



Social Media Usage Guide for Health Workers

A HEALTH HUB INITIATIVE

INTRODUCTION

The advent of social media has created some benefit as well as challenges for the medical field. There has evolved a need for healthcare professionals to engage on social media to provide accurate health information content to dispel or correct medical misinformation.

Health workers are held to the highest ethical standards. Patients and the community at large look up to members of the medical field. They entrust their lives in the hands of medical workers. Trust is a vital ingredient to a successful patient-medical professional relationship.



In the heart of our practice is a disease that confronts us as scientists, physicians and as healthcare professionals. It is a threat to us all -insidious and pervasive- and one that we unknowingly may nurture and spread. This threat is one of the most critical issues facing our profession today. How we address this problem will shape the future of medical care bearing in mind the rise of 'alternative' care.

This issue is the erosion of trust. Trust is a vital, unseen, and essential element in diagnosis, treatment and healing. Trust is intuitive confidence and a sense of comfort that comes from the belief that we can rely on an individual or organization to perform competently, responsibly, and in a manner considerate of our interests. It is dynamic, it is fragile, and it is vulnerable.

The professional standards of medical professionals form the cornerstone of quality patient care and are based on expectations of the community and medical peers. It must be maintained irrespective of whether the interaction is physical or virtual.

While we have been able to a fair extent; to maintain trust in physical conversation with our patients especially with regards to bedside manners; there are concerns raised about the erosion of violating ethics and exhibiting inimical conducts in the online space even when our intentions are noble.

The inappropriate use of social media can result in harm to patients and the profession. Sharing unverified information, display of improperly redacted investigation results and exhibiting superiority-complex in a multidisciplinary management approach on social media can result in devastating consequences.



SOCIAL MEDIA PLATFORMS



TWITTER

Twitter is a micro-blogging platform which allows dissemination of information in small bursts. By referencing hashtags, it is a good tool for searching for large volumes of information quickly. It can also seem like a flight of ideas streaming by very swiftly making it easy to miss a lot of information and also misinterpret information.

This is because though the number of characters has been increased from 140 to 280, people are tweeting more but not as long as expected. While it's a powerful networking tool, it can be a waste of time if content is unfocused.

Twitter like every social media platform is rife with people trying to sound smart, throw shade, and the ever present trolls who do it for the heck of it. As a healthcare provider, you don't want to be caught in the negative Twitter-verse.

NEVER EVER post patient information – tweets are public and searchable on Google. If you must, paraphrase or make it a story without using names, significant dates or nicknames. Also, never use actual details of the encounter.

A potential risk with Twitter is the difficulty in identifying actual doctors definitively and trusting certain accounts.

For the sharing of general information on Twitter, the risks involved with using Twitter for healthcare discourse include high rates of misinformation, difficulties verifying the credibility of sources, overwhelmingly high volumes of information available on Twitter, concerns about professionalism, and the opportunity cost of using physician time.



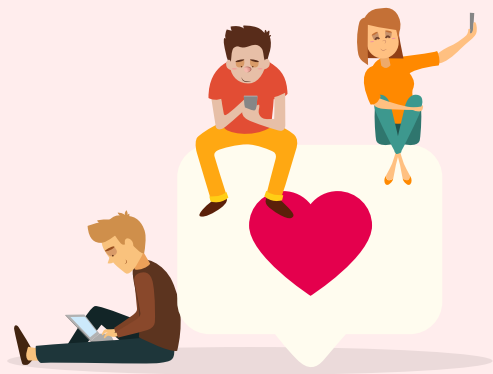
FACEBOOK

A business Facebook page allows more engagement with your target market. Presently, it is the most popular social media platform. It allows businesses to show off happy customers and highlight positive reviews.

Facebook can also build loyalty, enhance your brand and reputation, drive traffic to your website, help with search engine optimization, give you a forum to interact with patients and the public, and more.

