main sponsor of larger progs, to engage we must prove value - can hcsmeu build evidence base? #hcsmeucamp

12:32 pm **cyberwriter:** Don't think 'Return on Investment', think 'Return on connections' when asking 'what in SM for pharma?' #hcsmeucamp

12:32 pm **JamesHarper:** evidence base that shows value to all stakeholders, open engagement leads to trust etc, but how do we capture? #hcsmeucamp

12:33 pm **JamesHarper:** no sound on feed....#hcsmeucamp

12:34 pm **sharingstrength:** Good question RT @JamesHarper can hcsmeu (with pharma involvement) build evidence base? #hcsmeucamp

12:35 pm **JamesHarper:** snd on thnx #hcsmeucamp

12:36 pm **rohal:** So some are moving into discuss groups to dicuss mission statement #hcsmeu See also <http://bit.ly/3ZIZqw> #hcsmeucamp

12:36 pm **cyberwriter:** Fazit: Don't think 'Return on Investment', think 'Return on connections' when asking 'what in SM for pharma?' #hcsmeucamp

12:36 pm **sharingstrength:** RT @rohal: So some are moving into discuss groups to dicuss mission statement #hcsmeu See also <http://bit.ly/3ZIZqw> #hcsmeucamp

12:37 pm **mikey3982:** @andrewspong return on investment in interaction (ROI) words of wisdom from @jonhusband <http://bit.ly/aWCe9d> #hcsmeucamp

12:38 pm **ttrinkl:** can #hcsmeu build trust by announcing good practice/good communication/award winning messages? #hcsmeucamp

12:38 pm **jbselz:** @JamesHarper agreed, engagement leads to trust & building trust will lead to further engagement. so focus on building trust 1st #hcsmeucamp

12:38 pm **sharingstrength:** Thx RT @mikey3982 @andrewspong return on investment in interaction (ROI) words of wisdom from @jonhusband <http://bit.ly/aWCe9d> #hcsmeucamp

12:40 pm **rohal:** Ustream max 207 people and even now the Americans ae going to virtually participate, I reckon? #hcsmeucamp

12:40 pm **sharingstrength:** RT @ttrinkl: can #hcsmeu build trust by announcing good practice/good communication/award winning messages? #hcsmeucamp

12:41 pm **pauldixey:** @JamesHarper good suggestion re evidence base; how about providing a trusted list of advisors? #hcsmeucamp

12:41 pm **ttrinkl:** RT @jbselz: @JamesHarper agreed, engagement leads to trust & building trust will lead to further engagement. so focus on building trust 1st #hcsmeucamp

12:42 pm **skoko:** One important difference of an UNconference: first appearance of Powerpoint only now ;) #hcsmeu #hcsmeucamp

12:43 pm **ttrinkl:** trust is the beginning and the end in every business. don't worry about mistakes. admit them #hcsmeucamp

12:44 pm **JamesHarper:** if so must ensure awards have weight externally RT @sharingstrength: RT @ttrinkl #hcsmeu build trust w/good communication/awards #hcsmeucamp

12:46 pm **JamesHarper:** @pauldixey nice idea, hcsmeu endorsed, stating shared interest in benefit to patients as well as commercial objectives of pharma #hcsmeucamp

12:46 pm **sharingstrength:** @JamesHarper @ttrinkl Return on interaction/communication sd carry more weight than awards. #hcsmeu #hcsmeucamp

12:46 pm **pauldixey:** @JamesHarper also need to be submitted independently not rely, for example, on pharma or agency nominations #hcsmeucamp

12:47 pm **ttrinkl:** #hcsmeucamp; can we use old-media to support the trust-building efforts? this is a terribly slow thing for social media habits

12:49 pm **jbselz:** open & transparent wins RT @ttrinkl trust is the beginning and the end in every business. don't worry about mistakes. admit them #hcsmeucamp

12:51 pm **JamesHarper:** @pauldixey you mean we should avoid slow tumble into the money making self congratulatory nature of certain well known awards? #hcsmeucamp

12:51 pm **andrewspong:** We're gathering to share our three groups' responses to the simple question: what should #hcsmeu be doing? #hcsmeucamp

12:52 pm **odomlewis:** RT @andrewspong: We're gathering to share our three groups responses to the simple question: what should #hcsmeu be doing? #hcsmeucamp

12:52 pm **digitonico:** RT @andrewspong: Pharma setting up own [soc med] measures may not be the best idea if they don't 'get' what they're measuring #hcsmeucamp

12:52 pm **PedroLuisGS:** what should #hcsmeu be doing? #hcsmeucamp I think firts mission is to lobby for credible and useful comms for patients in SM, not DTC!!

12:52 pm **SRW123:** RT @whydotpharma: #hcsmeucamp Start w internal soc med use, than take it outwards. Need ext case studies 2 demonstrate power of rtn on cxns

12:54 pm **berlin\_health20:** Germany, follow #hcsmeucamp #hcsmeu big healthcare innovation stuff happening today, results on unconference sessions will published

12:54 pm **andrewspong:** For the purposes of comparison, here's our original draft mission statement from last year: <http://bit.ly/4BTxY5> #hcsmeucamp

12:54 pm **JamesHarper:** @sharingstrength not sure should limit ourselves to 1 mechanism to engage, but agree value more wieght than awards/rubber stamps #hcsmeucamp

12:54 pm **noryus:** RT @xbrochart: pharmacos need asap internal enterprise 2.0 tools: yammer, socialcast, yoolinkpro, etc... and forget outlook ;- ) #hcsmeucamp

12:55 pm **andrewspong:** Appreciating the full meaning of Kahil Gibran's observation "Your children are not your children" ;) #hcsmeu #hcsmeucamp

12:56 pm **angel189:** RT @hcsmeu: #hcsmeucamp Hcsmeu Mission Statement Draft <http://slidesha.re/5j3XI0> go through it and provide us your feedback!

12:57 pm **meducate:** Awesome! RT @skoko: One important difference of an UNconference: first appearance of Powerpoint only now ;) #hcsmeu #hcsmeucamp

12:57 pm **shelleypetersen:** RT @hcsmeu: #hcsmeucamp Hcsmeu Mission Statement Draft <http://slidesha.re/5j3XI0> go through it and provide us your feedback!

12:57 pm **SRW123:** RT @whydotpharma: #hcsmeucamp srt w internal soc med use, than take it outwards. Need ext case studies 2 demonstrate power of rtn on cxns

12:58 pm **odomlewis:** RT @angel189 RT @hcsmeu: #hcsmeucamp Hcsmeu Mission Statement Draft <http://slidesha.re/5j3XI0> provide your feedback! #hcsmeucamp

12:58 pm **odomlewis:** lol :- ) RT @skoko: One important difference of an UNconference: first appearance of Powerpoint only now ;) #hcsmeu #hcsmeucamp #hcsmeucamp

12:58 pm **skoko:** gr8t 2 see int'l pick-up RT @EileenOBrien: saw tweet from #hcsmeucamp about SoMe experimentation in pharma. What's yr experience? #socpharm

12:59 pm **pauldixey:** @JamesHarper indeed LOL, plus where we dont see gd stuff cos company secret nor bad stuff b/c its even more a company secret ! #hcsmeucamp

12:59 pm **Dominic\_Tyer:** RT @angel189: RT @hcsmeu: #hcsmeucamp Hcsmeu Mission Statement Draft <http://slidesha.re/5j3XI0> go through it and provide us your feedback!

