

Building Your Community Network



Isabella Park, DO MHCDS FAAHPM
Northwell, LIJ Forest Hills

The Power of Community Networking



Why is community networking so important for physicians?

- **It enhances patient care.** Connecting with local organizations, support groups, and other healthcare providers allows us to offer more holistic and personalized care. We can refer patients to specialized resources, collaborate on complex cases, and address social determinants of health that impact well-being.
- **Networking fosters professional growth.** It creates opportunities for mentorship, continuing education, and collaboration on research projects. It allows us to learn from experienced colleagues, stay abreast of best practices, and contribute to the advancement of medical knowledge.
- **It empowers us to become effective advocates.** By building relationships with community leaders, policymakers, and other stakeholders, we can raise awareness about important health issues, influence health policy, and advocate for the needs of our patients and communities.

What is Community Networking



Community networking encompasses a range of activities.

It's about building genuine relationships with individuals and organizations within your community.

- Attend community events

Join relevant organizations:

Medical societies, hospital committees, non-profit boards, BERGs – these provide platforms for collaboration and leadership.

- Volunteer your expertise

Reach out to other professionals:

- Engage professional social media platforms
- Don't hesitate to connect with physicians in other specialties, community leaders, or representatives from local businesses.

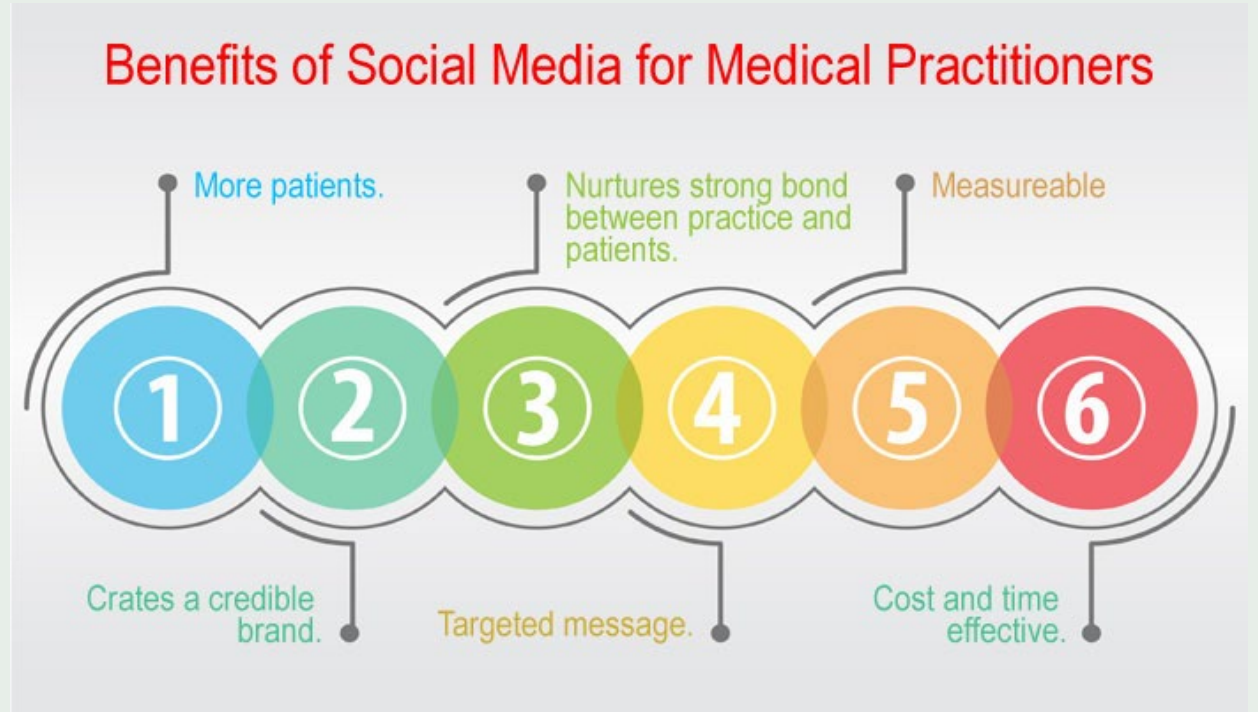
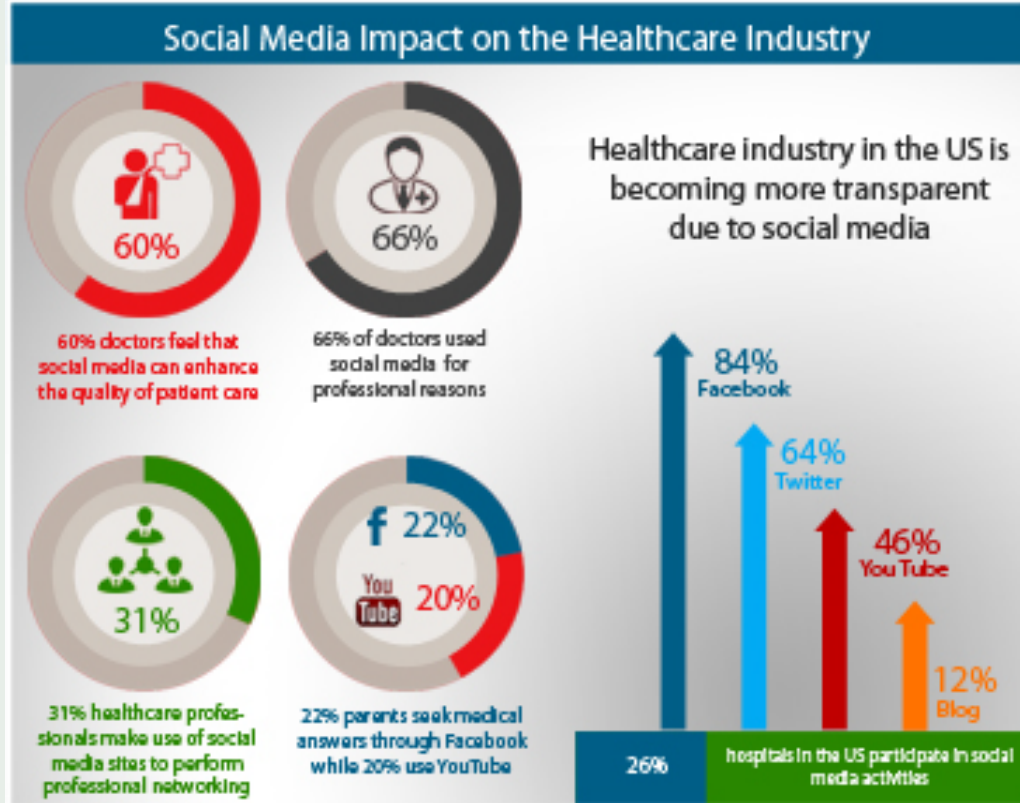
My Journey in Community Network Building