Facebook also boosts search engine visibility and visitor traffic. Search engine optimization (SEO) is by no means a simple or singular effort. But creating a Facebook page and linking to your website, blog, YouTube Channel and other online locations can increase your visibility with search engines (such as Google). This increases your website page ranking which captures more visitor traffic.

Always remember to keep your personal account separate from your business accounts and also draw a line between your friends and clients (while clients can become your friends, always limit your interaction with them from your personal pages).



INSTAGRAM

This is one of the easiest tools to share photos, videos and instant messages on social media with its major power being the 'a picture says a thousand words' framework, thereby making millennials its target audience.

It is very important as it is where the decision-makers are, from heads of households to heads of companies, from millennials to Gen Xers. Not only are they present on the platform, brand engagement on Instagram is also 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter.

Female millennials make up the platform's most significant demographic. That gives your practice an edge in reaching younger women making healthcare decisions for themselves and their families.

Instagram opens the door for you to communicate with major decision-makers at your convenience, get your practice in front of the eyes of potential patients, give you additional online credibility, increase your search engine ranking, and build trust and authority with your patients.

Having an Instagram business account is vital to growing your practice on Instagram. With a business profile, you'll have access to rolling 7-day stats on impressions, post reach, profile views, and website/call-to-action clicks. Moreover, your business account will allow you to view a breakdown of your followers based on key demographics, and to target local patients effectively [If you already have an Instagram account and aren't sure if it is a business account, visit your account page and under "Edit Profile" look for the "Promote" button. If you can see it, you're in business, literally. If not, you can easily switch over to a business account under the "Options" menu by clicking on "Switch to Business Profile."]

To complete your profile, choose a username that accurately reflects you and your practice. Be as descriptive as possible. Instead of @drjones, you might consider using @drjonespediatrics; and since Facebook owns Instagram, it is easy to link both your accounts so every Instagram post appears on your Facebook Wall.

Both Facebook and Instagram have advert options (ad preview and creation) and one package can be used for both platforms as long as you set your target reach, budget, audience and schedule. Content that is too technical or promotional in nature may be frowned upon by users. Instagrammers have a soft spot for visual and lively content related to events, educational material, patient engagement, and community happening.



WHATSAPP

The advent of telemedicine has allowed physicians to deliver medical treatment to patients from a distance.

Mobile apps such as WhatsApp Messenger, an instant messaging service, came as a novel concept in all fields of social life, including medicine.

The use of this instant messaging service has been shown to improve communication within medical teams by providing means for quick teleconsultation, information sharing, and starting treatment as soon as possible.



LINKEDIN

The largest professional network site is LinkedIn where people; professional and individual can stay connected with other professionals and millions of other users. It allows the user to follow the great personality providing the ideas for their inspiration. LinkedIn serves as the platform for exchanging ideas, innovation, knowledge and employment opportunities among different individuals. It provides employers with the tools to hire people through the online portal.

LinkedIn allows you to access important articles and posts which are relevant to you via your daily feed. It helps you to develop a strong digital footprint, which is essentially your personal brand. It helps you research companies and industries, find and apply for jobs, and build a strong professional network.



PINTEREST

This is a social media and mobile phone app, that utilizes images with links to websites. It helps people find ideas and other interesting things to boost creativity. Currently, Pinterest has 250 million users. A personal or business account can be created on Pinterest. Images, videos and pictures are called pins, categories are called boards, then pins are saved on to boards. You can save other people's pins on your board. This allows for engagement and interaction. Pinterest is good for inspiration and has a strong appeal to people who are visual learners. The issue with Pinterest is the loss of privacy. However, this can be controlled through the privacy setting.



IMPORTANCE OF SOCIAL MEDIA ETIQUETTES



Social media is the new buzz. The world is now a global village all thanks to its power. There are lots of social media platforms notably Facebook, Twitter, Instagram, Snapchat, Viber, LinkedIn, Telegram to mention a few. Each one of those sites is uniquely positioned and serves a particular population or purpose.

