

# Websites and Beyond - New Media for Practice Building

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December 14, 2006

# Communication

Key component

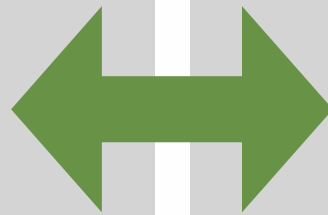
Why do we  
communicate?

Basic level

To share  
information

For what purpose?

Practice  
Building



Patient  
Education

Communication

Advertising  
via “traditional”  
methods...

Communication

Print

TV

Radio

Referrals

Word-of-  
mouth

It's all  
very  
20th  
century

Not that there's  
anything  
*wrong* with that...



Except...  
this is the  
21st  
century

And we have  
new tools and  
methods  
of  
communicating.

What is  
“new media?”

New tools

E-mail

Website

E-news

Blogs

RSS

Podcasts

Websites:  
the must-have “new media” tool  
of the 21st century.

[www.yourwebsite.com](http://www.yourwebsite.com)

Websites

# Website Characteristics

- ▶ Domain name: [www.yoursite.com](http://www.yoursite.com)
- ▶ Gives you a presence on the web
- ▶ Put basic info on site
- ▶ Who updates your site?
- ▶ How often is it updated?
- ▶ How is it working for you?

FAQs

Contact  
info

Services

Payment  
info

Download  
registration  
forms

About the  
DC(s)

# Websites

- ▶ All good, all needed information
- ▶ Except it's static
- ▶ Lacks ability to be social (interactive)
- ▶ Lacks sharing and personalization of doctor/staff/patient/prospective patient relationship

Why is  
being  
“social”  
important?

Know your  
audience!



Consider your current and prospective patient base.

-demographics

-age

-how do they access information?

Know your audience

# Broadband consumption = your patients:

Adoption of high-speed internet at home grew twice as fast in the year prior to March 2006 than in the same time frame from 2004 to 2005. Middle-income Americans accounted for much of the increase.

Pew Internet (May, 2006). *Home Broadband Adoption 2006*. Retrieved December 2, 2006, from [http://www.pewinternet.org/PPF/r/184/report\\_display.asp](http://www.pewinternet.org/PPF/r/184/report_display.asp)

Stats say...

Why is  
being  
“social”  
important?

Because your  
audience  
is  
social!