1:00 pm **odomlewis:** #hcsmeucamp are discussing how to best share best practices right now as well :- ) A collective consciousness! #socpharm

1:01 pm **twicker\_net\_ch:** Aktuelle Themen: 1. #hcsmeucamp 2. #zuerisee 3. #scientology 4. #drama 5. #ard <http://ch.twicker.net/top10.html> 15:00h #trendingtopics

1:02 pm **cwsampson:** RT @PaulGrant : @whydotpharma endorses @Berci and @healthUnlocked as catalysts of change #hcsmeucamp

1:02 pm **rohal:** Prepare for reporting back to plenary session! #hcsmeucamp

1:04 pm **sharingstrength:** RT @odomlewis: #hcsmeucamp are discussing how to best share best practices right now as well :- ) A collective consciousness! #socpharm

1:04 pm **andrewspong:** Looking forward to finding out what I did, what I am doing, and what I am going to do :) #hcsmeu #hcsmeucamp

1:04 pm **simwyck:** Sorry guys, I'm just joining you now #hcsmeucamp

1:04 pm **chibbie:** Catching up with stream from #hcsmeucamp

1:05 pm **rohal:** @simwyck Always right on time to see where we are going - Welcome! #hcsmeucamp

1:06 pm **JamesHarper:** @pauldixey last tweet made me choke on coffee! pharma road to SM is littered with the bones of ill thought out digital projects #hcsmeucamp

1:07 pm **gaborgy:** Strongly agree RT @xbrochart It's a matter of creating great content driving traffic that can be easily and effectively measured #hcsmeucamp

1:08 pm **gaborgy:** RT @sharingstrength: What benchmarks could be used to show the cost of NOT participating in social media? #hcsmeucamp

1:08 pm **sharingstrength:** RT @gaborgy: Strongly agree RT @xbrochart It's a matter of creating great content driving traffic that can be easily and effectively measured #hcsmeucamp

1:09 pm **davedawes:** RT @andrewspong The future for #pharma is not about pushing pills but an outcomes-based approach #hcsmeucamp

1:09 pm **sharingstrength:** Need clear objectives: gathering data for example. Is soc med a cause? #hcsmeucamp

1:10 pm **fabiansefried:** objectives for #hcsmeu: Gather data on sm projects, have a cause, get passion into industry #hcsmeucamp

1:10 pm **JamesHarper:** is passion part born of frustration in lack of progress and forward thinkers in snr positions #hcsmeucamp

1:10 pm **77ent:** RT @cyberwriter - Fazit: Don't think 'Return on Investment', think 'Return on connections' when asking 'what in SM for pharma?' #hcsmeucamp

1:11 pm **gaborgy:** RT @xbrochart: pharmacos need asap internal enterprise 2.0 tools: yammer, socialcast, yoolinkpro, etc... and forget outlook ;- ) #hcsmeucamp

1:11 pm **stevemassi:** @gaborgy lifetime value, share of patient, etc. all longer term metrics...not short term! #hcsmeucamp

1:11 pm **sharingstrength:** Second group underlines need for resource database. [#hcsmeucamp](#)

1:11 pm **thomas612:** Great to see so many pros to think about the same topics from different view points - makes me go home with a bag of motivation [#hcsmeucamp](#)

1:11 pm **PedroLuisGS:** Thank You to all [#hcsmeu](#) colleagues at [#hcsmeucamp](#) Great and interesting meeting but now I really need to eat something !

1:13 pm **Berci:** The Webicina HCSMEU tool would look like this, could be available in any languages <http://bit.ly/mLlIL> [#hcsmeucamp](#)

1:13 pm **wissit:** why not using the linkedIn group for contact infos and connections <http://ow.ly/1t4Ne> [#hcsmeucamp](#)

1:14 pm **gesundheitswirt:** A resource database with good cases. [#hcsmeucamp](#)

1:14 pm **sharingstrength:** [#hcsmeu](#) could become an advisory body: advisors on sm best practices [#hcsmeucamp](#)

1:14 pm **simwyck:** RT @xbrochart: pharmacos need asap internal enterprise 2.0 tools: yammer, socialcast, yoolinkpro, etc... and forget outlook ;- ) [#hcsmeucamp](#)

1:15 pm **rohal:** IN the meantime: TweetReach for [#hcsmeucamp](#) Reached 17,836 people via 50 tweets ! [#hcsmeucamp](#)

1:15 pm **rohal:** and 250 people on Ustream [#hcsmeucamp](#)

1:15 pm **skoko:** RT @Berci: The Webicina HCSMEU tool would look like this, could be available in any languages <http://bit.ly/mLlIL> [#hcsmeucamp](#)

1:16 pm **odomlewis:** Discussion on involving Social Media Business Council with EU community. [#hcsmeucamp](#)

1:16 pm **sharingstrength:** Need/want a benchmark tool to measure usefulness of sm, especially to patients. [#hcsmeucamp](#)

1:16 pm **dawidge:** [#hcsmeucamp](#) SMBC -would love link cos on google you get cereal!  
<http://www.google.co.uk/search?q=smbc&ie=UTF-8&oe=UTF-8&hl=en&client=safari>

1:16 pm **blogaceutics:** RT @wissit: why not using the linkedIn group for contact infos and connections <http://ow.ly/1t4Ne> [#hcsmeucamp](#)

1:16 pm **sharingstrength:** RT @Berci: The Webicina HCSMEU tool would look like this, could be available in any languages <http://bit.ly/mLlIL> [#hcsmeucamp](#)

1:16 pm **odomlewis:** RT @sharingstrength: [#hcsmeu](#) could become an advisory body: advisors on sm best practices [#hcsmeucamp](#)

1:17 pm **angel189:** RT @rohal: IN the meantime: TweetReach for [#hcsmeucamp](#) Reached 17,836 people via 50 tweets ! [#hcsmeucamp](#)

1:17 pm **cwsampson:** Wow! 250 people following [#hcsmeucamp](#) on Ustream. Impressive!

1:18 pm **angel189:** RT @cwsampson: Wow! 250 people following [#hcsmeucamp](#) on Ustream. Impressive!

1:18 pm **JamesHarper:** still worried front line pharma communicators, cust services, CRM not mentioned/represented, should we make effort to engage [#hcsmeucamp](#)

1:20 pm **healthUnlocked:** @angel189 RT @rohal 17,836 people via 50 tweets ! [#hcsmeucamp](#) . who says this is niche...

1:20 pm **aurorahealthpr:** @JamesHarper - all stakeholders to be identified in next steps and engaged. Noted! [#hcsmeucamp](#)

1:20 pm **sharingstrength:** Grp 3: reiterates need for more pt focus. To date has been more pharma focused. [#hcsmeucamp](#)

1:21 pm **gaborgy:** [#hcsmeu](#) should amplify the patient's voice! [#hcsmeucamp](#)

1:21 pm **calliopeconsult:** RT @Berci: The Webicina HCSMEU tool would look like this, could be available in any languages <http://bit.ly/mLlIL> [#hcsmeucamp](#)

1:21 pm **odomlewis:** RT @gaborgy [#hcsmeu](#) should amplify the patient's voice! [#hcsmeucamp](#)

1:21 pm **xbrochart:** @andrewspong just mentioned <http://packrati.us/> Great way to save all the links you tweet into your del.ici.ous bookmarks [#hcsmeucamp](#)

1:22 pm **angel189:** Estimulate dialogue at the [#hcsmeu](#) blogosphere [#hcsmeucamp](#)

1:22 pm **odomlewis:** RT @xbrochart: @andrewspong just mentioned <http://packrati.us/> Great way to save all the links you tweet into your del.ici.ous bookmarks [#hcsmeucamp](#)

1:22 pm **sharingstrength:** RT @aurorahealthpr: @JamesHarper - all stakeholders to be identified in next steps and engaged. Noted! [#hcsmeucamp](#)

1:22 pm **sharingstrength:** Suggests introducing a rating system and award system. And to be a soundposting service. [#hcsmeucamp](#)

1:22 pm **rarecare:** Will be happy to be help bring EU #[raredisease](#) patient voice to your ongoing mission - please feel free to reach out #[hcsmeucamp](#)

1:23 pm **sharingstrength:** RT @[xbrochart](#): @[andrewspong](#) just mentioned <http://packrati.us/> Great way to save all the links you tweet into your del.ici.ous bookmarks #[hcsmeucamp](#)

1:24 pm **dawidge:** #[hcsmeucamp](#) awards?! I would like to win "a Spong" as opposed to a gong!