These platforms have revolutionized the way we communicate with each other. While the use of social media is very important, we should not forget that we are communicating with other people, using proper etiquette forces you to put yourself in their shoes and get a better understanding of what they want.

Businesses and brands have also leveraged on the power of social media to establish an online presence and get more customers and clients. The healthcare space is not any different. Healthcare workers, healthcare institutions are beginning to realize the power of social media and are steadily leveraging on them. However as physicians and healthcare workers, the line is very narrow as we battle issues about privacy and confidentiality of patient information when using the social media.

Some importance of social media etiquette include:

- It sets a good example
- It makes the social web a better place
- Good etiquette has a good return on investment because it is often the result of strategic thinking.
- It makes you more productive as you are able to do what is necessary and not dabble around aimlessly on the web.

There are basic social media etiquettes that healthcare workers must know. The internet is a very different and slippery place if one is not careful.

Doctors do very great work and ordinarily, this should speak for itself. The healthcare industry is constantly changing. Social media offers the opportunity to boost your reputation or give others the opportunity to bring you down. In all you do, always try to maintain a high level of trust and authenticity. Most of the tenets of offline conversations also apply to online conversations.

Listed below are basic social media etiquettes every healthcare worker should know and endeavour not to violate;

GENERAL GUIDELINES

Do not share protected patient information, such as name, date of birth, address or place of work. Do not share sensitive personal material. Do not use images of patient without written consent of its use. Do not share results of tests or radiology films or slides without patient consent. In the use of images do not disclose patient personal identifiers. Do not use images of children without written parental consent, and do not include identifiers such as name or address or school.

USE DIFFERENT PROFILES

Business and pleasure do not mix on social media. If you have a business, you should have a dedicated social media handle for that different from your personal profile. This helps you maintain professionalism at all times.

CHOOSE A GOOD NAME

Always have a good name for your company that shows what you do or how you want to be identified. A good name represents your brand and professionalism. For example, you cannot be answering the shady one, it does not speak well about the person behind the social media handle.

It is advisable to answer your own names when having a personal profile to avoid conflict of interests and to make it easy for others to identify you.

ALWAYS POST WHEN YOU ARE ALERT

Do not send posts or tweets when you are tired, hungry, under the influence, fatigued from a long trip or have had a very busy day. Chances for errors are high in these circumstances and you don't want to put out wrong information out there.

Compose your posts, updates or tweets in a word processing document so you can check grammar and spelling before you send them.

This helps you avoid putting out posts with lots of errors within that could be interpreted wrongly. A post full of errors also does not speak well of who is posting.

OFFER VALUE

Social media is an avenue to provide value. What purpose do you want to fill? Most physicians aim to educate on social media. Don't just end up talking about yourself and your company, always seek to offer value to your readers and followers.

THINK TWICE BEFORE YOU POST

The internet does not forget. Most times what you put out there cannot be retrieved and wrong posts can come to haunt you decades later when you have long forgotten. Don't put anything on the Internet that you don't want your future boss, current client or potential clients to read.

Read, think, read, think again, read and think again before you hit the post button. Check out the people who want to follow you or be your friend.

Most big organizations and even small ones usually look through employees social media profiles. The kind of people you follow and those that follow you speak volumes about the kind of person you are. You must not be everyone's friend on social media. Your mother was right when she said that people will judge you by the company you keep.

Be careful with the type of comments you leave during conversations. You must not necessarily comment on every conversation.

USE OF LANGUAGE

Social media comments by healthcare professionals are deemed business communication. Use clean language, avoid the use of abusive or foul language. Avoid personal or obscene attacks. Do not troll people. Trolling is a form of online harassment.

Ethics is basically a system of moral principles which affects the way people make decisions and also how they act in their day to day lives. It can also be termed a moral philosophy that defines what is 'good' for people. The following are the key concerns addressed by ethics:

- ▶ How to live a good life
- ▶ Rights and responsibilities
- ▶ The language of right and wrong
- ▶ Deciding on what is morally good or bad.



