

TOP
50

**Healthcare IT
Influencers on Twitter**



Hashtag health IT. Healthcare IT. HIT. EHR. EMR. mHealth. Digital health. HITsm.

We searched all the healthcare IT-related keywords in all 288 million active Twitter users' bios, in the 500 million Tweets that go out every day, to find the ones sharing and creating the best health IT content on the Internet, and narrowed it down to 50 innovative, sharp, in-the-know healthcare IT influencers on Twitter.

Whether the Twitter handle is run by a healthcare IT consultant, physician, C-suite executive or team of writers (or anything in between), we found healthcare IT Twitter handles* that provide information about:

- Electronic medical record software systems
- Healthcare IT industry trends

- Healthcare information exchanges (HIE)
- Mobile healthcare and technology advances
- Consultant best practices and tools of the healthcare IT consultant trade
- EMR, EHR and information security legislation updates for the healthcare industry
- Government and regulatory topics
- Big data in healthcare
- Executive management and physician perspectives on IT initiatives

We also included some advice from some of the influencers, about how to be health IT-wise on Twitter and why they feel the health IT industry is a subject worth Tweeting about.

In order of Social Authority, these are the 50 most influential individuals talking about healthcare IT:



1. Bernadette Keefe

@nxtstop1

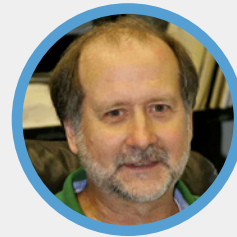
MD; fosters app/device dev. incr. mobility #aging Focus: #walker redesign (@walkeredu) Co-moderator #HCLDR #mHealth #meded #HITsm #hcsn ~a11y/aging/univ.d. ~Linkedin



2. Eric Topol

@EricTopol

Cardiologist, researcher, Editor-in-Chief, Medscape, author of The Patient Will See You Now



3. Robert West, PhD

@westr

'Personalized Medicine' Evangelist; #PM101. From benches to trenches of #Healthcare. SUNY emeritus prof, über patient advocate. #mHealth #MedEd #CentralPain



4. Wen Dombrowski, MD

@HealthcareWen

Physician... #Innovation #Tech #Data #UX #HealthIT #CT4D #SocialMedia #Policy#Aging #HomeCare #HPM #Disability #SDoH (Views/RT = food for thought, ≠endorse)





Influencer No. 5

“Being character limited in Tweets can actually help in delivering pithy commentary and links to relevant information. It forces you to think in a more concise manner and helps to maintain focus. There is also a very broad and powerful network of health IT policy makers, vendors, providers and decision makers from across the industry who engage on Twitter.”

Brian Ahier, Director of Standards and Government Affairs at Medicity





5. **Brian Ahier**
@ahier

Passionate about healthcare, technology and government 2.0. Personal tweets ≠ anyone else · ahier.net



6. **Mandi Bishop**
@MandiBPro

Health data geek. #HIMSS15 #SocialMedia Ambassador. #DoMoreHIT Moderator. @TeamFloriDUH Datapalooza Alum. Analytics Innovations & Consulting Lead@DellHealth



7. **Susannah Fox**
@SusannahFox

I help people navigate health and technology. Entrepreneur in Residence at @RWJF.



8. **Sherry Reynolds**
@Cascadia

#eHealth Evangelist | Patient Centered Designer | Social Venture Entrepreneur | ONC Alum | Startup Mentor | #HealthIT #HCSM #eHealth #HIMSS15 #Ptengagement



9. **Farzad Mostashari**
@Farzad_MD

Founder, Aledade Former National Coordinator for Health IT. Views my own, not official



10. **Daniel Kraft, MD**
@daniel_kraft

Stanford & Harvard trained MD, Chair of Medicine @SingularityU. Founder & Curator of@ExponentialMed (formerly FutureMed) <http://ExponentialMedicine.com>



11. **Brad Justus**
@Brad_Justus

The Most Connected Health Information Management Expert | ICD-10 Whisperer | 2014/15 HIMSS Social Media Ambassador



12. **Colin Hung**
@Colin_Hung

True believer in #HealthIT & patient empowerment. #HIMSS15 #SocialMediaAmbassador. By day = marketing @PatientPrompt. By night = #hcldr co-founder & moderator.