1:24 pm **TiphaineMF:** je vais être honête. Aujourd'hui ma timeline a disparu, je ne suis que #[hcsmeucamp](#). Et mentions. Je vous le recommande ! @ demain !

1:24 pm **andrewspong:** RT @[rarecare](#): Will be happy to be help bring EU #[raredisease](#) patient voice to your ongoing mission - please feel free to reach out #[hcsmeucamp](#)

1:24 pm **JamesHarper:** sign posting, endorsing etc only work if patients interest at heart of hcsmeu just like pharma we must earn trust through action #[hcsmeucamp](#)

1:25 pm **sharingstrength:** Looking for ways to share case studies. #[hcsmeucamp](#)

1:25 pm **andrewspong:** TY RT @[rarecare](#): Will be happy to be help bring EU #[raredisease](#) patient voice to your ongoing mission pls feel free to reach out #[hcsmeucamp](#)

1:25 pm **rarecare:** I heard that applause from Paris!! Thanks - Blushing #[hcsmeucamp](#)

1:26 pm **andrewspong:** RT @[sharingstrength](#): Looking for ways to share case studies. #[hcsmeucamp](#)

1:29 pm **gesundheitswirt:** What's about a mixxt community? <http://mixxt.com> #[hcsmeucamp](#)

1:29 pm **fabianseyfried:** RT @[JamesHarper](#) sign posting, endorsing etc only work if patients interest at heart of hcsmeu just like pharma we must earn trust #[hcsmeucamp](#)

1:29 pm **andrewspong:** Wordcloud from the questions 'what should #[hcsmeu](#) be doing?' #[hcsmeucamp](#)

1:29 pm **guven:** RT @[xbrochart](#): pharmacos need to invest asap in internal enterprise 2.0 tools: yammer, socialcast, yoolink, etc... and forget outlook ;-) #[hcsmeucamp](#)

1:29 pm **JamesHarper:** have to get these tools/resources right. Of all groups we should be able to show best practice in SM comms lol! #[hcsmeucamp](#)

1:30 pm **jonmrich:** Dear #[hcsmeucamp](#) friends:Round 1 Voting for the Dose of Digital #[Dosie](#) Awards is now open. Vote 4 the best communities <http://bit.ly/9wCMCp>

1:30 pm **sharingstrength:** #[hcsmeucamp](#) forms grp to explore soc med platforms to connect members of hcsmeu beyond Twitter.

1:30 pm **andrewspong:** <http://bit.ly/9SI0kT> #[hcsmeucamp](#) Wordle

1:30 pm **Olesi:** Wordcloud from the questions 'what should #[hcsmeu](#) be doing?' #[hcsmeucamp](#)

1:30 pm **skoko:** :)) RT @[dawidge](#) #[hcsmeucamp](#) awards?! I would like to win "a Spong" as opposed to a gong!

1:31 pm **sharingstrength:** RT @[JamesHarper](#): have to get these tools/resources right. Of all groups we should be able to show best practice in SM comms lol! #[hcsmeucamp](#)

1:31 pm **StreamingWell:** #[hcsmeucamp](#) Streaming Well is happy to participate in building an HCSMEU platform for the group to collaborate on

1:31 pm **Zorg20:** @[andrewspong](#) Additional Cause : get together with Society Participatory Healthcare aading patients perspective #[hcsmeu](#) #[hcsmeucamp](#)

1:31 pm **odomlewis:** RT @[xbrochart](#): pharmacos need 2 invest in internal enterprise 2.0 tools: yammer, socialcast, yoolink, etc.forget outlook ;-) #[hcsmeucamp](#)

1:32 pm **Zorg20:** @[andrewspong](#) extra cause : connect with Health Care professional groups and set up conferences to gether #[hcsmeucamp](#)

1:32 pm **andrewspong:** #[hcsmeucamp](#) Wordle: 'What should hcsmeu be doing?' <http://bit.ly/9SI0kT>

1:32 pm **sharingstrength:** RT @[Zorg20](#): @[andrewspong](#) Additional Cause : get together with Society Participatory Healthcare aading patients perspective #[hcsmeu](#) #[hcsmeucamp](#)

1:33 pm **pauldixey:** how about a #[hcsmeu](#) presence at Digipharma in Sept 2010? <http://bit.ly/b3hWEn> #[hcsmeucamp](#)

1:33 pm **sharingstrength:** RT @[skoko](#): :)) RT @[dawidge](#) #[hcsmeucamp](#) awards?! I would like to win "a Spong" as opposed to a gong!

1:34 pm **shelleypetersen:** RT @[pauldixey](#): how about a #[hcsmeu](#) presence at Digipharma in Sept 2010? <http://bit.ly/b3hWEn> #[hcsmeucamp](#)

1:34 pm **sharingstrength:** #[hcsmeucamp](#) patient participants at next conference?

1:35 pm **TiphaineMF:** I have no stream more on #[hcsmeucamp](#) - someone else in the same case ?

1:35 pm **fabianseyfried:** Are there #[hcsmeu](#) actives close to Munich, Germany? We could tweetup sometime. #[hcsmeucamp](#) #[muc](#)

1:36 pm **TiphaineMF:** RT @pauldixey: how about a #hcsmeu presence at Digipharma in Sept 2010? <http://bit.ly/b3hWEn> #hcsmeucamp

1:36 pm **sharingstrength:** Me either RT @TiphaineMF I have no stream more on #hcsmeucamp - someone else in the same case ?

1:37 pm **DigiPharm:** RT @pauldixey: how about a #hcsmeu presence at Digipharma in Sept 2010? <http://bit.ly/b3hWEn> #hcsmeucamp

1:37 pm **healthnetwork:** RT @pauldixey: how about a #hcsmeu presence at Digipharma in Sept 2010? <http://bit.ly/b3hWEn> #hcsmeucamp

1:37 pm **katiecarden:** RT @pauldixey: how about a #hcsmeu presence at Digipharma in Sept 2010? <http://bit.ly/b3hWEn> #hcsmeucamp

1:37 pm **odomlewis:** Great idea! @andrewspong uses wordle as a summary of keywords for discussion - innovative mindmapping use! #hcsmeucamp

1:37 pm **healthUnlocked:** #hcsmeucamp concept of local meetups on hcsm gets thumbs up from @rohal

1:38 pm **simwyck:** Wd b gr8t //RT @pauldixey: how about a #hcsmeu presence at Digipharma in Sept 2010? <http://bit.ly/b3hWEn> #hcsmeucamp

1:38 pm **xbrochart:** @whydotpharma is mentioning @health20paris (Denise Silber) and @TiphaineMF who set a French local tweetup around similar topics #hcsmeucamp

1:38 pm **sharingstrength:** RT @odomlewis: Great idea! @andrewspong uses wordle as a summary of keywords for discussion - innovative mindmapping use! #hcsmeucamp

1:39 pm **sharingstrength:** RT @xbrochart: @whydotpharma is mentioning @health20paris (Denise Silber) and @TiphaineMF who set a French local tweetup around similar topics #hcsmeucamp

1:39 pm **xbrochart:** this French tweetup goes by the #health20fr hashtag #hcsmeucamp

1:39 pm **odomlewis:** Congratulations 2 @andrewspong @whydotpharma @angel189 & everyone 4 a fantastic #hcsmeucamp unconference!

1:39 pm **sharingstrength:** I hope to meet many of you at #health2eu in Paris next week. #hcsmeucamp

1:40 pm **sharingstrength:** RT @odomlewis: Congratulations 2 @andrewspong @whydotpharma @angel189 & everyone 4 a fantastic #hcsmeucamp unconference!

1:40 pm **JamesHarper:** RT @odomlewis: Great idea! @andrewspong uses wordle as summary for discussion, innovative mindmapping #hcsmeucamp link <http://bit.ly/9SI0kT>

1:42 pm **amarantoblook:** RT @odomlewis: Congratulations 2 @andrewspong @whydotpharma @angel189 & everyone 4 a fantastic #hcsmeucamp unconference!