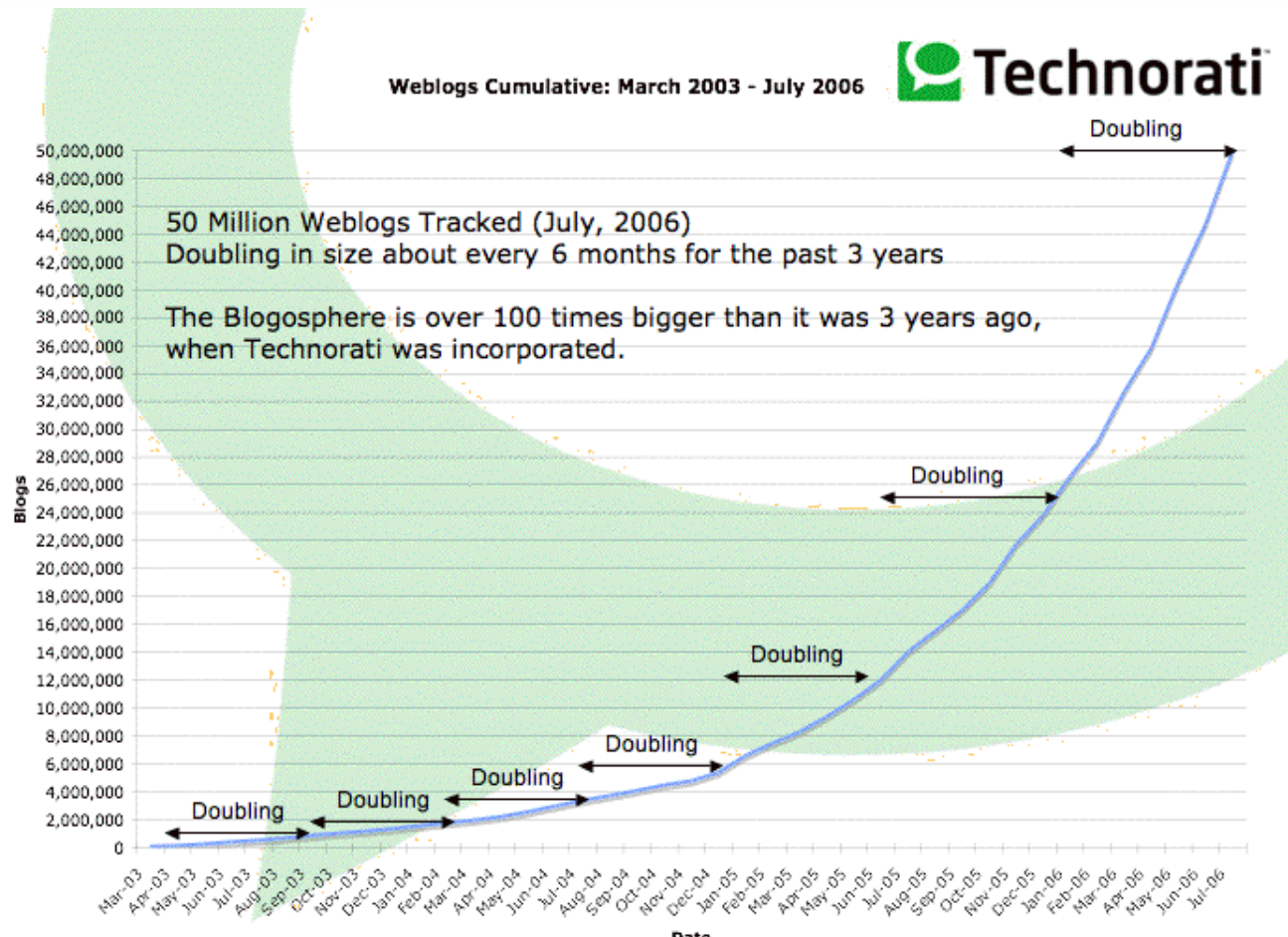
Social



Communication

Social Software...Weblogs

Technorati has been tracking the blogosphere, or world of weblogs, since November 2002. The blogosphere has been doubling in size every 6 months or so. It is over 100 times bigger than it was just 3 years ago. 50 million weblogs tracked as of July 2006.



Technorati, Inc. (July, 2006). Weblogs cumulative <sup>Date</sup> [chart]. Retrieved December 3, 2006, from <http://www.sifry.com/alerts/archives/000436.html>

# Weblogs

- ▶ A weblog (blog) is a website where entries are made journal style in reverse chronological order.
- ▶ Weblogs are part of a group of applications called “social software.”
  - ▶ social = communication = sharing

# Weblogs

- ▶ Web page with small chunks of text
- ▶ date-stamped
- ▶ ordered reverse-chronologically
- ▶ newest information at the top of the page
- ▶ Chunks of text called “Posts”
- ▶ Posts = links + commentary
- ▶ Examples:
  - ▶ <http://cit.blogs.com/ethics>
  - ▶ [http://cit.blogs.com/blog\\_it](http://cit.blogs.com/blog_it)
  - ▶ <http://sherman.blogs.com/lisa>

# Anatomy of a blog

- ▶ Title
- ▶ Post itself (text and/or photos)
- ▶ Links within post
- ▶ Ability to categorize post (give it a subject for future reference)
- ▶ Archive of posts, either monthly or weekly (again for future reference)
- ▶ Permalinks: links that remain constant to a given post



# Practice Management

Leslie M. Wise, D.C., Professor of Clinical Sciences

## ✦ Web D.C.?

Still wondering if you should go to the effort and expense of having a practice website? Check out this article concerning the huge numbers of people who now use the web as their first source of [information about health issues](#). My recommendation: as you open bank accounts and set up your credit/debit card merchant accounts, make arrangements to get your practice website up and running and put the URL everywhere, including in your yellow-page ad.