Influencer No. 6

“Twitter levels the playing field. Everyone, from our beloved Dr. Farzad Mostashari to Dr. Karen DeSalvo to Aneesh Chopra, is available for you to meaningfully engage. And many times, if you have something compelling to share, they are responsive. You just might impact health IT direction through organic engagement. But make meaningful use of each engagement. Don’t spam your heroes.”

Mandi Bishop, Healthcare Analytics Solutions Owner at Dell





13. **Bryan Vartabedian**
@Doctor_V

Dispatches from the frontline of technology and medicine | Baylor College of Medicine digitalist | Doctor to small people



14. **Leonard Kish**
@leonardkish

Exploring how networks affect health, wealth and wisdom | @UnPatients | @VivaPhi | eBook author pt engagement <http://bit.ly/1DJiBo7> | MBA/MSIS/MS neuroscience



15. **Bob Wachter**
@Bob_Wachter

UCSF MD/writer/speaker. Analyzing healthcare in lively, iconoclastic, funny ways. Book: The Digital Doctor: Hope, Hype & Harm at Dawn of Medicine's Computer Age



16. **Brian Eastwood**
@Brian_Eastwood

Senior editor @HealthPayer. #Runner since 1995 +11-time #marathon finisher. History buff. Coffee drinker. Cynic. Otherwise average.



17. **Jane Sarasohn-Kahn**
@healthythinker

Health economist, advisor, communicator, and trend weaver. Find me at <http://janesarasohnkahn.com>



18. **Garry Choy, MD MBA**
@GarryChoy

#Physician focused on Quality and Systems Improvement via #HealthIT #digitalhealth#globalhealth #radiology



19. **Richard Vaughn, MD**
@rvaughnmd

Medical informatics, changing the world one medical record at a time



20. **Chris Seper**
@chriseper

I run <http://MedCityNews.com> & tweet about healthcare, entrepreneurship, fatherhood, media & the Cleveland life (in no order). RT = OKfine.





Influencer No. 12

“I love Twitter for knowledge sharing. Twitter’s 140-character limit means that information is bite-sized and can be consumed quickly. You can think of Twitter like a constantly up-to-date health IT newspaper that’s full of nothing but headlines, and every second there’s a new one being added.”

*Colin Hung, SVP of Marketing,
Patient Prompt*



Influencer No. 16

“So many of the solid connections that I have made on Twitter have come from people who came across something I shared and started a meaningful discussion about it. Communities built around hashtags such as #HITsm and #HCLDR also happily and frequently share quality content with their own followers, which boosts your own credibility and further establishes you as an expert on that topic.”

*Brian Eastwood, Senior Editor,
Fierce Markets*





21. Fred Trotter

@fredtrotter

(in)famous #HealthIT expert and #Data Journalist. Mostly because I wrote Hacking Healthcare book: <http://oreil.ly/rnwwan> and started <http://careset.com>



22. David E. Albert, MD

@DrDave01

Physician, Scientist, Inventor, Entrepreneur, Husband & Father. My personal mantra: Saving lives one invention at a time.



23. Charles Webster, MD

@wareFLO

#HIMSS15 Social Media Ambassador for healthcare workflow, IT, IoT, 3D-printing, drones, wearables, Arduino & @MrRIMP Robot-In-My-Pocket



24. Paul Levy

@Paulflevy

Author, speaker, former hospital CEO, negotiation advisor, advocate for patient-driven care. But above all, coach.



25. James Legan, MD

@jimmie_vanagon

#ProjectedEHR Remote control office desktop via Chromebook & display EHR on TV 4 interactive educational use at visit & painting after 20+yr hiatus~hopeU enjoy!



26. Raza Jaffri

@jaffri

iOS Android Apps Developers #EnterpriseMobility #mHealth #mBanking #mCommerce; Director @devbatch 200+ proj; #Startups Mentor; Serial Entrepreneur; Rotary Mensa



27. Geeta Nayyar, MD MBA

@gnayyar

Tweeting from a doctors' POV on #mHealth #HealthTech #DigitalHealth & More. Feminista, Mom & Indian American.



