



Pjer Vriens

Policy Adviser

New Media

PG&Z

City of Rotterdam

The impact of New technology &
Social media on the Municipal
Public Health Service Rotterdam

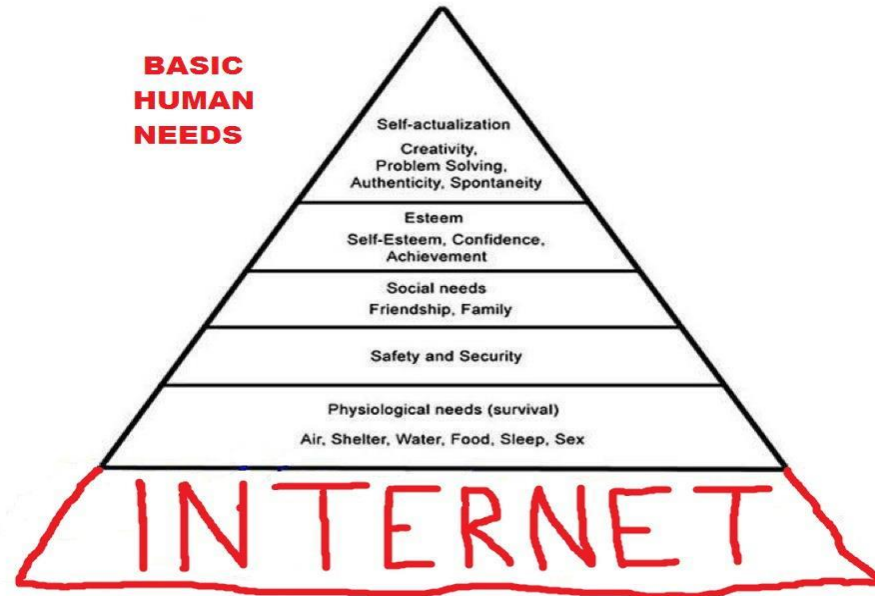


TECHNOLOGY

<https://www.youtube.com/watch?v=3N1Q8oFpX1Y>



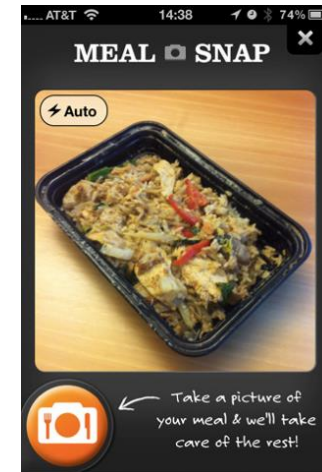
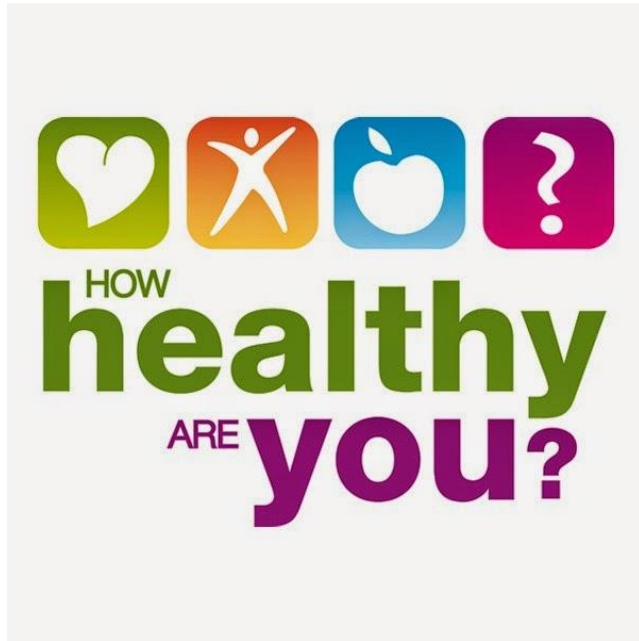
Public Health & New technology