1:43 pm **rohal:** Nowcoming up the Zorg20 message on video by Lucien van Engelen #hcsmeucamp

1:43 pm **Zorg20:** ;- ) RT @rohal: Nowcoming up the @zorg20 message on video by Lucien van Engelen #hcsmeucamp

1:44 pm **pauldixey:** hear, hear! RT @odomlewis: Congratulations 2 @andrewspong @whydotpharma @angel189 & everyone 4 a fantastic #hcsmeucamp unconference!

1:46 pm **odomlewis:** Just a "few" of our outstanding opportunities in #healthcare & #pharma communications <http://bit.ly/6z3sz> #hcsmeucamp #hcsm

1:46 pm **paulgrant:** Look forward to it! RT @sharingstrength: I hope to meet many of you at #health2eu in Paris next week. #hcsmeucamp

1:46 pm **TiphaineMF:** #health20fr RT @xbrochart: @whydotpharma mentioning @health20paris & @TiphaineMF who set a French local tweetup on these topics #hcsmeucamp

1:47 pm **rarecare:** @sharingstrength Will no doubt see you at #health2eu in Paris. Presenting a #raredisease patient led SM initiative there #hcsmeucamp

1:49 pm **Zutroi:** Lot's of great very committed people at #hcsmeucamp Will be over to soon.

1:54 pm **odomlewis:** For a transcript of today's #hcsmeucamp unconference! <http://wthashtag.com/Hcsmeucamp>

1:55 pm **JamesHarper:** massive thanks to @andrewspong @whydotpharma @angel189 et al on behalf of the unattendees of the #hcsmeucamp unconference

1:55 pm **pierreyves:** RT @odomlewis: For a transcript of today's #hcsmeucamp unconference! <http://wthashtag.com/Hcsmeucamp>

1:56 pm **AnikoLecoultrre:** RT @JamesHarper: massive thanks to @andrewspong @whydotpharma @angel189 et al on behalf of the unattendees of the #hcsmeucamp unconference

1:57 pm **seblanc:** RT @xbrochart: pharmacos need to invest asap in internal enterprise 2.0 tools: yammer, socialcast, yoolink, etc... and forget outlook ;- ) #hcsmeucamp

1:57 pm **AnikoLecoultrre:** RT @pierreyves: RT @odomlewis: For a transcript of today's #hcsmeucamp unconference! <http://wthashtag.com/Hcsmeucamp>

2:02 pm **jesperbn:** me too!! RT @JamesHarper: massive thanks to @andrewspong @whydotpharma @angel189 et al on behalf of the unattendees of the #hcsmeucamp

2:04 pm **EngagementStrat:** Yes! RT @JamesHarper: massive thanks to @andrewspong @whydotpharma @angel189 et al on behalf of unattendees of the #hcsmeucamp unconference

2:08 pm **jesperbn:** Novo Nordisk US has just launchetyet another ex on 1way comm from pharma to?? <http://bit.ly/9PsOlo> #hcsmeucamp

2:11 pm **chibbie:** Scunnered I missed today....RT @andrewspong: #hcsmeucamp Wordle: 'What should hcsmeu be doing?' <http://bit.ly/9SI0kT>

2:11 pm **andrewspong:** Here's a cute thing: watch a Ustream link to a Vimeo presentation from @Zorg20 :) #hcsmeucamp

2:13 pm **Zorg20:** My video message at : <http://twurl.nl/szov4v> #hcsmeucamp

2:13 pm **rohal:** RT @Zorg20: My video message at : <http://twurl.nl/szov4v> #hcsmeucamp

2:15 pm **TiphaineMF:** I enjoyed following you on #hcsmeucamp (at least the parts i watched), TY for organisation! Hope to meet you @ #health2eu in Paris next week

2:15 pm **sharingstrength:** Looking forward to it. RT @rarecare #health2eu in Paris. Presenting a #raredisease patient led SM initiative there #hcsmeucamp

2:15 pm **pauldixey:** @jesperbn yep no conversation or even links just directory of pdfs <http://bit.ly/9PsOlo> #hcsmeucamp

2:16 pm **mykhalko:** RT @rohal: RT @Zorg20: My video message at : <http://twurl.nl/szov4v> #hcsmeucamp

2:17 pm **whydotpharma:** Listening to @zorg20 video address to #hcsmeucamp - wow! Thank u, Lucien!!!

2:18 pm **sharingstrength:** hcsmeu can help support compassion in healthcare delivery at little/no cost RT @Zorg20 video at : <http://twurl.nl/szov4v> #hcsmeucamp

2:18 pm **jesperbn:** @pauldixey Strange indeed since it's the same folks that behind juvenation.org #hcsmeucamp

2:18 pm **Berci:** My "dream" for Healthcare on Vimeo (by @zorg20) #hcsmeucamp <http://ff.im/-isrVp>

2:18 pm **andrewspong:** @Zorg20 compassion: our co-passion #hcsmeucamp #hcsmeu

2:18 pm **sammiew:** RT @EFPIA Social media and predicting the future - <http://tinyurl.com/yb664pz> #hcsmeucamp

2:19 pm **Zorg20:** @andrewspong tnx for the applause heard it in The Netherlands #hcsmeucamp #hcsmeu

2:19 pm **health20Paris:** Tx Silja RT @TiphaineMF: #health2eu RT @xbrochart: @whydotpharma mentioning @health2eu & @TiphaineMF French tweetup #hcsmeucamp

2:19 pm **sharingstrength:** Start with the essentials, do all that is possible and then you will acheive the impossible @zorg20 video address to #hcsmeucamp

2:19 pm **ehealthgr:** RT @Zorg20: My video message at : <http://twurl.nl/szov4v> #hcsmeucamp

2:20 pm **blogaceutics:** RT @Berci: My "dream" for Healthcare on Vimeo (by @zorg20) #hcsmeucamp <http://ff.im/-isrVp>

2:22 pm **sharingstrength:** @paulgrant I'll look for you in Paris #health2eu #hcsmeucamp

2:22 pm **Zorg20:** @sharingstrength A big Hurray for Cilja, Andrew ,Alexander and ALL the others ! #hcsmeucamp

2:22 pm **paulgrant:** Wow, this has been a great collaboration today - thanks to all for participation and quality conversation #hcsmeucamp

2:23 pm **rohal:** RT @Zorg20: @andrewspong tnx for the applause heard it in The Netherlands #hcsmeucamp #hcsmeu #hcsmeucamp

2:23 pm **andrewspong:** RT @Zorg20: @andrewspong tnx for the applause heard it in The Netherlands #hcsmeucamp #hcsmeu

2:24 pm **rohal:** Thx all out there for getting us through the day and showing your interest! See you next time again! #hcsmeucamp

2:24 pm **Zorg20:** No One more thing ? .... ;-)) #hcsmeucamp #hcsmeu #hcsmeucamp

2:25 pm **JamesHarper:** spiritually speaking this is the sound of one tweep clapping...thanks again been fascinating #hcsmeucamp

2:25 pm **itato:** RT @Zorg20 compassion: our co-passion #hcsmeucamp #hcsmeu

2:26 pm **simwyck:** TY everyone for the unconference #hcsmeucamp, very interesting

2:26 pm **skoko:** Big thank you to the organizers of #hcsmeucamp and everyone who contributed to making it such a great experience - a true UNconference!

2:28 pm **gzones1974:** Congratulations to all at #hcsmeucamp you did a great job. it is something that we should repeat more often and in a global base

2:28 pm **sharingstrength:** #hcsmeucamp Appreciated being able to participate virtually. Thank you!

2:28 pm **thomas612:** What we have done today #hcsmeucamp <http://tweetphoto.com/16536391>

2:29 pm **AnikoLecoultre:** Must see! Thank you! RT @Zorg20: My video message at : <http://twurl.nl/szov4v> #hcsmeucamp

2:31 pm **sharingstrength:** RT @AnikoLecoultre: Must see! Thank you! RT @Zorg20: My video message at : <http://twurl.nl/szov4v> #hcsmeucamp

2:38 pm **rohal:** #hcsmeucamp #hcsmeu be prepared to find a lot of tweets in the coming days weeks about our camp and its results on Twitter!