The standards of ethics are derived from what we have gleaned from cultures, philosophies and religions. In a profession, a code of ethics “clarifies roles and responsibilities and provides guidance for addressing common ethical problems.” In medicine, this has bearing on many sensitive issues such as end of life matters (euthanasia, assisted suicide), abortion, stem cell research, conduct of health professionals in the workplace, community and more recently, in the social media space and the internet of things.

In medicine, ethics are not optional but form an integral part of our systems. Ethics should not dictate actions in specific situations (that would be virtually impossible as no two cases are exactly the same), but it should suggest an approach and ensure an appropriate environment within which value-laden decisions can taken.


There are four main principles defining ethical healthcare practice and they are:

01 **Autonomy;** a patient has a right to make their own decisions. This is the bedrock of the highly celebrated 'informed consent'. No one should force a line of action, treatment or response on/to a patient, and every nuance possible must be explained.

02 **Beneficence:** we are to help a patient advance his/her own good.

03 **Nonmaleficence:** we must do no harm. Also, even in a bid to reach a positive outcome, the path that offers the least possible harm to the patient must be taken.

04 **Justice:** we must be fair and treat cases alike. This refers specifically to fair distribution of scarce resources, respect for people's rights and respect for morally acceptable laws (termed distributive, rights-based and legal justice respectively). The emphasis here is on morally acceptable because historically, instances have occurred where the prevalent law was immoral and adherence was in itself a contravention of ethical principles.



Each of the above pillars are theoretically co-equal in weight and importance; but in real terms, any may take priority.

In the public health domain, which most times is the direction of social media involvement of health professionals, other principles may also be considered as useful, though not as fundamental. These include:

HEALTH MAXIMIZATION

The primary end of our engagement is the health of the broader constituency of the public. Attempts need to be made to find a balance here as beneficence and non maleficence may come into conflict with this principle. As opposed to the simple patient-doctor engagement, public health has a goal to significantly impact the health of a large population and at times may seem to oppose the traditional principles of ethics.

EFFICIENCY

This speaks to the use of cost benefit analysis to determine what should be done and what should not be done. This is necessary because globally and consistently, resources (including and especially health related ones) are limited and can not meet all areas of perceived need. A good example here is the use of evidence-based medicine to determine protocols which will benefit the greater number of people.

PROPORTIONALITY

Individual freedoms must be balanced against wider social good in a proportionate way. This is “essential to show that the probable public health benefits outweigh the infringed general moral considerations. E.g policy may breach autonomy if it is in the interest of the greater good.

CONFIDENTIALITY

This is another core principle in medicine that has serious ethical implications. It means the duty that healthcare workers have, to keep the information divulged to them by their patients, secret except otherwise instructed by the patient. This is indeed very important because patients routinely release sensitive information to their providers and this information is given in trust. Breach of confidentiality has the potential to discourage patients from being open and as such deny them, of needed care. Stigmatizing conditions and requests will be silenced to avoid shame. Confidentiality includes but is not limited to mental health, sexual health, drug use.

Health care workers must assure patients that they alone will have the right to determine who gets access to their information outside the managing team, and even that, on a 'need to know' basis. A major challenge is the electronic media which allows information saved to be shared multiple times at the click of a button. Policies have to be put in place to protect against this.

Disclosure to family members may also be inappropriate except if it is determined that they are at significant risk from the information being withheld.



Allowances are generally made for teaching sessions but identifiable patient information should always be removed or encrypted. Patients must also consent to this information being shared and third party access to the materials (such as recordings and pictures) must be reduced to the barest minimum.

This means that members of the healthcare team cannot just decide to record or take pictures without the patient's consent and this includes being told what the material obtained will be used for, and the audience it will be shared with. Patients must be informed that they have a right to withdraw their consent at any time along the way.

There are a couple of instances when it can be determined that breach of confidentiality is necessary and allowable and these include:

- ▶ The safety of other specified persons is in question.
- ▶ If there are legal instructions for release of the information.

