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Social Media Marketing, Thumbay Hospital: A Critical Analysis

By: Dr. Tayib Mohammad Syed



- The Arab Spring
- 72% of all internet users are on social media sites right now (Jeff Bullas, 2013)
- More than 60% of the population in UAE uses social media sites (fisheye analytics, 2013)
- In this study, I've considered Cleveland Clinic's social media marketing strategy as a benchmark and compared it with the social media marketing strategy of Thumbay Hospital, Dubai and determined the gaps.



- Research design: Qualitative research design
- Study time line: 1 month
- Data collection: Secondary data – online research



Objectives

- To assess the social media marketing strategy of Thumbay Hospital
- To study the social media marketing strategy of Cleveland Clinic and Cleveland Clinic Abu Dhabi
- To determine the gaps in the social media marketing strategy of Thumbay Hospital by taking Cleveland clinic's social media marketing strategy as benchmark

Research Question

What are the gaps in the social media marketing strategy of Thumbay Hospital when compared to Cleveland Clinic's social media marketing strategy?



Social Media – UAE

Total population of UAE is 9.346 million (google, 2013). More than 60% of the total population uses social media in UAE (fisheye analytics, 2013)

Total population of Dubai is 2.106 million (google, 2013). More than 65% of the total population uses social media. (fisheye analytics, 2013)

Stats

Facebook users in UAE - 5 million in number on October, 2014 which is 53% of the total population (*2014 UAE Social Media Outlook: Increasing Connectivity Between Government And Citizen*)



- Twitter users in UAE - 401,000 in number on March, 2014 which is 4.3% of the total population (*Arab Social Media Report , 2014*)
- LinkedIn users in UAE - 2.1 million in number on October, 2014 which is 22.5% of the total population (*2014 UAE Social Media Outlook: Increasing Connectivity Between Government And Citizen*)
- YouTube users in UAE - 83% of the total population uses YouTube. 34% are daily users and 35% are weekly users (*YouTube MENA Statistics ,2013*)
- Google+ users in UAE - A very small portion of the population uses Google+. It is not that famous in the UAE (*2014 UAE Social Media Outlook: Increasing Connectivity Between Government And Citizen*)