2:38 pm **amarantoblook:** RT @AnikoLecoultre: Must see! Thank you! RT @Zorg20: My video message at : <http://twurl.nl/szov4v> #hcsmeucamp

2:39 pm **JamesHarper:** sounds like a threat lol RT @rohal: #hcsmeucamp #hcsmeu prepare for lots of tweets in coming days/weeks about our camp and its results!

2:40 pm **amarantoblook:** Thank you all #hcsmeucamp!

2:45 pm **Dominic\_Tyer:** RT @gzones1974: Congratulations to all at #hcsmeucamp you did a great job. Something that we should repeat more often and in a global base

2:47 pm **healthUnlocked:** #hcsmeucamp airport-bound, return to virtual world of #hcsmeu with heavy heart. Bring on november and another meta-unconference! Thanks all

2:51 pm **PedroLuisGS:** RT @rohal: #hcsmeucamp #hcsmeu be prepared to find a lot of tweets in the coming days weeks about our camp and its results on Twitter!

2:51 pm **TiphaineMF:** Recorded video about #hcsmeucamp are on (1) <http://bit.ly/cZIU1j> & (2) <http://bit.ly/9gyXMo> Congratulations for the great accomplished work

2:54 pm **odomlewis:** RT @zorg20 My video message at : <http://twurl.nl/szov4v> #hcsmeucamp

2:57 pm **TiphaineMF:** #hcsmeucamp 's pictures by @thomas612: "elaborated" wall of questions <http://bit.ly/b6OzMc> & hard work <http://bit.ly/bzWudU>

3:00 pm **ValerieRAVERY:** RT @TiphaineMF: Recorded video about #hcsmeucamp are on (1) <http://bit.ly/cZIU1j> & (2) <http://bit.ly/9gyXMo> Congratulations for the great accomplished work

3:03 pm **TiphaineMF:** RT @AnikoLecoultre: Must see! Thank you! RT @Zorg20: My video (and text) message at : <http://twurl.nl/szov4v> #hcsmeucamp

3:11 pm **cwsampson:** Post-camp drinks at Berliner Republik (north river bank, just west of Fredersikstrasser). #hcsmeucamp

3:18 pm **drpenzesjanos:** Unfortunately unable 2 unattend - THX 4 the link! RT @odomlewis: For a transcript of today's #hcsmeucamp unconference! <http://bit.ly/d6ys85>

3:22 pm **BKneuer:** RT @skoko: do you have a link? RT @rarecare Great article...about SM in education in MBA pgms #hcsmeucamp < <http://nyti.ms/dLHXRM> This one?

3:45 pm **TiphaineMF:** the #hcsmeucamp 's day in tweets. Transcript. <http://bit.ly/cng4Qv>

3:55 pm **ValerieRAVERY:** RT @TiphaineMF: the #hcsmeucamp 's day in tweets. Transcript. <http://bit.ly/cng4Qv>

4:26 pm **AnikoLecoultre:** RT @TiphaineMF: the #hcsmeucamp 's day in tweets. Transcript. <http://bit.ly/cng4Qv>

4:28 pm **deMaria\_Velasco:** @AnikoLecoultre @TiphaineMF thank you both for sharing, I missed more than I would have wanted to! #hcsmeucamp

4:56 pm **AStagge:** @gesundheitswirt ja, nächstes Jahr bin ich dabei #Berlin #hcsmeucamp vielleicht ja auch in #Cologne? ;-)

5:45 pm **whydotpharma:** #hcsmeucamp Dining w @angel189 and @blogaceutics in Bar-Celona, spanish restaurant in Berlin. ;-)

6:00 pm **deMaria\_Velasco:** Enjoy! signed: jealous Eva RT @whydotpharma: #hcsmeucamp Dining w @angel189 & @blogaceutics in Bar-Celona, spanish restaurant in Berlin. ;-)

6:02 pm **iSOFT\_Shaun:** #hcsmeucamp, #msmbc10 and #nehimss10 is trending among my friends on <http://thecadmus.com>.

6:15 pm **DaveNClarke:** RT @xbrochart: pharmacos need to invest asap in internal enterprise 2.0 tools: yammer, socialcast, yoolink, etc... and forget outlook ;- ) #hcsmeucamp

6:21 pm **SharonLeighton:** RT @EFPIA Social media and predicting the future - <http://tinyurl.com/yb664pz> #hcsmeucamp (via @sammielw)

6:28 pm **dawidge:** Now on way! RT @whydotpharma: #hcsmeucamp Dining w @angel189 and @blogaceutics in Bar-Celona, spanish restaurant in Berlin. ;-)

6:29 pm **whydotpharma:** #hcsmeucamp What a great way to end the day ;-) w @blogaceutics and @angel189 <http://tweetphoto.com/16560392>

6:51 pm **Zutroi:** Back from #hcsmeucamp with lots of impressions and ideas.

6:58 pm **alensa:** #hcsmeucamp was high energy, creative and fun! great first unconference experience :)

7:14 pm **sharingstrength:** RT @TiphaineMF: the #hcsmeucamp 's day in tweets. Transcript. <http://bit.ly/cng4Qv>

7:16 pm **pharmaweb:** RT @odomlewis: For a transcript of today's #hcsmeucamp unconference! <http://wthashtag.com/Hcsmeucamp>

7:23 pm **angel189:** RT @TiphaineMF: the #hcsmeucamp 's day in tweets. Transcript. <http://bit.ly/cng4Qv>

7:48 pm **rawarrior:** RT @TiphaineMF: the #hcsmeucamp 's day in tweets. Transcript. <http://bit.ly/cng4Qv>

8:53 pm **sammieiw:** thanks #hcsmeucamp for great day, also great to catch up with @arsouille on flying visit, till next thursday my friend!

9:02 pm **mfenner:** @MaverickNY We missed you at #hcsmeucamp today.

9:59 pm **wissit:** good night #hcsmeucamp it was a great day! thank you all!

11:20 pm **MaverickNY:** @mfenner Awww, you're too kind Martin! Sorry I missed #hcsmeucamp too

**April 1, 2010**

6:01 am **andrewspong:** It would have been fab to have you w/ us. NLD in Nov? RT @MaverickNY: @mfenner Awww, you're too kind Martin! Sorry I missed #hcsmeucamp too

6:12 am **andrewspong:** #hcsmeucamp was overwhelming, TY all for your amazing contributions, energy, ideas and solidarity. Reflections on the day on stwem.com soon.

6:34 am **andrewspong:** TY! :) Thanks so much for your promotion in the run-up RT @TiphaineMF: the #hcsmeucamp 's day in tweets. Transcript. <http://bit.ly/cng4Qv>

6:35 am **andrewspong:** RT @TiphaineMF: #hcsmeucamp 's pictures by @thomas612: "elaborated" wall of questions <http://bit.ly/b6OzMc> & hard work <http://bit.ly/bzWudU>

6:35 am **andrewspong:** RT @healthUnlocked: #hcsmeucamp airport-bound, return to virtual world of #hcsmeu with heavy heart. Bring on november and another meta-unconference! Thanks all

6:36 am **andrewspong:** RT @Dominic\_Tyer: RT @gzones1974: Congratulations to all at #hcsmeucamp you did a great job. Something that we should repeat more often and in a global base

6:36 am **andrewspong:** RT @JamesHarper: sounds like a threat lol RT @rohal: #hcsmeucamp #hcsmeu prepare for lots of tweets in coming days/weeks about our camp and its results!

6:36 am **andrewspong:** RT @thomas612: What we have done today #hcsmeucamp <http://tweetphoto.com/16536391>

6:36 am **andrewspong:** RT @skoko: Big thank you to the organizers of #hcsmeucamp and everyone who contributed to making it such a great experience - a true UNconference!