The decision to do so should never be done lightly or in isolation. Legal counsel may well be sought and each case deserves to be looked at on its own merits. A question one may ask oneself is 'will refusal to divulge this information put any defined person or group of people at risk of serious harm?' If the answer is in the negative, it may not be justifiable.

In the final analysis, health professionals must remember that theirs is a higher calling and as such, they will be held to the highest standards in order to prevent harm being done to the vulnerable. Evolving means of interaction will bring increased vigilance and demand increased responsibility because the arc of the moral universe may be long, but it does bend toward justice, even for the seemingly voiceless.

CONCEPTS FOR CREATING A SOCIAL MEDIA POLICY FOR ORGANISATIONS



- 01 Address discrimination, harassment, wrongful termination, leaking of confidential or proprietary information, damage to the organization's reputation, productivity, and other issues.
- 02 Address expectations regarding employee behavior outside the realm of employment.
- 03 Ban, limit, and/or monitor employee access to the Internet and/or to social networking sites.
- 04 Define employees' responsibilities when witnessing inappropriate use of social media.
- 05 Define policy regarding the use of organizational email addresses and graphics or logos.
- 06 Define disciplinary actions for the inappropriate use of social media.
- 07 Designate who can access social media on the organization's premises and for what purpose.
- 08 Ensure that medical staff and employees acknowledge that they are not representing the organization when they post material to their personal social media sites.
- 09 Ensure that medical staff and employees disclose any conflicts of interest.
- 10 Ensure that the medical staff and employees are familiar with state and federal guidelines regarding patients' privacy.
- 11 Ensure that the medical staff and employees include a disclaimer when they are not speaking on behalf of the organization.
- 12 Ensure that the medical staff, employees, and students understand the need to adhere to the organization's social media policy.
- 13 Revise or expand current policies regarding patient consent and the posting of patient information on social media.

UNETHICAL AND INAPPROPRIATE CONDUCT

Ethical guidelines demand that health workers protect and do not disclose without permission any details about their clients and patients. The health worker's conduct must justify and the patients' and public trust and confidence in the profession. While social media can be a potent means of education and information to the public, it is important that health workers ensure that whatever they post or put out do not contravene ethical rules guarding the profession and that it does not bring disrepute to or taint the dignity of their profession.

The standards expected from health workers do not change because they are communicating through social media, therefore health workers must ensure that their usage of social media are in compliance with the ethics and expected dignity of the profession.

The following outlines how to avoid unethical and inappropriate conduct on social media

- There is usually a strong urge to quickly share information through social media channels. **DO NOT** share or post any health information without having enough second thoughts and reconsiderations about the need for it to be shared on social media.
- If you identify yourself as a health worker on any social media **DO NOT** share or pass across any information that you cannot ascertain its veracity, safety, and appropriateness.
- DO NOT** talk about or discuss any patient (without their permission, preferably written) on any public or private unsecured media.
- DO NOT** use any derogatory or disrespectful language to describe or address any of your patients in public even if they have been fully anonymized.
- When using incidences for public education **DO NOT** use any exact identifiers (time, location, age, ethnicity) that may give out the patient or lead to the patient easily identifying himself or herself.
- DO NOT** share videos or images of patients on admission, undergoing procedures or in the course of any treatments or therapy on social media without the patient's written permission.
- DO NOT** share/post gossips or rants about patients on social media. **DO NOT** bully, harass, or make unsubstantiated or unsustainable comments about individuals online.
- DO NOT** fail to declare conflict of interest (if it exists) when promoting or endorsing a specific healthcare product.

The following scenarios depict unethical and inappropriate social media conduct:

A health worker posted on Facebook that: I work at the child cancer unit of LUTH, I was part of a team that managed this 6 year old girl with cancer for 3 months, she eventually passed away on my shift, the problem was that things were already bad by the time her parents brought her in, i wonder why they waited for that long, they just allowed the poor girl to die like that. Parents please when you notice anything wrong with your child, do not hesitate to come to the hospital. Early presentation saves lives #childhoodcancerawareness.