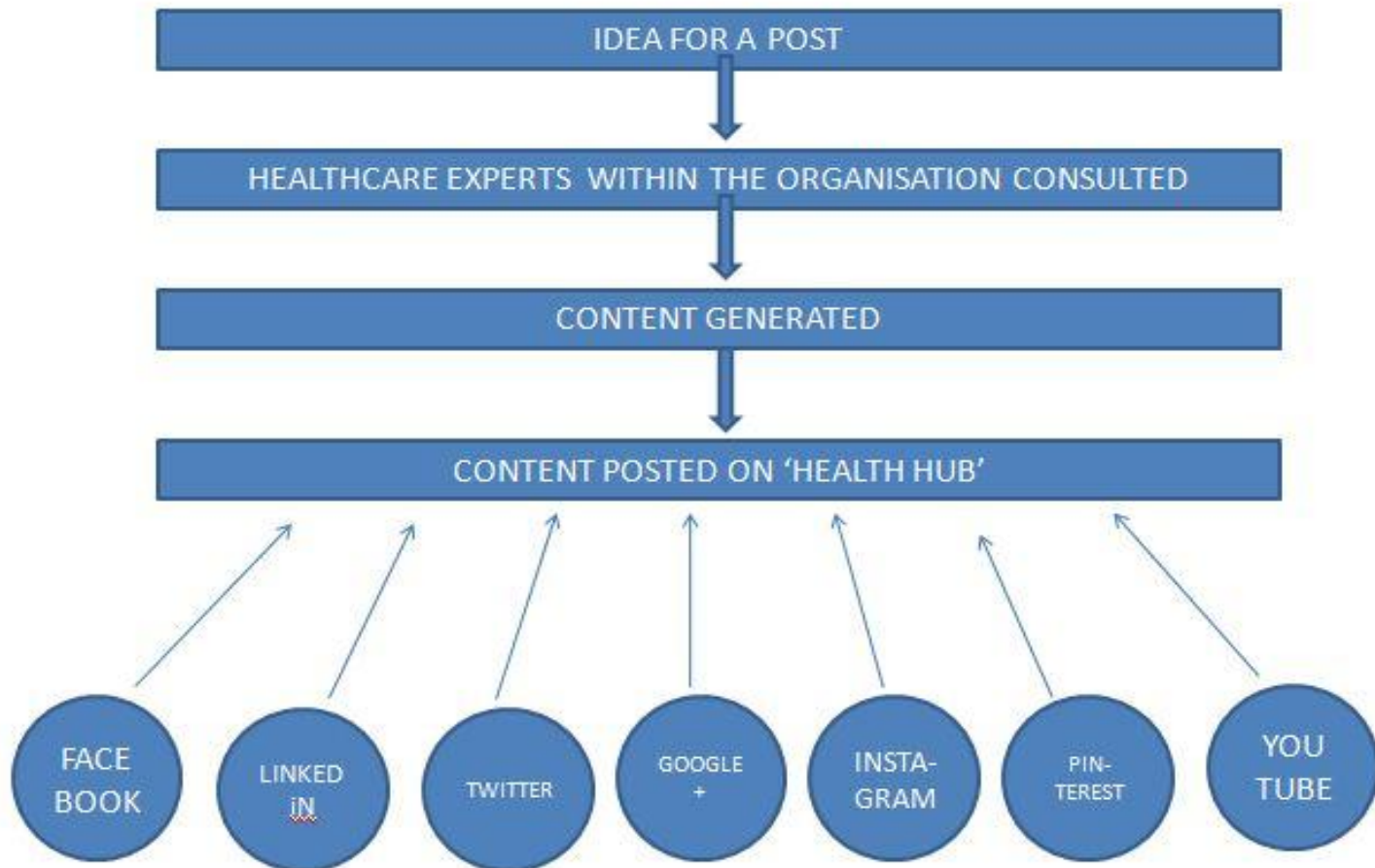


Social Media Marketing – Cleveland Clinic

- Objective: primary business objective for Health Hub is to generate more national brand awareness
- Content:
 - The blog posts are conversational and meaningful to people all over the world
 - Posts are rarely about the organization
 - posts are focused on helping patients solve problems and make healthy decisions for themselves and their families—decisions at home, at the grocery store or pharmacy, in the doctor's office



- Content genesis





- Rationale

“Healthcare is bought, not sold. We can't create demand for our services.

Consumers need us only when they need us—and they never want to need a hospital. Social media gives us an opportunity to be a meaningful, helpful part of people's everyday lives when they aren't sick or don't need our services. We can use social media to build a relationship with healthcare consumers that transcends time and space. If we are part of your life when you are well, perhaps you will consider coming here when you need care.”



- Future

“For healthcare organizations in particular, I think we will need to continue to build relationships with people by helping them stay healthy versus only taking care of them when they are sick. Our industry is headed toward greater transparency and more dialogue on social media from consumers around pricing and shopping for healthcare. Trends we've seen in retail social media use will work their way into the healthcare space.”

Source:

- Health leaders Media, 2014
- Kuno Creative, 2014



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Cleveland Clinic – Facebook

ABOUT



📌 Your source for health tips and information from leading medical experts, helping you take care of yourself and your family.

🌐 <http://www.clevelandclinic.org/>

- Cleveland Clinic's Facebook page has 1.2 million followers.
- Cleveland clinic posts six posts per day on Facebook



Bilingual posts

**Cleveland Clinic Abu Dhabi**
April 23 at 4:16pm · 🌐

اللوز غنيّ بالمواد المغذية، فتناول اللوز كوجبة خفيفة لتحافظ على صحّة قلبك.
<http://cle.clinic/1ySyetJ>

Almonds are packed with nutrients. Try them as a heart-healthy snack.
<http://cle.clinic/1ySyetJ>

See Translation



How Almonds Can Improve Your Heart Health

Sometimes, it's okay to go a little bit nutty – especially if that means upping your intake of almonds.

HEALTH.CLEVELANDCLINIC.ORG

Like · Comment · Share

👍 1,148 people like this.

Most Relevant ▾

↪ 53 shares

Tayyib

Write a comment...



DrShaikh Shamsur Rahman Good for health.

