

HEALTHCARE HEROES

A series in which we highlight innovative healthcare professionals doing extraordinary things across the country to improve healthcare access, systems, processes, and more.

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Dr. Dana Corriel

We were excited to talk with Dr. Corriel, MD, and Founder of SoMeDocs (it stands for Doctors on Social Media). As an internist, Dr. Corriel recognized the growing need for physician presence online and learned to utilize a variety of tools to advance her career. Today, SoMeDocs platforms connect physicians across the globe, providing networking opportunities and connections that make an impact on the healthcare space.



Q&A

Q: Take me back to the beginning. How did this idea come about and evolve?

A: Three years ago, I was on a path of self-discovery and was dabbling in the digital marketing space. I started a blog and used it as an outlet personally. Then I thought, I can do this in the healthcare arena. After all, there are influencers out there giving false information; physicians should become influencers of sorts giving evidenced-based data.

I started a Facebook group and the platform gained momentum. I would post prompts and the community would engage. It grew organically; SoMeDocs now has over 4400 physician followers (and over 20,000 followers across all social media platforms). A few months ago, I stopped seeing patients completely to devote my time to this.

Q: Traditionally, physicians aren't using social media to its full capacity. Is that part of the reason you wanted to start this?

A: Yes! We see business people and other professionals making great career strides through the innovative use of social media and I thought it was time for physicians to learn how. SoMeDocs teaches and gives physicians the tools necessary to create an online voice and brand. More than that, though, we facilitate a platform on which physicians can make connections and give them the know-how and confidence to connect with the general public. We are creating and facilitating networking and growth opportunities.

Q: How will teaching physicians to more impactfully use social media impact patients and healthcare?

A: It helps physicians be seen and heard. Curating unique snapshots of existing physician work, specialties, and areas of expertise helps healthcare on a broad scale. Patients have access to information as they are researching providers. Other physicians can identify professionals with whom to collaborate. Conference organizers can select speakers based on research, surgical, and medical competencies. Social media knowledge for physicians puts them in the driver's seat—makes them the rightful influencers of healthcare information.

Q: SoMeDocs teaches physicians how to use social media, and it also connects them. What does the SoMeDocs Databank do?

A: It captures info from each physician who is part of our network. Physicians from around the globe answer a few simple questions, and the answers are organized into a database. Now, providers' research, specialties, innovations, and passions can be searched, and more meaningful connections can be made. Physicians can join the Databank to have this granular access to their peers.

Q: The American Medical Association released an article in 2019, detailing the 5 reasons physicians should use social media. They said providers can use social media to build their brand, advance their passion, teach patients and the general public, attract patients, and/or to publicize their research. Which of these is most common?

A: It is all up to the individual. I always say to physicians, "What do you want to do? What is your endpoint? Is it to build your brand to start a speaking career, is it to build your practice? Is it to refute pseudo-science?" Whatever your endpoint is, that is where you start with social media. And then, SoMeDocs can give them the tools to get comfortable with the platform to accomplish their goals.

Q: What do you say to physicians who say social media is not for me?

A: My answer is that whether we like it or not, social media is now for everyone. It is how everyone gets information. So whether you are a doctor who wants to make a connection with another doctor, you want to be easily discoverable to conference organizers and the media, or you simply want to attract patients to your practice or establish yourself as a thought leader, social media is for you.

Q: Look into your crystal ball three years from now. How do you envision SoMeDocs changing the landscape of healthcare?

A: I think it will be the primary connecting incubator for people making a difference in the healthcare sector. I think providers will become more approachable and effective. I think patients will feel more empowered and informed. I think pseudo-science will be more swiftly and intelligently disputed, and I feel like additional innovations will come about as a result of the connections being made.

Dana Corriel, MD, is a board-certified internist and the creator of the SoMeDocs platforms, empowering physicians to take on social media and to use its tools to amplify their voices online. She is a healthcare social media expert and has received numerous recognitions for her online work. She served as Director of Quality for Rockland County's Highland Medical, PC. She has been recognized as a Top Doctor in Internal Medicine in *201 Family Magazine* in 2018 and in 2019 was named a Top 20 Physician Influencer by *Medscape*. In 2018, *Medical Economics* named her as one of the top 10 physicians to follow on social media. She is asked to speak at conferences regularly (including her third year at the Harvard Writer's Conference this April), and is a frequent contributor to various publications, including her own website (drcorriel.com), where she is documenting her experiences as a physician-turned-entrepreneur.

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