28. William Nizzle

@bill_nizzle

I write and report on #BIGDATA #Technology companies in the #HealthIT #cyber#security and government contractor industries. I Hate Corruption!





29. **David McNierney**
@davidmcnierney

Better engaging patients through technology (smartphones, mobile apps, #mHealth) & #designthinking to drive therapeutic value. Director @Medidata. Tweets mine.



30. **Jon Mertz**
@jonmertz

Brand | Marketing | Healthcare. Author of Activate Leadership: Aspen Truths to Empower Millennial Leaders - http://bit.ly/Activate_Leadership ...



31. **John Sharp**
@JohnSharp

Senior Manager, Consumer Health IT for HIMSS. Also, interested in healthcare and social media. Views expressed are my own and not those of my employer



32. **Susan Hull**
@SusanCHull

Nurse exec entrepreneur collaborating to re-imagine healthcare #SDoH neighborhood centric+technology enabled, #LearningHealthSystem, #TheWalkingGallery



33. **Emily Webber, MD**
@pedshospdoc

Pediatrician and clinical informatician at Riley Hospital for Children, Indiana University. Tweets are not medical advice. #healthIT #hcsmb #hcldr



34. **Justin Hipps, MBA**
@HealthcareMBA

Manager, Email Marketing + Digital Strategy & Analytics at HealthLink Dimensions, LLC LinkedIn: <http://www.linkedin.com/in/justinhippshealthcaremba/> ... BIO: <http://bit.ly/17YFSw0>



35. **David Lee Scher, MD**
@dlschermd

Cardiac electrophysiologist, #DigitalHealth technology consultant, syndicated blogger, Chair, @HIMSS #mHealth Roadmap Task Force and badass sax player.



36. **Steve Sisko**
@ShimCode

Healthcare IT Service Manager | Enrollment, Medicare, Risk Adjustment, Reporting | Research, Product Mgmt, Analysis & Design | #agile | #hcsmb #PDX & #PHX via #BNA & #ORD · shimcode.blogspot.com





Influencer No. 50

“With Twitter, I can learn from the masses without interrupting or bothering them, and I can repay the favor by producing or curating content that I found the most interesting on the topics that I care about to others who would benefit from my efforts.”

Joe Lavelle, Co-Founder and Editor in Chief, Healthcare, IntrepidNOW





37. **Khader Shameer, MD**
@kshameer

Biomedical / Healthcare Data Scientist @MountSinaiNYC. Precision medicine and therapies using Bioinformatics, Bigdata, HealthIT, Machine learning & Multi-omics.



38. **Sandeep Pulim**
@SPulim

CMIO @AtPointofCareEIR @Health4America co-founder HRSI Physician Entrepreneur @BPHealthIPartner @LiftOffHealthImhealthIStartups



39. **David Chou**
@dchou1107

Top 100 Social #CIO & Top 100 #Healthcare CIO to know. Financial Sponsor for 3 daughters, Golfer, #Clippers, #Ferrari



40. **Borborygmi**
@nickgenes

NYC doctor writing about emergency medicine, EHR & health information technology... and other fun things



41. **Jennifer Dennard**
@JennDennard

Christian; Digital Diva at @HIStalk, fan of #HITchicks and #GAHealthIT



42. **Tom Sullivan**
@SullyHIT

Tom Sullivan writes the Innovation Pulse column for Healthcare IT News and covers major HIT topics: mHealth, medical practices, gov't policy, emerging tech. govhealthit.com



43. **Scott Mace**
@scottmace

Senior technology editor at @HealthLeaders. Chairman of the board, @CalConnect. <http://maceonhealthcare.blogspot.com>



44. **Elizabeth Lopez**
@EliLopez777

Business Development & Emerging Strategies @MiamiChildrens - Focusing on mHealth & TeleHealth - Speak Local. Do it Global





45. **Janice McCallum**
@janicemccallum

#HIMSS15 SoMe
Ambassador. Specialize
in sources & uses of
#healthdata & partnerships
btwn healthIT & publishers
of EBM content/data.