November 16, 2006 in [Web/Tech](#) | [Permalink](#) | [Comments \(0\)](#)

## ✦ SBA Centers

The Practice Management department at Sherman has had a long term relationship with the local chapter of SCORE, and our students regularly attend the STARTUP seminars they provide. Here's some news about [Small Business Administration](#) changes and new Women's Business Centers which are enabling women in business.

November 03, 2006 in [Business Plan](#) | [Permalink](#) | [Comments \(0\)](#)

## ✦ Cash vs. Insurance

Many DCs have an eternal inner debate about cash practice vs. insurance based practice. We discuss this a lot in Practice Management open forum, and there are vociferous advocates on both sides. [Eric Plasker](#) says maybe you don't have to decide either/or: see what you think.

October 27, 2006 in [Management](#) | [Permalink](#) | [Comments \(0\)](#)

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			1	2	3	4
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News on the latest in instructional technology,  
updated <sup>almost</sup> daily.



Joy Gayler  
Instructional Designer

# Blog IT

## Portable Learning

-The Capital Times

Portable learning: Podcasting can help students study at any time, any place. [Read more.](#)

December 14, 2006 in [Podcasts](#) | [Permalink](#) | [Comments \(0\)](#)

## Get it done online

-Tech Learning

Web 2.0 collaboration tools. [Read more.](#)

December 13, 2006 in [Education](#), [Web/Tech](#), [Wikis](#), [social software](#) | [Permalink](#) | [Comments \(0\)](#)

## Google acquires wiki tool

- eSchool News

Internet search giant Google Inc. has acquired a maker of

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					1	2
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10	<a href="#">11</a>	12	<a href="#">13</a>	<a href="#">14</a>	15	16
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more educators to the benefits of using wikis in the classroom.

[Read more.](#)

December 11, 2006 in [Classroom Technology](#), [Digital Curriculum](#), [Education](#), [Web/Tech](#), [Wikis](#) | [Permalink](#) | [Comments \(0\)](#)

### USM embraces latest technologies

Student: "It's very useful when professors latch on to that, but some might resist it," he said. "If podcasts are available, I'll download them." [Read article.](#)

December 07, 2006 in [Podcasts](#) | [Permalink](#) | [Comments \(0\)](#)

### Telepresence' adds realism to video conferencing

-eSchool News

Cisco Systems has launched new technology that aims to be so realistic as to make video-conference participants believe the person talking on the monitor is actually in the same room. Called "telepresence," the technology is intended to eliminate the detached feel of traditional video conferences. Though it's likely too expensive for most schools to consider at least initially, industry watchers say it could have implications for schools down the road as the cost of the technology falls. [Read more.](#)

December 06, 2006 in [Classroom Technology](#) | [Permalink](#) | [Comments \(0\)](#)

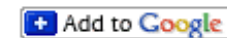
### Flock ScrapBook Firefox Extension

If you use FireFox, you'll want to check out [Flock ScrapBook](#).

[Web/Tech](#) [Weblogs](#) [Wikis](#)  
[Wireless](#) [iPod](#) [iTunes](#) [social](#)  
[software](#)

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B L O G I T

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[ARCHIVES](#)

December 2006

# So what?

- ▶ Blog = frequent updates
- ▶ Blog = easy
- ▶ Blog = published to Web
- ▶ Blog = easy
- ▶ Blog = in many cases, free
- ▶ Blog = easy
- ▶ Blog = can be set up in less than 3 minutes, by YOU!

# Let's set up a blog!

- ▶ Most well-know and FREE blogging software available is [www.blogger.com](http://www.blogger.com)
- ▶ **BLOGGER.COM**
- ▶ Others (top 3):
  - ▶ [www.wordpress.com](http://www.wordpress.com)
  - ▶ [www.typepad.com](http://www.typepad.com)
  - ▶ [www.livejournal.com](http://www.livejournal.com)
- ▶ Run a search/google for more...