A 25 year old lady attended Dr. B outpatient clinic in Lagos for a consultation to ask about how to get an abortion, after the consultation, Dr. B made an Instagram video about abortion, her words describing the patient were. That was how I was in the clinic today and one of your hoeing WCWs that is just 25 years was asking me if I can do abortion for her.

Nurse N after a hard day at work posted on Twitter that: I hate patients who can't be patient for someone to be done with another patient, today this annoying male patient was just disturbing me anyhow to attend to him while I was busy with another patient.

Dr. G just attended to a mother with postnatal depression where she shared detailed information about her family and her life. Two days later, Dr. G had a live Facebook chat on her the topic of Postnatal Depression, however during knowledge sharing, Dr. G started sharing confidential information about his patient with postnatal depression without her written permission or hiding her identity.

Mr. T (a nurse) takes a picture and a video of a patient who had priapism and shares on a WhatsApp group of friends, and school colleagues with the tag "this is what priapism looks like, it's very painful and distressing"

Dr. J who works in a government hospital goes on twitter to say "This my guy no dey do well at all, baba dey boast of how many hernia repairs he does in a day, but more than half of them come back with recurrence, Baba needs to calm down and do a better job"

An example of how social media was used to disseminate information to a positive outcome that saved the nation was during the Ebola crises. This response was driven by EbolaAlert (now EpidAlert). The presence of parastatals such as @NCDCgov on social media, has a reassuring presence for Nigerians at times of healthcare epidemics. The ability to send direct messages to key players in the healthcare space has facilitated communication while removing the red tape that creates delays where there is an urgent problem.

There have been complaints of healthcare professionals in Nigeria using social media to complain about patients, even going as far as placing inappropriate images of patients along with ridiculing comments. Nigeria health professionals should be mindful of the global reach of social media. Such negative posts that highlight the release of protected patient information, not only exposes the patient but may result in the health professional's loss of job, license and further repercussions for those seeking work in health systems overseas.

GOOD SOCIAL MEDIA CONDUCTS



With the increase in the use of social media in present times, health care professionals are provided with tools that enables them to share health information, engage with public on health issues, promote health behaviours, potentially improve health outcomes, debate about policies and practice issues, develop a network of professionals and also provide health information to the community while increasing awareness.

Many health care professionals who use social media are already doing so responsibly in line with the approved code of conduct without difficulties. However, other health professionals who are interested in using social media for health education purposes may have questions or concerns about using social media because they want to make sure that they are meeting up with approved standards.

The following outlines the beneficial conducts of using social media as a healthcare professional:

01 **Networking:** Social media gives the opportunity as a health worker to network with other professionals both locally, nationally and internationally. It gives room to build a community of professionals who can work together to promote the health and wellbeing of people.

02 **Professional Development:** Social media can serve as a platform for a health worker's professional learning and also improve the understanding communication, ethics and professionalism.

03 **Skills and Knowledge:** The tools provided by social media can help a health worker to share their appropriate knowledge and skills in their area of expertise.

04 **Collaborations:** Using social media for purposes like collaborations with non-governmental organisations, hospitals and advocacy groups can help with effectively communicating with the community and patients; enhancing the profiles and visibility of you as a health worker and the organisation or group you work with; acquiring news about activities, promotions, and fund-raising.

05 **Channel of support:** Appropriate use of social media by a health worker can provide a channel for patient resources and support.

It is imperative for health workers to take an active role in protecting their image and the nobility of the health profession in all spheres. This is symbolized with a constant high regard for the dignity, privacy, confidentiality and trust of the patients they are privileged to serve. In addition, there should be no compromise in the upholding of medical ethics at all times and in all forums.