Like · Reply · 👍 1 · April 26 at 2:34pm



Maria Dias Thank you

Like · Reply · April 26 at 4:31pm



Posts revolve around wellness, prevention and treatment information



Cleveland Clinic

Yesterday at 3:00am · 🌐

Do you need to worry about cholesterol in food? Maybe not. ➡

<http://cle.clinic/1cadV1k>



Why You Should No Longer Worry About Cholesterol in Food

Genetics appear to be playing a stronger role in heart disease

HEALTH.CLEVELANDCLINIC.ORG

Like · Comment · Share



Cleveland Clinic Abu Dhabi

April 20 at 4:33pm · 🌐

أظهرت الدراسات أن المحافظة على النشاط أثناء التقدم بالعمر يساعد في المحافظة على وظائف الدماغ. إليكم كيف يتم ذلك: <http://cle.clinic/1H7mkzc>

Research shows that staying active as you age can help preserve brain function. Here's how: <http://cle.clinic/1H7mkzc>

See Translation



Why It's Important to Continue Exercising as You Age

There's mounting evidence that being active as you age has health benefits.



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Posts appreciating the staff of the hospital. A celebration of the hard work and commitment put in by the employees.

Meet our Sr. Director of Radiation Safety and Medical Physics, Auroba Al-Samaraei.



AUROBA AL-SAMARAEI

 **SR. DIRECTOR OF RADIATION SAFETY AND MEDICAL PHYSICS**

30+ Years of Experience	2+ Years at Cleveland Clinic Abu Dhabi
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"In my role, I manage three main programs. The first is Radiation Safety, which deals with the protection of patients, Caregivers and the general public from radiation produced from x-ray or radioactive material. Second is Medical Physics, which deals with compliance testing to assure high-quality images. Lastly, Laser Safety helps protect patients and Caregivers from laser risk."

 **كليفاند كلينك أبوظبي**
Cleveland Clinic Abu Dhabi



‘Health Hub’ is a blog that was created separately by the hospital as a supplementary page in order to inform individuals about health. Its main purpose came into being when the social media marketing team thought it’d be easier to link the social networking site pages to the blog.

The interesting part is that right below the post, they have placed links for the patients where they can request for an appointment, or contact the hospital

The screenshot displays a user interface for a healthcare provider. On the left, there is a vertical list of three blue icons: a doctor with a stethoscope, a calendar, and a circular arrow. To the right of these icons are three text links: 'Find a Doctor', 'Request an Appointment', and 'Contact Us'. To the right of these links is a large text block that reads: 'Cleveland Clinic now offers same-day appointments. Get the care you need, right away at 888.223.CARE.' Below this text block is a blue button with the text 'Same-Day Appointments'.

Find a Doctor

Request an Appointment

Contact Us

Cleveland Clinic now offers same-day appointments. Get the care you need, right away at 888.223.CARE.

Same-Day Appointments



Thumbay Hospital – Facebook

- The posts are not generally aligned toward the user's interests. There are more posts about the organization than about what might be helpful for the subscribers health.
- There is no consistency in the posting patterns of the posts, neither in content, nor in timing.
- The services provided by the hospital aren't mentioned in the information part of the hospital.
- Posts are only in English. This would not attract local people.
- Active posts in relation to the surroundings are missing.
- Social media is used as a means for promotions. The content is not matched with that of a healthy human being.



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Cleveland Clinic – Twitter



Cleveland Clinic @ClevelandClinic · May 4

Our nurses play a powerful role in caring for our patients. For that, we're grateful. Celebrate [#NursesWeek](#) with us:



Cleveland Clinic



113



95





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Cleveland Clinic @ClevelandClinic · 14h

The average restaurant margarita contains a whopping 500 calories. #CincoDeMayo



48 44



Cleveland Clinic @ClevelandClinic · May 4

Are you #ALLinCLE? We are! Good luck tonight, @cavs! #CavsBulls

Cleveland Cavaliers and Getty Images



10 27

Acknowledgement of all the things that are happening around them. From sports to festivals, there is a conscious effort made to align their posts with the environment around them



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Cleveland Clinic – LinkedIn

Cleveland Clinic How does dry shampoo work AND how does it affect your scalp. ➡ <http://cle.clinic/1FLFmdT>



Like (29) • Comment (1) • Share • 24 days ago

👍 Holly Newton, Michele Ries BSN RN +27

💬  Lynn Manteuffel Great advice. I have too much hair to use dry shampoo effectively. Thanks for sharing.
24 days ago

Cleveland Clinic Dinner out this weekend? Here's what you should (and shouldn't) eat at your favorite restaurants. ➡ <http://cle.clinic/1QPSKRM>



Like (78) • Comment • Share • 8 days ago

👍 Dragos Mihaita, Lori Rogers, CIR +76



Cleveland clinic has put out around 13 applications for customers and doctors in order to increase its brand awareness. These applications share the same goal as the social media platforms. However, they are more specific to suit their target audience. Given below are the pictures along with the descriptions of the apps.



