

The logo consists of the text "#hCSMeu" in a sans-serif font. The hash symbol and the letters "CSM" are in a light gray color, while the letters "h", "e", and "u" are in a medium blue color.

## **Health care and social media in Europe**

- Our beliefs
- Our mission
- Our strategic imperatives



# #hCSMeu : Our beliefs

We believe social media can revolutionize healthcare by increasing patient-focus, improving access to healthcare services and gathering an unprecedented volume of high quality patient outcome data

It is our opinion that social media has the potential to augment the targeting of medical research, improve the quality and delivery of care, and advance patient education and empowerment.

We believe that social media usage should be facilitated by services that are free of charge at the point of use.

Inherent within this belief is an expectation on our part that the principles directing the use of social media in healthcare should be inclusive not exclusive, managed rather than controlled, and serve at all times in advancing the collaborative, innovative and progressive character of its activities.



## **#hcSMeu : Our mission**

Our mission is to drive forward the adoption of social media across Europe in order to improve the quality, access, value and effectiveness of healthcare delivery to patients.

As a result of this adoption we hope to increase the empowerment of patients in their struggle of having or preventing a disease.



# **#hCSMeu : Our strategic imperatives**

We will accomplish our mission as stated by means of:

1. Gathering and engaging a community of healthcare stakeholders who share our aims and are equally committed to attaining our goals
2. Lobbying administrative bodies and governmental agencies in order to provide clarity and transparency at a regulatory level
3. Facilitating the creation of knowledge bases and open access resources that identify, disseminate, and promote the adoption and implementation of health care social media use in Europe