# Okay, so what do I write?

- ▶ Consider your existing patient education material
- ▶ FAQs? Each question could be a post or several posts
- ▶ Articles you've written, or wanted to write but didn't know who would publish them? YOU can publish them! Online! On your blog!
- ▶ Link to timely articles regarding chiropractic, health care, latest research

# Blogs are...

- ▶ Available for your visitor to learn and read on their own schedule
- ▶ Always accessible
- ▶ Easy to set up and update
- ▶ Allows for diversity of learning styles

# Why blog?

- ▶ easy
- ▶ immediate
- ▶ frequent
- ▶ global
- ▶ informal
- ▶ well suited to a group of any size
- ▶ create a network of like-minded people



# Promoting your blog

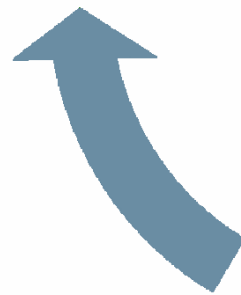
- ▶ Link from your practice's Web site & include URL on all communications
- ▶ Link to other blogs
- ▶ Drop your blog's name constantly
- ▶ Register with search engines & directories
- ▶ Offer your own unique perspective
- ▶ Encourage reader feedback

# The Blogging Cycle

Inform

Influence

Inspire



# Podcasting

“companion” to  
weblogs

# Podcasts

- ▶ **Podcasting** is a term used to describe a collection of technologies for automatically distributing **audio programs** over the Internet using a publisher/subscriber model. It differs from earlier online delivery of audio because it **automatically transfers** the digital media files to the user's computer for later use.

Wikipedia.org (2006) Podcast [definition]. Retrieved December 2, 2006, from, <http://en.wikipedia.org/wiki/Podcasting>

# Podcasting

- ▶ “Podcasting” combines two words: “iPod” and “broadcasting”
- ▶ You don’t need an iPod to listen to a podcast! Any PC will be fine!
- ▶ Alternative terms: “audio blog” or “audioblogging”



Apple's iPod

# Finally...

- ▶ A podcast is really just an mp3 audio file that is distributed via an **RSS feed** by linking the mp3 file to a blog posting or to a web page.
- ▶ Examples:
  - ▶ <http://cit.blogs.com/pm>
  - ▶ [www.sherman.edu/edu/interactive/index.html](http://www.sherman.edu/edu/interactive/index.html)
  - [LPMI interview:](http://www.sherman.edu/edu/leadership/leadership_index.html)  
[http://www.sherman.edu/edu/leadership/leadership\\_index.html](http://www.sherman.edu/edu/leadership/leadership_index.html)

# Practice Management

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## ❖ Home Chiropractic Office

Some consideration regarding setting up and having a home chiropractic office.



July 16, 2006 in [Podcasts](#) | [Permalink](#) | [Comments \(1\)](#)

## ❖ Ethics in Action - Breaking Up Is Hard To Do

Breaking Up Is Hard To Do Podcast



May 28, 2006 in [Podcasts](#) | [Permalink](#) | [Comments \(0\)](#)

## ❖ Ethics in Action-Finances

Here's a short article I wrote recently for Straight From Sherman.

### Ethics In Action

*By Leslie M. Wise, D.C.*

 [Download podcast of this article here.](#)

In a recent workshop for faculty, Dr. Norman Ouzts, Chairman of the South Carolina Board of Chiropractic Examiners, indicated that complaints filed about D.C.s to the

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			1	2	3	4
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# Power of the spoken word

- ▶ Appeals to auditory learners
- ▶ Anytime, anyplace – “m-learning”  
(mobile learning)
- ▶ Capture the podcaster’s  
(DC’s)enthusiasm
- ▶ Can listen multiple times for review
- ▶ Bring in guests - interviews



# What would I podcast?

- ▶ Blog entries
- ▶ Articles/commentary
- ▶ Interviews
- ▶ FAQ and their answers
- ▶ Think “patient education.”