6:37 am **andrewspong:** RT @paulgrant: Wow, this has been a great collaboration today - thanks to all for participation and quality conversation #hcsmeucamp

6:37 am **andrewspong:** RT @Zorg20: @sharingstrength A big Hurray for Cilja, Andrew ,Alexander and ALL the others ! #hcsmeucamp

6:39 am **whydotpharma:** On my way back home from #hcsmeucamp I got the blues! Miss you all :-(

6:40 am **andrewspong:** RT @health20Paris: Tx Silja RT @TiphaineMF: #health20fr RT @xbrochart: @whydotpharma mentioning @health20paris & @TiphaineMF French tweetup #hcsmeucamp

6:42 am **andrewspong:** The more I look at the 'what should #hcsmeu be doing?' wordcloud, the more I like it: <http://bit.ly/9SI0kT> post-#hcsmeucamp action begins!

7:06 am **chibbie:** @andrewspong looking forward to #hcsmeucamp notes to catchup. Better get on with todays deadline then! Cheers Joanna

7:09 am **mfenner:** RT @skoko: Big thank you to the organizers of #hcsmeucamp and everyone who contributed to making it such a great experience - a true UNconference!

7:27 am **fabianseyfried:** TY for the great meeting! RT @andrewspong #hcsmeucamp was overwhelming, TY all for your amazing contributions, energy, ideas and solidarity.

7:43 am **healthUnlocked:** #hcsmeucamp I vote that Silja and Andrew and become "Sindrew", Move over Brangelina we have our own virtual celeb couple ...

8:14 am **GalliardHealth:** #hcsmeu First report I've seen on the #hcsmeucamp from eHealthEurope <http://bit.ly/cl30om>

8:25 am **andrewspong:** RT @angel189: Punished looking at the wall <http://tweetphoto.com/16512735> #hcsmeu #hcsmeucamp

8:27 am **TiphaineMF:** RT @GalliardHealth: #hcsmeu First report I've seen on the #hcsmeucamp from eHealthEurope <http://bit.ly/cl30om>

8:28 am **whydotpharma:** DITTO!! RT @andrewspong: Back from the #digpharm and #hcsmeucamp double-header, and not planning on doing a great deal until after easter :)

8:34 am **whydotpharma:** Congrats @andrewspong :- ) RT @TiphaineMF @GalliardHealth: #hcsmeu 1st report on #hcsmeucamp from eHealthEurope <http://bit.ly/cl30om>

8:35 am **andrewspong:** RT @GalliardHealth: #hcsmeu First report I've seen on the #hcsmeucamp from eHealthEurope <http://bit.ly/cl30om>

8:37 am **andrewspong:** @whydotpharma Yeah, you really should have done something to help me... ;) ;) #hcsmeu #hcsmeucamp

8:46 am **andrewspong:** #hcsmeucamp 1 was a phosphorescent flare that burned so brightly, I am still dazzled. Props a-plenty to... ? <http://blip.fm/~nx8oa>

8:49 am **cwsampson:** Back to the office. Anyone care to guess how long before my colleagues tire of my #hcsmeucamp -inspired ramblings this morning?

9:01 am **dawidge:** Except tweeting... RT @whydotpharma @andrewspong Back from #digpharm and #hcsmeucamp, not planning on doing great deal until after easter :)

9:02 am **andrewspong:** @dawidge You got me. #digpharm #hcsmeucamp

9:02 am **MaverickNY:** @andrewspong what date in Nov is the next #hcsmeucamp? If the end of month, then no as will be to close to #ASH or Thanksgiving.

9:08 am **andrewspong:** @dawidge gave a peerless demo of how to mind-map small group convos on flipcharts in three colours at #hcsmeucamp yesterday. Smokin' :)

9:22 am **dawidge:** Patent pending! RT @andrewspong: @dawidge peerless demo how to mind-map small group convos on flipcharts in three colours at #hcsmeucamp

9:29 am **andrewspong:** @dawidge currently uploading your masterclass to YouTube. Oh, and the etch-a-sketch ;) #hcsmeucamp

9:44 am **cdebie:** RT @GalliardHealth: #hcsmeu First report I've seen on the #hcsmeucamp from eHealthEurope <http://bit.ly/cl30om>

10:21 am **angel189:** Just reached home after attending the yesterday's unconference #hcsmeucamp Good to meet you all, the dream came true!. Stay in touch. Ángel

10:26 am **Ideagoras:** Pleased & happy to have attended #hcsmeucamp Good to meet you all...a dream brought into life. Stay in touch & keep being social my friends

10:28 am **andrewspong:** Sharing a little piece of video with you from #hcsmeucamp <http://bit.ly/9T8Yi0> #hcsmeu #hcsm

10:28 am **andrewspong:** RT @angel189: Just reached home after attending the yesterday's unconference #hcsmeucamp Good to meet you all, the dream came true!. Stay in touch. Ángel

10:31 am **angel189:** RT @andrewspong: Sharing a little piece of video with you from #hcsmeucamp <http://bit.ly/9T8Yi0> #hcsmeu #hcsm

10:31 am **andrewspong:** On behalf of @whydotpharma & myself, saluting @angel189 @blogaceutics @rohal @berlin\_health20 for brilliant facilitation @ #hcsmeucamp y/day

10:33 am **simwyck:** RT @andrewspong: Sharing a little piece of video with you from #hcsmeucamp <http://bit.ly/9T8Yi0>

10:35 am **chibbie:** #jealous.....RT @andrewspong: Sharing a little piece of video with you from #hcsmeucamp <http://bit.ly/9T8Yi0> #hcsmeu #hcsm

10:36 am **rohal:** I just woke up having a very pleasant dream #hcsmeucamp and I do want to continue 'dreaming' with so many bright and pleasant people !

10:41 am **rohal:** RT @andrewspong: Sharing a little piece of video with you from #hcsmeucamp <http://bit.ly/9T8Yi0> #hcsmeu #hcsm Proud and lucky been there

10:47 am **navatanee:** Big thank you to Andrew and Silja again for great #hcsmeucamp. Happy Easter to all-it has been fantastic getting to know you in person.

10:50 am **andrewspong:** @navatanee TY so much for all your insights & contributions to #hcsmeucamp. Great to meet you IRL, finally :)

11:05 am **rohal:** #hcsmeucamp A big thank to all those with us virtually yesterday! You made it special by remarks, q's and y'r numbers. Thanks from all of us

11:07 am **blogaceutics:** @andrewspong @whydotpharma @angel189 @rohal @berlin\_health20 Thx! It was a great pleasure to work with you all! #hcsmeucamp

11:10 am **rohal:** RT @blogaceutics: @andrewspong @whydotpharma @angel189 @berlin\_health20 Thx! It was a great pleasure to work with you all #hcsmeucamp Indeed

11:12 am **rohal:** #hcsmeucamp Some reflection abt. the interception between virt and life worlds: should really enable and integrate virtual and life disc.

11:15 am **rohal:** Virtual participants to #hcsmeucamp: @JamesHarper @Zorg20 @simwyck @cyberwriter @odomlewis @copdiary @davechapman @jesperbn @clinicalandy ..

11:18 am **rohal:** Virtual participants to #hcsmeucamp @sharingstrength @amarantoblook @AStage @Kiwfranc @jesperbn @kasperbergholt @simplyhormones ...

11:19 am **rohal:** Virtual participants to #hcsmeucamp @travelsight @TiphaineMF ...and many others that I cannot easily retrieve thx a lot for 'being' there!

11:22 am **sharingstrength:** @rohal Many thanks for hosting us (virtually and literally) at #hcsmeucamp

11:24 am **andrewspong:** TY for your support & participation, Colleen :) RT @SharingStrength: @rohal Many TYs for hosting us (virtually and literally) at #hcsmeucamp

11:29 am **sharingstrength:** @andrewspong Great job yesterday at #hcsmeucamp. I look forward to seeing (and participating in) #hcsmeu's growth and maturation.