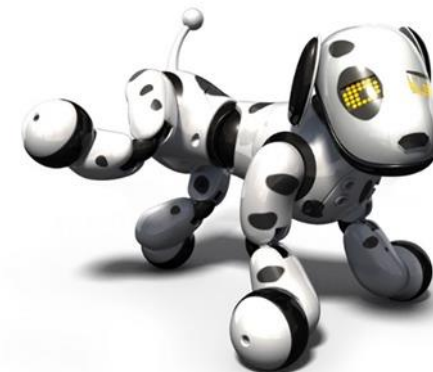
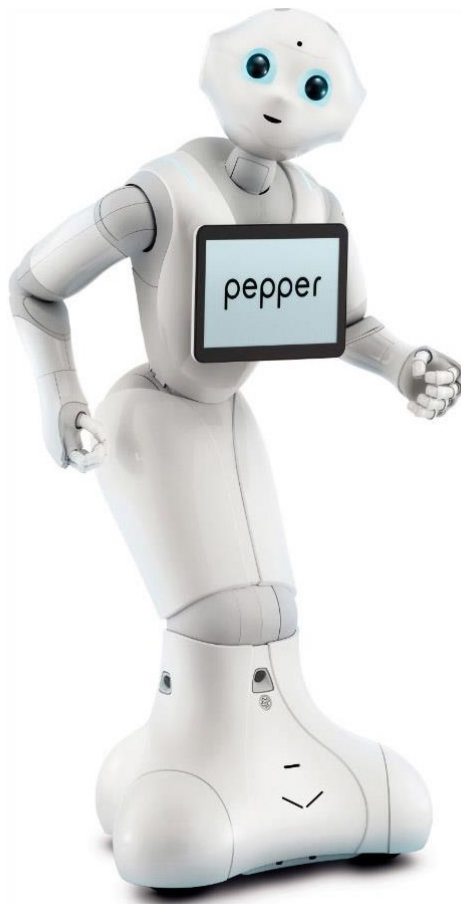
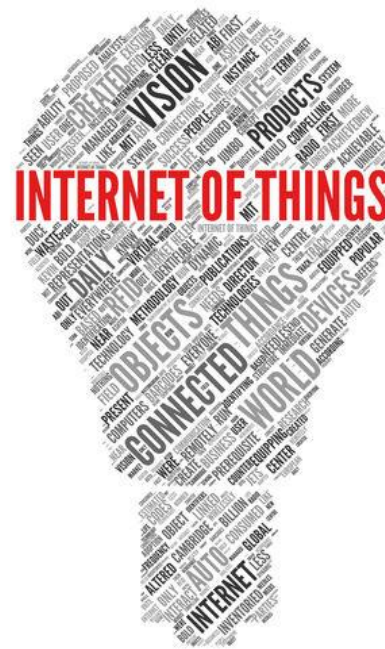
MPHS will use the Internet for better customer service and improving contact with the target audience by offering reliable online (health) information, active online communication and optimized cooperation through the Internet.

(Strategy on Demand 2010)