Cleveland Clinic Today

The Cleveland Clinic Today App is your daily interactive source for the latest health and wellness tips from the experts at Cleveland Clinic (One of America's Top 4 Hospitals – U.S. News & World Report 2012-13 Best Hospitals' Rankings). Compatible with iPhone, iPad, Android phones & tablets.

[Learn More](#)



MyCare

What is MyCare Online? Simply put, MyCare Online is healthcare that fits into your life. Instead of coming into the office for your next follow-up visit, patients can now opt to participate in this innovative program and visit their Cleveland Clinic provider live and online using a computer, tablet or smartphone.

[Learn More](#)



Physician Referral

Our Physician Referral App is an interactive tool to give physicians a mobile resource to improve the referral experience, build a relationship with referring physicians and use our Referring Physician Center.

[Learn More](#)



Cancer Clinical Trials

Stay up to date on Cleveland Clinic's more than 130 active clinical trials for cancer patients. Available for both iPhone and iPad devices.

[Learn More](#)



Epilepsy

MyEpilepsy app is our free educational iPad tool that allows you and your physician to effectively manage your epilepsy.

[Learn More](#)



Health Q&A

The Cleveland Clinic Health Q&A is a way for patients and consumers to quickly get free health answers and tips from existing physician-reviewed content. The user types or speaks a question into the mobile device.

[Learn More](#)



Cleveland Clinic – YouTube

The Cleveland Clinic YouTube Page houses myriad of content. The videos focused on the main page are:

- Doctor interviews
- Patient testimonials
- Health Education – nutritional facts, healthy food recipes, question and answers by patient and doctors respectively, disease symptoms awareness
- Surgical Procedures simulations and demonstrations
- A separate section for annual reports which include every aspect of improvement done by the hospital in that year
- Posts for general populous
- Posts made specifically for the employees of Cleveland Clinic



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Cleveland Clinic Nurses Week: Nurse Appreciation

3,326 views 5 days ago

Cleveland Clinic salutes the dedication of their 12,000 nurses and the exceptional care they provide to patients across our health system. In this video, physicians and leaders share their appreciation for nurses as we take this opportunity to reflect on and celebrate their invaluable contribution of delivering on our promise of World Class Care.

Learn more about nurses week at Cleveland Clinic:

<http://cle.clinic/1ERWe0Y>

[Read more](#)



Thumbay Hospital – YouTube

- Thumbay Hospital has videos uploaded which are pertinent to the functions and events that have happened in and around the hospitals.
- There are no patient testimonials/stories of recovery.
- No videos related to the doctors or employees working in the hospital.
- There is no video showcasing the hospitals and services provided by the hospital
- All the videos have been posted together. There is no separation of one genre of video from another
- There is nothing on the page which might be relevant to the general population.



SUGGESTIONS

- Bilingual posts can be added in order to target the local population
- Online portal for appointments can be added on all social media platforms
- A separate section for feedback can be made where only the customer reviews or queries are handled
- Doctor's can host live chats on Facebook and engage with the customers and discuss their queries
- Asking riddles to its subscribers got the national geographic Facebook page on the top 10 most liked pages on Facebook.
- Quizzes can be conducted weekly online for the subscribers. Whoever gives the answer first can get a dental/ophthalmic check up free.



- A more active approach toward posting about the surroundings and environment so that we can align our posts with the daily lives of our subscribers in order to enhance their experience.

For example, Ramadan is coming up. A 30 day post preparation on healthy habits that can be followed during the holy month where people all over the country will be fasting. Recipes for healthy diets that can be prepared during Iftar (time the fast is broken) would be appealing.

- Facebook users between the ages of 22-30 constitute to 44% of the total users in UAE. In a couple of years, this population is going to reach an age where they will become disease prone. It is now that we need to start targeting this population through social media so as to gain their trust.

THANK YOU