46. **Steve Downs**
@stephenjdowns

Chief Technology &
Information Officer at Robert
Wood Johnson Foundation;
avid generalist; interests in
innovations in philanthropy,
health IT, improving health



47. **John Moore**
@john_chilmark

Healthcare IT analyst -
founder Chilmark Research.
Fanatic cyclist, skier, sea
kayaker - happiest outdoors



48. **Sam Stern**
@SamStern_

Strategic communications
pro working with
changemakers in mHealth
and the social sector.



49. **Erin McCann**
@EMcCannHITN

Managing Editor for
Healthcare IT News, #tech,
news junkie, outdoor
enthusiast, predilection for
science, health and human
rights. Tweets are my own.



50. **Joe Lavelle**
@Resultant

Educating and instigating
change at #intrepidNow
#HITsm #healthIT #ICD10
#BigData#BigWorkflow
#Podcast #TradeshowRadio
#MakeChange

*The individuals chosen have a 45 and above Social Authority according to social media tool Followerwonk as of the date of this eBook, April 7, 2015, and had “healthcare IT” or some acceptable abbreviation/variation of industry terms in their bios and/or Tweets. Additionally, influencers chosen must have Tweeted about healthcare IT and mentioned other healthcare IT influencers in their Tweets at least 50% of the time.



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Tips for Twitter Success from Healthcare IT Influencers:

- 1 “Use #hashtags, both as a consumer and a producer of content. Follow thought leaders on topics you are interested in and who are great communicators, and learn by observing what they do before jumping in 100%. Determine what your goals are, have a plan for how you approach Twitter and other social media channels.”
– *Joe Lavelle*
- 2 “The health IT crowd on Twitter is active, vocal and knowledgeable. If you share content, be prepared to talk about it, defend it and learn something new about it.”
– *Brian Eastwood*
- 3 “Share judiciously, and follow simple validation processes: don’t RT broken links, do use images (like infographics) whenever possible (attention-grabbing and informative), make a point of engaging with the people whose content you’re reading or curating.”
– *Mandi Bishop*
- 4 “When I was first starting out on Twitter, I got some great advice from a group of healthcare social media veterans. Their advice was simple – don’t be afraid. Don’t be afraid to share articles/knowledge. Don’t be afraid to offer an opinion. Don’t be afraid to ask questions. It was fantastic advice.”
– *Colin Hung*
- 5 “Be knowledgeable, have passion and engage in conversations. It’s not enough merely to post Tweets.”
– *Scott Mace*
- 6 “I suggest using my favorite hashtags #healthIT, #hitSM, #digitalhealth or start your own.”
– *Garry Choy*
- 7 “Be steady and consistent, and follow your passion. Stay focused on your areas of expertise and be engaging – don’t forget about the ‘social’ aspects of social media.”
– *Brian Ahier*



Increasing Your Influence: The Science of Social Authority

Want to be on our next list of healthcare IT influencers on Twitter? Our rankings are based on FollowerWonk's Social Authority metric, which relies heavily on clicks and retweets as measures of engagement. Here are some tips to increase your influence and grow your health IT network on Twitter.

- Include the words “healthcare IT” or “health IT” instead of the more broad categories of “health” or “healthcare” in your Twitter bio, put the words together and hashtag it.
- Tweet often. But you don't have to Tweet 20 times a day; the more you Tweet doesn't mean you're more influential. Tweet once to three times per day on one subject to become influential over time.
- Tweet recently. All of the Twitter influencers on our list had Tweeted within the last month (as of April 7, 2015).
- Mention influential Twitter handles in your posts. Don't spam them, but ask relevant questions or send them links to articles they may like.
- Follow influential people. Follow the influencers on this list. See who the influencers are following. “If you follow them, they (may) follow back” is a good rule of thumb.
- Follow more influential people. Search for “HIMSS” in the Twitter search box, and click on the HIMSS' handle's Lists to see lists of industry Tweets and past HIMSS conference speaker handles you may be interested in and their Favorites to possibly find memorable Tweets and topics of interest.
- Be public. When your Tweets are protected (or your profile is marked as private), everyone can't see what you're influencing about.





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