# How to record podcasts

- ▶ Easy to use online tools
  - ▶ free, low-cost, low-tech
  - ▶ no software to install, no extra hardware to buy
    - ▶ [www.hipcast.com](http://www.hipcast.com)
    - ▶ [www.odeo.com](http://www.odeo.com)
    - ▶ [www.podomatic.com](http://www.podomatic.com)

# Recording Studio

- ▶ Semi-pro and professionals use:
  - ▶ software such as:
    - ▶ [Audacity](#) (pc and mac)
    - ▶ [GarageBand](#) (mac users)
    - ▶ [Propaganda](#) (pc users)
  - ▶ hardware:
    - ▶ [studio setup](#)

# RSS - feed me!



- ▶ RSS stands for "Really Simple Syndication."
- ▶ RSS is also referred to as a "feed."
- ▶ RSS is a format for syndicating news and content.

# RSS Symbol



more educators to the benefits of using wikis in the classroom.

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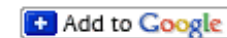
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December 2006

# RSS

- ▶ RSS-aware programs are called **news aggregators** or **news readers**.
- ▶ RSS=Time-saver. Many weblogs make content available in RSS and help you keep up with all your favorite weblogs.
- ▶ Most blogging and podcast software incorporates and codes the RSS for you easily.



- My Clippings (5)
- My Feeds (102)
  - Forbes.com News (10)
  - CNN.com - U.S. (5)
  - eWEEK Technology News (21)
  - MSNBC.com: Newsweek Business (2)
  - NewsGator Daily (10)
  - NewsGator News and Updates (10)
  - NewsGator: The Latest Buzz (3)
  - Nick Bradbury (10)
  - NYT > Home Page (6)
  - Reuters: Business (10)
  - USATODAY.com Tech - Top Stories (15)

**LATEST BUZZ**[wired on sonys rootkit](#)

(4 incoming links)

[API Developer Competition - one week left!](#)

(3 incoming links)

[Genuine Windows and Browsers](#)

(3 incoming links)

[MAKE: Blog: Laser etched Powerbook!](#)

(3 incoming links)

[Price as Signal](#)

(2 incoming links)

Display Options

Delete All Posts On This Page Page: 1 of 1

**FeedDemon 2.0 Beta Now Available**1/17/2006 3:17:00 PM [[NewsGator Daily](#)] [[Jennifer Smith](#)]

It's official, the FeedDemon 2.0 Beta is now available for [download](#). First things first ... the standard beta disclaimer ... please **do not** download this beta if you are not comfortable using software that is incomplete.

That said, here are some of the new features:

- Single-level treeview
- Subscription overview providing a summary of your subscriptions (including the feeds you pay least attention to)
- Many UI and usability improvements to make the app more streamlined

Take a look at [Nick's blog](#) for more details. Looking forward to your feedback!

**On the Road**1/13/2006 4:27:47 PM [[NewsGator Daily](#)] [[Jennifer Smith](#)]

Well, the 2006 event calendar is filling in nicely! One of the cool things about working for a company that is on the cutting edge of technology is that you can see the early adopter crowd embrace the technology and products that you produce, and over time, you get the chance to see it permeate into the mainstream. We will be speaking and attending at a variety of events in 2006. Some of the events will be will general RSS oriented of course, but others are events that focus on specific vertical markets who are starting to embrace RSS, social computing, wikis and other Web 2.0-ish technologies.