11:32 am **whydotpharma:** Thank you @angel189 for great job on soc med coverage. Thank you @rohal for excellent twitter participation! #hcsmeucamp

11:36 am **andrewspong:** Sharing 7 videos with you from #hcsmeucamp which give real insights into the day's many facets: <http://bit.ly/cBoVMN> #hcsmeu #hscsm

11:37 am **andrewspong:** RT @whydotpharma: Thank you @angel189 for great job on soc med coverage. Thank you @rohal for excellent twitter participation! #hcsmeucamp

11:40 am **deMaria\_Velasco:** Twiteros con sabor a farma! RT @andrewspong: Videos del #hcsmeucamp de ayer en Berlin <http://bit.ly/cBoVMN>

11:45 am **deMaria\_Velasco:** you've got to love the unconference format, well done! RT @andrewspong: videos from #hcsmeucamp: <http://bit.ly/cBoVMN> #hcsmeu #hscsm

11:48 am **joyfulkira:** RT @andrewspong: Sharing 7 videos with you from #hcsmeucamp which give real insights into the day's many facets: <http://bit.ly/cBoVMN> #hcsmeu #hscsm

12:10 pm **whydotpharma:** Gr8! @andrewspong: 7 videos with you from #hcsmeucamp to give real insights into the day's many facets: <http://bit.ly/cBoVMN> #hcsmeu #hscsm

12:12 pm **andrewspong:** RT @deMaria\_Velasco: Twiteros con sabor a farma! RT @andrewspong: Videos del #hcsmeucamp de ayer en Berlin <http://bit.ly/cBoVMN>

12:12 pm **shwen:** RT @whydotpharma: Gr8! @andrewspong: 7 videos w/ u from #hcsmeucamp to give real insights into the day's many facets: <http://bit.ly/cBoVMN>

12:14 pm **shelleypetersen:** RT @shwen: RT @whydotpharma: Gr8! @andrewspong: 7 videos w/ u from #hcsmeucamp to give real insights into the day's many facets: <http://bit.ly/cBoVMN>

12:15 pm **Kiwfranc:** RT @whydotpharma: Gr8! @andrewspong: 7 videos with you from #hcsmeucamp to give real insights into the day's many facets: <http://bit.ly/cBoVMN> #hcsmeu #hscsm

12:15 pm **odomlewis:** RT @whydotpharma: Gr8! @andrewspong: 7 videos with you from #hcsmeucamp to give real insights into the day's many facets: <http://bit.ly/cBoVMN> #hcsmeu #hscsm

12:18 pm **cwsampson:** PM Live article on #hcsmeucamp <http://ow.ly/1tx1k>

12:21 pm **Kiwfranc:** @whydotpharma Bonne idée cette retransmission vidéo ( je ne comprends que les dessins ! ) <http://bit.ly/cBoVMN> #hcsmeu #hscsm #hcsmeucamp

12:21 pm **dawidge:** Ooh. Look mum, I'm in some videos RT @whydotpharma @andrewspong: 7 videos with you from #hcsmeucamp : <http://bit.ly/cBoVMN>

12:41 pm **rohal:** @kasperbergholt Be sure to go to the sites of #hcsmeu and #hcsmeucamp refer to <http://bit.ly/3ZIZqw> too for more details! Reserv. November!

12:44 pm **networkpharma:** RT @andrewspong Sharing 7 videos with you from #hcsmeucamp which give real insights into the day's many facets: <http://bit.ly/cBoVMN>

1:03 pm **andrewspong:** Some reflections on #hcsmeucamp 1, 31/3/10 Berlin <http://post.ly/X140>

1:12 pm **andrewspong:** RT @cwsampson: PM Live article on #hcsmeucamp <http://ow.ly/1tx1k>

1:18 pm **shwen:** Cool - congrats! Luv the close-up-in-ur-face vids :-> RT @andrewspong: RT @cwsampson: PM Live article on #hcsmeucamp <http://ow.ly/1tx1k>

1:23 pm **BenAtkins:** @andrewspong and @whydotpharma thanks for running a super day in Berlin at #hcsmeucamp Such a pleasure 2 meet so many gr8 people #hcsmeu

1:31 pm **andrewspong:** @shwen it was a great day, TY for the solidarity. Let's get all that paperwork sorted out for #hcsmeucamp 2 at the end of November in NLD :)

1:33 pm **andrewspong:** @BenAtkins TY 4 yr full, frank participation. How you squeezed all those words out of me right at the end, I've no idea! #hcsmeucamp #hcsmeu

1:35 pm **angel189:** RT @blogaceutics: @andrewspong @whydotpharma @rohal @berlin\_health20 Thx! was a great pleasure 2 work with you all! #hcsmeucamp Best wishes

1:47 pm **haroldbish:** 5 min synopsis of hcsmeu; nice work Andrew RT @andrewspong: Some reflections on #hcsmeucamp 1, 31/3/10 Berlin <http://post.ly/X140>

1:53 pm **aurorahealthpr:** @andrewspong #hcsmeucamp: Thanks to organisers and attendees for an awesome, informative day yesterday

1:56 pm **amarantoblook:** TYRT @rohal Virtual participants to #hcsmeucamp @sharingstrength @amarantoblook @AStagge @Kiwfranc @jesperbn @kasperbergholt @simplyhormones

2:04 pm **rohal:** RT @haroldbish 5 min synopsis #hcsmeu; nice work Andrew RT @andrewspong Some reflections #hcsmeucamp 1, 31/3/10 Berlin <http://post.ly/X140>

2:06 pm **andrewspong:** RT @rohal: Virtual participants to #hcsmeucamp: @JamesHarper @Zorg20 @simwyck @cyberwriter @odomlewis @copdiary @davechapman @jesperbn @clinicalandy ..

2:06 pm **andrewspong:** RT @rohal: Virtual participants to #hcsmeucamp @sharingstrength @amarantoblook @AStagge @Kiwfranc @jesperbn @kasperbergholt @simplyhormones ...

2:07 pm **rohal:** RT @Berci: 2 Conferences and 3 Days in Berlin: <http://wp.me/p2kuO-1qr> #hcsmeucamp #hcsmeu #digipharm

2:08 pm **HealthGlobal:** RT @Berci: 2 Conferences and 3 Days in Berlin: <http://wp.me/p2kuO-1qr> #hcsmeucamp #hcsmeu #digipharm (via @rohal)

2:08 pm **andrewspong:** RT @rohal: RT @Berci: 2 Conferences and 3 Days in Berlin: <http://wp.me/p2kuO-1qr> #hcsmeucamp #hcsmeu #digipharm

2:25 pm **skoko:** RT @rohal: RT @Berci: 2 Conferences and 3 Days in Berlin: <http://wp.me/p2kuO-1qr> #hcsmeucamp #hcsmeu #digipharm

2:47 pm **dawidge:** Pharma seek verbal diarrhoea tmt for @andrewspong: @BenAtkins How you squeezed all those words out of me at end, I've no idea! #hcsmeucamp

2:53 pm **TiphaineMF:** @rohal But WE are the ones who thank all #hcsmeucamp part.s for sharing your reflexions ! i guess we all had regrets not2 be 1day-berliner !

2:54 pm **TiphaineMF:** RT @andrewspong: RT @cwsampson: PM Live article on #hcsmeucamp <http://ow.ly/1tx1k>

2:55 pm **TiphaineMF:** Lolk forward to watch @andrewspong 7 videos on #hcsmeucamp ! <http://post.ly/X140>

3:15 pm **Kiwfranc:** RT @rohal: Virtual participants to #hcsmeucamp @sharingstrength @amarantoblook @AStagge @Kiwfranc @jesperbn @kasperbergholt @simplyhormones ...

3:16 pm **Kiwfranc:** TY @rohal for : Virtual participants to #hcsmeucamp ....