I E-health & M-HEALTH

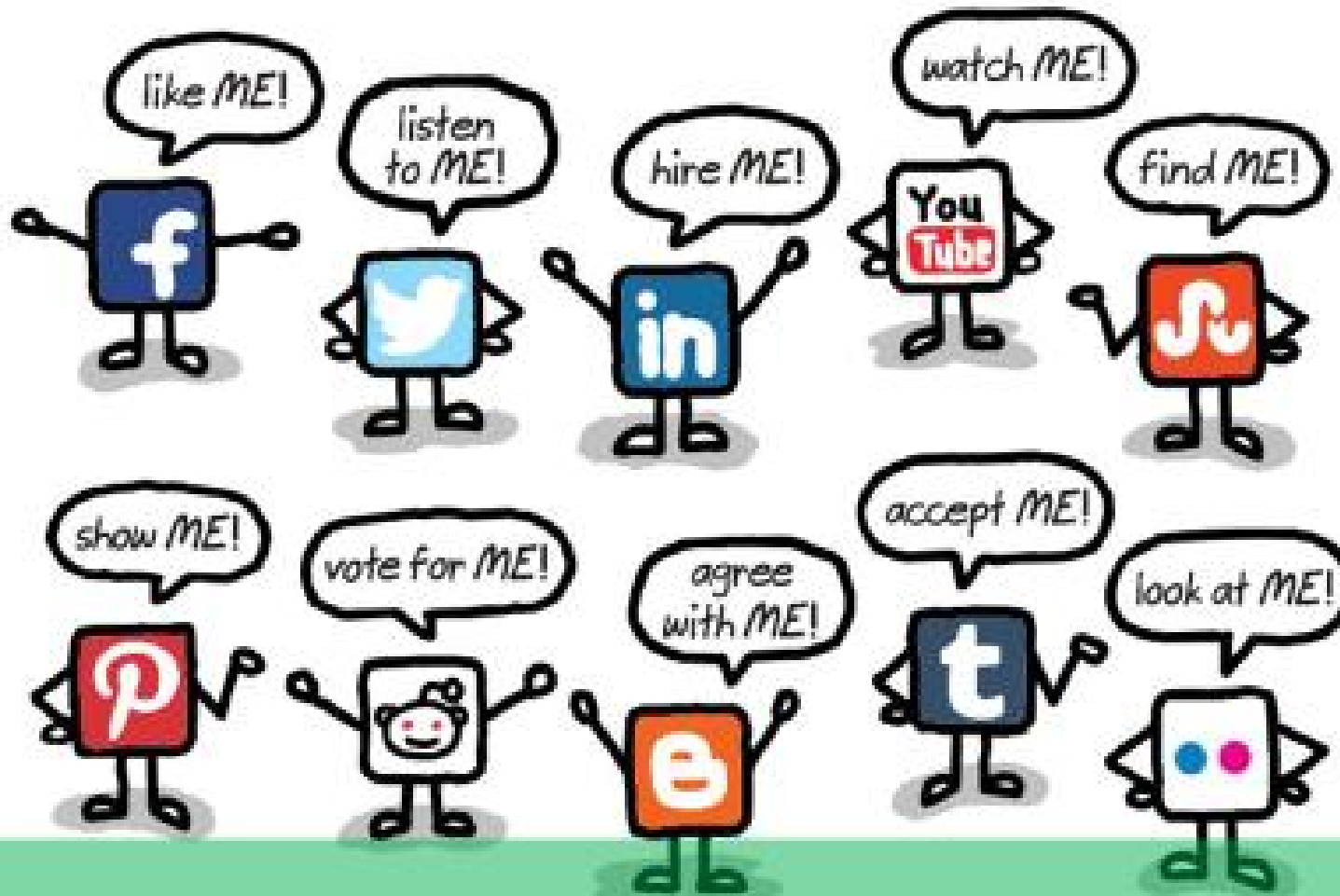


II Robotica and Internet of Things



III SOCIAL MEDIA AND WEBCARE

Social MEdia



**CHANGE
AHEAD**





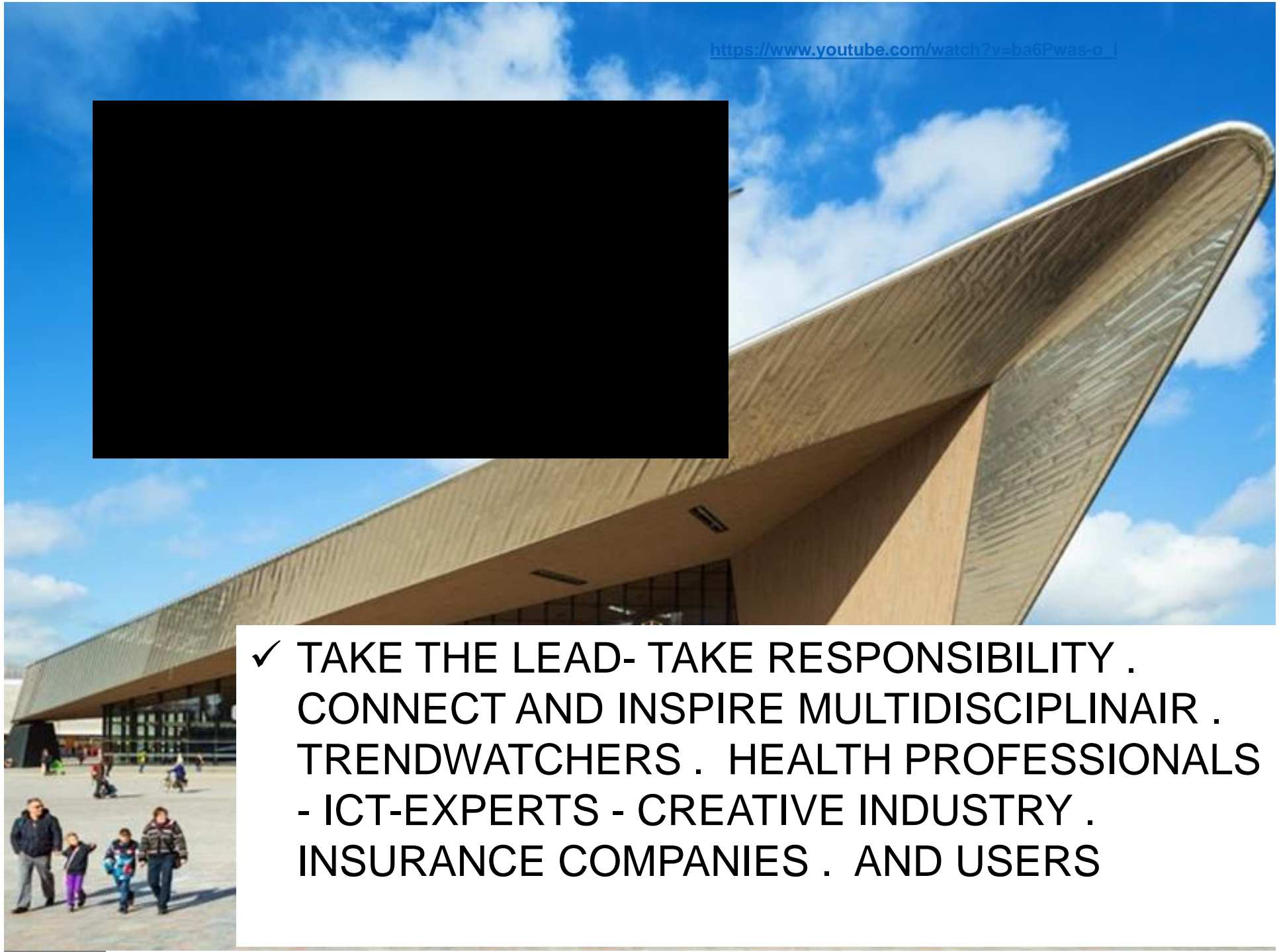
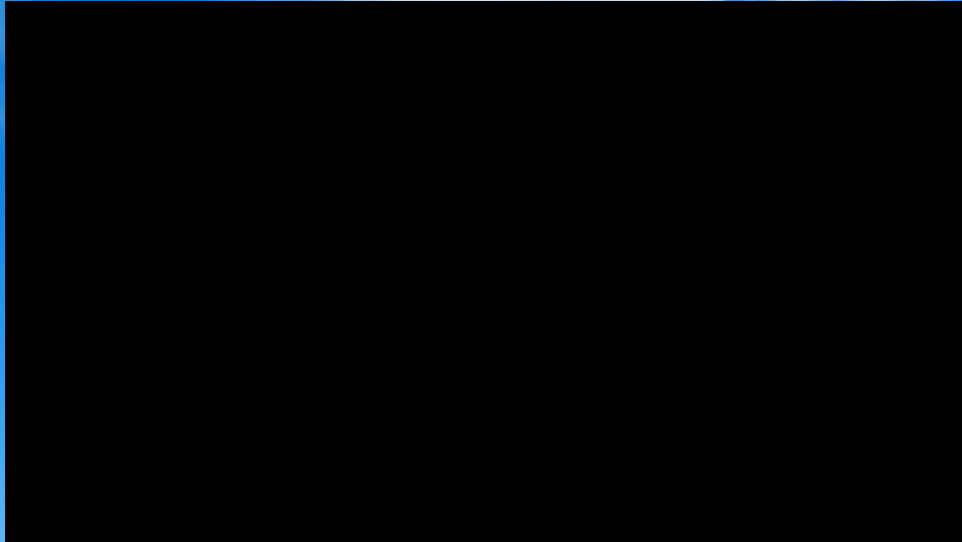
- ✓ BOTTOM UP . SUPPORT EARLY ADOPTERS .
START SMALL PROJECTS . SHARE SUCCES .
INSPIRE - TRAINING -



- ✓ TOP DOWN . ORGANISATIONAL CHANGE .
VISION . STRATEGY - MANAGEMENT
INVOLVEMENT- TECHNICAL SUPPORT



- ✓ TOGETHER WITH USERS . SOCIAL MARKETING . LISTEN TO USERS . WEBCARE . TALK TO USERS . LISTEN TO THEIR NEEDS . INSPIRATION & TRAINING



✓ TAKE THE LEAD- TAKE RESPONSIBILITY .
CONNECT AND INSPIRE MULTIDISCIPLINAIR .
TRENDWATCHERS . HEALTH PROFESSIONALS
- ICT-EXPERTS - CREATIVE INDUSTRY .
INSURANCE COMPANIES . AND USERS



GGD
Rotterdam-Rijnmond

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New technology & Social media for the Municipal Public Health Service Rotterdam

“eHealth is more than technology (õ) but also a state of mind, a way of thinking, an attitude and a commitment for global thinking to improve health care (õ)” - Eysenbach