January 31-February 1 - [ASAE](#) (Association of Association Executives) [Technology Strategies & Solutions](#)

Conference in Washington D.C. Brian Storr, VP of Enterprise Sales, will be speaking on a panel that will focus on



# RSS readers (aggregators)

- ▶ If you'd like your RSS list to be accessible from any computer or mobile device you may have like a PDA, laptop, or cell phone, some popular RSS readers include (and almost all are FREE):
  - ▶ MyYahoo
  - ▶ MyMSN
  - ▶ MyAOL
  - ▶ MyGoogle
  - ▶ Bloglines
  - ▶ FeedDemon (this one costs money)
  - ▶ NewsGator (there is a cost for mobile accessibility)
  - ▶ NetVibes
  - ▶ PageFlakes
  - ▶ Shrook (For Mac users. Free trial and then there's a cost.)
  - ▶ Lektora

# RSS as Live Bookmarks

- ▶ Browsers like Safari and Firefox allow you to subscribe to RSS feeds through the browser, and it's called "live bookmarking."
- ▶ The new Internet Explorer 7, just out last month, now incorporates RSS technology and live bookmarking.
- ▶ Next Microsoft OS, Vista, due out 1st quarter 2007, incorporates RSS technology throughout the Vista experience.

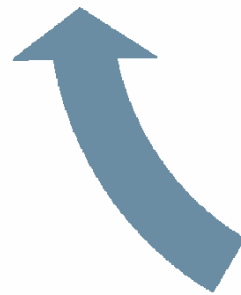
Review

# The Blogging Cycle

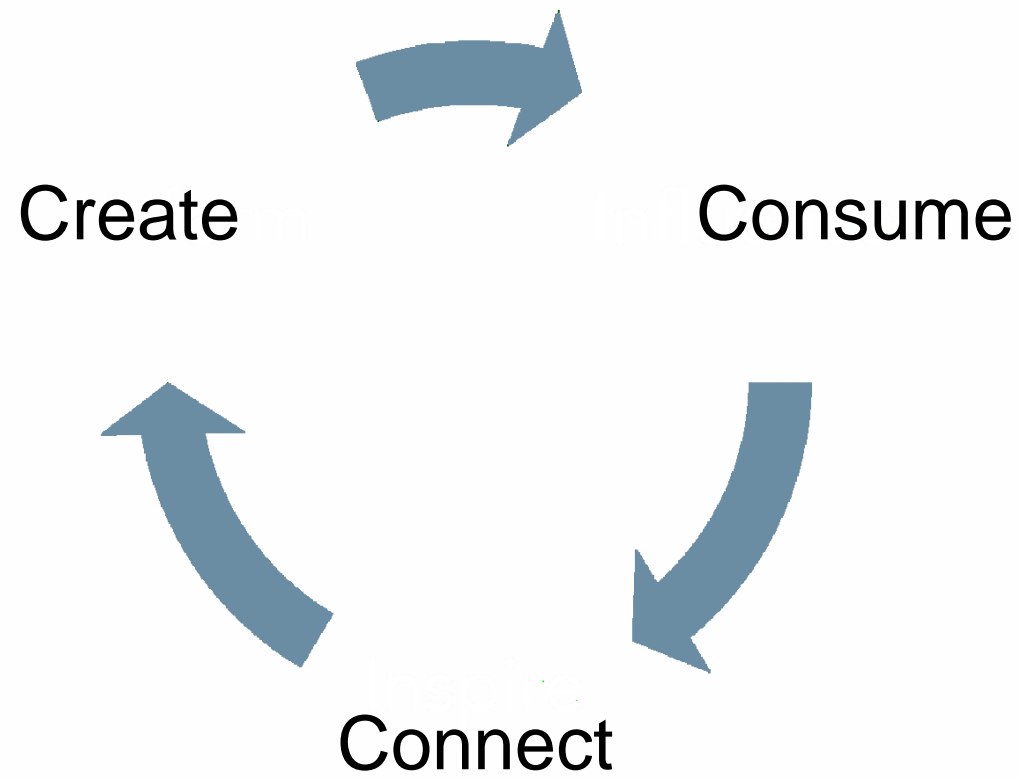
Inform

Influence

Inspire



# The Podcasting Cycle



You control  
the conversation  
(content)

Communication

It's not about  
the technology

Communication

Connecting and sharing  
with the audience you  
care about

Communicate



# Thank you!

▶ To download this presentation, please visit my web site at:

[www.joygayler.com](http://www.joygayler.com)