7:50 pm **angel189:** Checking out the #hcsmeucamp page at @wthashtag <http://wthashtag.com/hcsmeucamp>

7:54 pm **angel189:** "GPs Happy to Encourage Patients Online" on Health Care 3.0: <http://ning.it/cziZfX> #hcsmeu #socialmedia #hcsmeucamp #health #smhw #hcs

8:11 pm **angel189:** <http://tweetphoto.com/16700866> #hcsmeucamp: the venue

8:25 pm **angel189:** <http://bit.ly/bHdU88> <http://bit.ly/bXHqye> #hcsmeucamp more pics

8:49 pm **whydotpharma:** @BenAtkins Thank you, Ben. It was fantastic to have you there with us. #hcsmeucamp

8:51 pm **shwen:** @whydotpharma @BenAtkins So sad to see all the ppl that I didn't get to meet at #hcsmeucamp, coz I couldn't be there :-(

8:53 pm **whydotpharma:** @shwen Argh, we missed you! #hcsmeucamp

**April 2, 2010**

5:46 am **andrewspong:** RT @angel189: <http://bit.ly/bHdU88> <http://bit.ly/bXHqye> #hcsmeucamp more pics

5:47 am **andrewspong:** @shwen Your absence = something that @whydotpharma and myself are determined to put right for #hcsmeucamp 2 in Maastricht in November!

6:02 am **andrewspong:** I am proposing we take a post-#hcsmeucamp Easter break for #hcsmeu this week. Add questions for 9 April here: <http://bit.ly/6inR9h> Please RT

6:28 am **whydotpharma:** I 2nd that! RT @andrewspong Post-#hcsmeucamp Easter break for #hcsmeu this week. Add questions for 9 April here: <http://bit.ly/6inR9h> Pls RT

6:29 am **ZoeVH:** RT @andrewspong: I am proposing we take a post-#hcsmeucamp Easter break for #hcsmeu this week. Add questions for 9 April here: <http://bit.ly/6inR9h> Please RT

6:31 am **whydotpharma:** RT @andrewspong: RT @angel189: <http://bit.ly/bHdU88> <http://bit.ly/bXHyqe> #hcsmeucamp more pics

6:31 am **AStagge:** RT @whydotpharma: I 2nd that! RT @andrewspong Post-#hcsmeucamp Easter break for #hcsmeu this week. Add questions for 9 April here: <http://bit.ly/6inR9h> Pls RT

6:57 am **indiancro:** Searched Twitter for #hcsmeucamp : <http://tinyurl.com/ygsnbl3>

7:13 am **Ideagoras:** RT @andrewspong: I am proposing we take a post-#hcsmeucamp Easter break for #hcsmeu this week. Add questions for 9 April here: <http://bit.ly/6inR9h> Please RT

7:48 am **moyracos4health:** RT @andrewspong: I am proposing we take a post-#hcsmeucamp Easter break for #hcsmeu this week. Add questions for 9 April here: <http://bit.ly/6inR9h> Please RT

10:13 am **butter1514Broo:** @xbrochart It convinces me but working 4 pharma cos storytelling doesn't work alone. They want metrics. #hcsmeucamp /via @gaborgy

10:16 am **andrewspong:** @butter1514Broo ...and there are plenty of metrics to give them. Return on connections; RO interest, involvement... & ignoring #hcsmeucamp

10:17 am **rohal:** Thx Angel for the RT, Go ahead and do it in Spain? Then we can bi-un-conference between countries inviting each other ;- ) #hcsmeucamp

10:19 am **dawidge:** Ha! Ha! comedy @benatkins at #hcsmeucamp !! <http://tweetphoto.com/16702485>

10:23 am **andrewspong:** @paulgrant's troubled mind: <http://bit.ly/bHdU88> ;) RT @dawidge: Ha! Ha! comedy @benatkins at #hcsmeucamp !! <http://tweetphoto.com/16702485>

10:56 am **TiphaineMF:** & a special #ff for #hcsmeucamp discussion ( reports, transcripts, pictures and ideas)

12:16 pm **angel189:** Tweets about #hcsmeucamp have reached 13,040 people - <http://bit.ly/brpqkO> (from TweetReach)

3:33 pm **whydotpharma:** Um...so do we need a #hcsmeu ch chapter for Switzerland? @pharmaweb & I are in, who else? #hcsmeucamp

5:29 pm **gesundheitswirt:** RT @fabianseyfried @odomlewis @Berci @odomlewis An "Alltop" for healthcare? PerSSonalized Medicine. <http://bit.ly/mLIL> #hcsmeucamp

7:54 pm **saharsharelo:** @butter1514Broo ...and there are plenty of metrics to give them. Return on connections; RO interest, involvement... & ignoring #hcsmeucamp

**April 3, 2010**

4:26 am **andrewspong:** RT @TiphaineMF: & a special #ff for #hcsmeucamp discussion ( reports, transcripts, pictures and ideas)

6:05 am **andrewspong:** Watching #hcsmeucamp Ustream, you can see just how much of themselves the participants put into the day. We all look shattered by the end!

9:37 am **TiphaineMF:** great to listen to @xbrochart #hcsmeucamp report (@ Le petit gaillard) <http://4sq.com/bS2rID>

10:13 am **andrewspong:** RT @TiphaineMF: great to listen to @xbrochart #hcsmeucamp report (@ Le petit gaillard) <http://4sq.com/bS2rID>

10:22 am **angel189:** RT @hcsmeu: Post #hcsmeucamp output begins to coalesce: <http://url4.eu/2EhFg>

10:34 am **whydotpharma:** RT @angel189: RT @hcsmeu: Post #hcsmeucamp output begins to coalesce: <http://url4.eu/2EhFg>

10:52 am **angel189:** @healthunlocked Matt Jameson camper at #hcsmeucamp performing: a very artistic pic (all modesty apart) <http://tweetphoto.com/16937606>

10:52 am **Ideagoras:** @healthunlocked Matt Jameson camper at #hcsmeucamp performing: a very artistic pic (all modesty apart) <http://tweetphoto.com/16937606>

1:51 pm **jillian079:** #hcsmeucamp I like the idea of empowering and endorsing people and physicians who post / answer value info. should we have an official rank?

3:42 pm **xbrochart:** And an evangelist! RT @andrewspong: 1 thing I learned from #hcsmeucamp: I am not a consultant; I am a digital conveyancer #hcsmeucamp

**April 5, 2010**

6:58 pm **navatane:** @fabianseyfried have signed up for German chapter #hcsmeucamp

9:43 pm **mfenner:** Lst wk I had g8t fun @ #hcsmeucamp <http://ff.im/iBkHC>

10:14 pm **MassCrawler:** Lst wk I had g8t fun @ #hcsmeucamp (from Martin Fenner's blog) <http://bit.ly/aEmCai>

10:14 pm **FreePerClick:** Lst wk I had g8t fun @ #hcsmeucamp (from Martin Fenner's blog) <http://bit.ly/aEmCai>

10:14 pm **ReversePPC:** Lst wk I had g8t fun @ #hcsmeucamp (from Martin Fenner's blog) <http://bit.ly/aEmCai>

**April 6, 2010**

4:26 am **andrewspong:** RT @mfenner: Lst wk I had g8t fun @ #hcsmeucamp <http://ff.im/iBkHC>

10:51 am **blogaceutics:** Pictures from #hcsmeucamp held in Berlin #hcsmeu <http://bit.ly/9sDF1B> (cc @whydotpharma @andrewspong @rohal @angel189 @berlin\_health20)

11:02 am **AnikoLecoultre:** I like diagrams, post-its and working& serious ppl RT @blogaceutics: Pictures from #hcsmeucamp held in Berlin #hcsmeu <http://bit.ly/9sDF1B>

11:48 am **dawidge:** #health2eu ooh @berci is on stage. Nice to see him again after #hcsmeucamp

12:34 pm **deMaria\_Velasco:** wow! lots of work and lots of pics! RT @blogaceutics: @deMaria\_Velasco Pictures from #hcsmeucamp held in Berlin <http://bit.ly/9sDF1B>

12:48 pm **freepint:** RT @chibbie: Prepping for Collexis meeting later today: BiomedExpts. Anyone using, thoughts? #health2eu #hcsmeu #hcsmeucamp #freepint

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