



1 May 2018

The good side of social media

For Practice Principals and Practice Managers

Discover how your practice can benefit from social media, and hear updates on POLAR, My Health Record and electronic referrals. An optional networking and discussion session for Practice Managers is available prior to the event.

Presenters

Will Williams is the Digital Marketing Manager at 1st Group, a Patient Engagement Group. He has wide marketing experience and a passion for helping practices connect with patients at the patient's time of need.

Jason Ferriggi is the Chief Information Officer at Outcome Health and architect of the data extraction and reporting tool, POLAR.

Topics

- Discover how social media is already impacting healthcare across the country
- Learn key methods and tools for how to engage your patients and audience across social media platforms
- Discover the three cornerstones of appropriate healthcare content on social media
- Discuss key areas to be careful of on social media and how to stay out of trouble
- Learn how to make better use of POLAR in your practice

Registration

Registrations are open to people working in the Eastern Melbourne PHN catchment.

To register click on "register now" button or via our website at www.emphn.org.au/events

Event Details

Date: Tuesday 1 May 2018

Venue: Manningham Function Centre
(Part of Manningham Civic Centre)
699 Doncaster Road
Doncaster

Time: 6.15pm registration & light refreshments
7-8.40pm session

Optional networking and discussion session
for Practice Managers from 6.30 to 7.00pm

Parking: onsite

[Register now](#)

Enquiries: Josie Terron 9046 0300 or
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FOR MORE INFORMATION
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EASTERN MELBOURNE

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