We have to be vigilant to avoid utterances and messages that bring health practice to disrepute as these erode the precious trust that patients and the general public place in us. Being in a position where others put their lives and secrets in your care is a special opportunity that comes with a huge task of responsibility.

We must remember that the online and offline spaces are fluid and intertwined. Thus, actions and words are as important online as they are 'in real life'. Even worse is that we may not always be present to defend ourselves when our words are misconstrued by cyber citizens or when we make online faux pas.

One more thing to note is that organizations now routinely check past online history of potential employees. Thus, our online presence; the sum total of posts, associates, views can make or mar us. Furthermore, the ambit of the law now apply to actions carried out on the internet. This should increase the level of care we put in our dealings on social media.

While it may be wiser and safer for some of us to maintain separate accounts for personal and professional profiles, it is generally advisable to be alert before making posts no matter the type of account. Many have had to deal with the repercussions of some of their posts online. This takes huge tolls on finances, social capital, relationships, reputation and personal freedom with some even serving jail time.

The margin of error for health workers is low. This is unsurprising as we deal with life and mistakes often lead to irrevocable consequences. The society also places us on a higher pedestal than most others. We are expected to be of sound morals and character. It may sometimes be unfair given that we are all humans and prone to indiscretions.

What is more hurtful is when our good achievements and sacrifice hardly get appreciated but mistakes go viral. This is however the reality within which we operate. Being conscious of this involves watching out for one another, continuous learning, accepting corrections, apologizing when necessary, and regular reminders. These will help us conform with the standards expected of us.

The unique position we find ourselves should not give rise to arrogance. Humility, kindness and sacrifice help us to see our patients as humans just like us who need our help. The difficulties we face in carrying out our duties, health education or seeking online popularity should never be an excuse to disrespect patients, the profession or ourselves.

Cultivate peer support groups and mentors who can be an outlet for professional/workplace issues, to reduce the likelihood of putting out matters or grievances on social media that should be resolved more discreetly.

We must seek the best ways to harness the advantages of each online platform for health education, development and career opportunities. Leveraging social media benefits us all as practitioners and patients. Like every technological advancement, it can be used for good or bad. But humanity is better off when we use it for the former.

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Dr. Oritseweyinmi Erikowa-Orighoye (MD, IOSHGrad, MResPediatrics): She is a medical doctor. She's an early career researcher in Paediatrics Public Health in the UK and also a director of coastal and marine areas development initiative.

Dr. Iyewande Dipeolu (MBBS): Dr. Iyewande Dipeolu is a Medical doctor who obtained her medical degree from Igbinedion University, Okada. She is the Co-Founder of Mentally Aware Nigeria Initiative and is very passionate about mental health & advocacy; and art as therapy. She has a certification in Psychological First Aid and Suicide Intervention.

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Abimbola O Adebakin, CPT, BPharm MBA: She is the CEO of Advantage Health Africa, an aggregator in the retail pharmacy space. She promotes good practice, capacity development, innovation and collaboration in stimulating growth within the sector. She is providing access to healthcare through my-medicines.com (the first aggregated online medicine ordering platform), driving aggregation for business and practice improvement through CPN Nexus, and promoting leadership, innovation and entrepreneurship through the The Pharmacist Leadership Stimulant Programme.

Dr. Ikpeme Neto (MD): He is a medical doctor and digital health entrepreneur. He runs Wella Health which helps people to book tests and treatments online. He is also the editor and founder of Digital Health Nigeria.

Dr. Ngozi Onuoha (MBBS, MD, MRCP, MBA-HCM): Dr. Ngozi Onuoha is a Primary Care Physician. She obtained her medical training in Nigeria, then proceeded to UK and USA for further post-graduate medical training. Dr. Onuoha is trained in Internal medicine and Geriatrics. Her interest in social media began when she founded a health education platform called Health4Naija; through which she engages on social media platforms to dialogue about healthcare topics. In addition, she provides social media training for healthcare professionals interested in building their brand. Dr. Onuoha tweets from @DrNgoziOnuoha and @Health4naija