- Founded a BERG – Korean Bridges that grew to become Asian Bridges BERG – largest BERG in Northwell over 600 members
- Initiated Northwell’s Physician Language Referral Guide over 16 languages
- Joined Northwell’s Board of Governors Committee
- Initiated Physician Cultural Networking Events – South Asian, East Asian, Hispanic, Afro-Caribbean
- Networked with CBOs in Queens/Greater NY
 - Collaborated on women’s health in the Asian communities, geriatric care, mental health, flu vaccines, anti-racism, etc
 - Collaborated on Tri-state Korean Healthcare Resource Directory
- Joined Korean Physician groups – helped organize health fairs (partnership with NY health systems and private practices)
- Joined national organizations Council of Korean American and Network of Korean American Leaders – building legacy and develop innovative, civic-minded, and culturally competent leaders for the KA community
- Leadership courses: AAHPM, Cornell Executive Leadership, McKinsey Executive Leadership, Dartmouth MHCDS program
- Recently joined Korean Community Service Board of Directors (largest non-profit in NY/NJ)





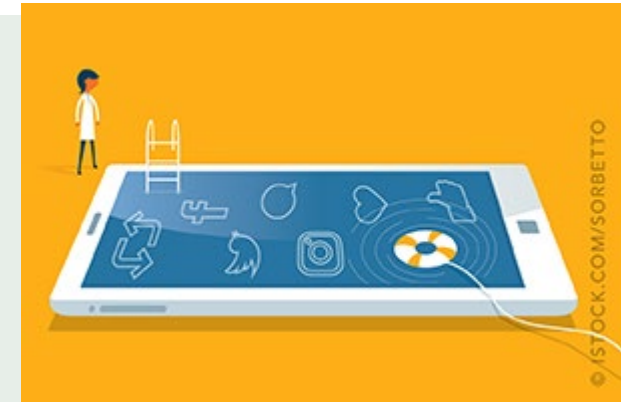
Our Role as Physicians in Social Media



Physician Networking Sites on the Rise - 2011

As physician use of social media has grown, platforms for physician-to-physician networking — social and professional — have proliferated in tandem. Sites such as Sermo, Medpedia, iMedExchange, and Ozmosis have attracted tens of thousands of members/participants.

[Social Media and Physicians - NEJM CareerCenter Resources](#)



Some of the top family physicians on social media share their best practices for building a following and avoiding common pitfalls - 2020

By meeting patients where they are on the internet, family doctors can educate the public and support policies to advocate for community health. They can also find an outlet for professional engagement and connection as well as personal creativity.

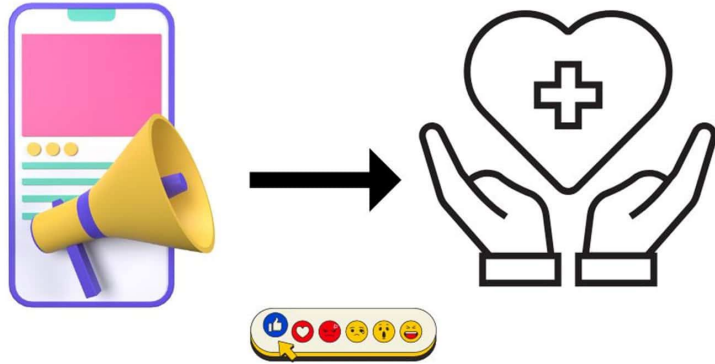
- Social media is a valuable tool that can be used to educate, collaborate, and advocate.
- Before jumping in or reassessing your use, take some time to define your goals, listen to the conversation, and think about how you want to present an authentic online persona.
- Be professional in your social media interactions with patients and the public, be judicious about sharing patient stories, obtain informed consent before sharing information involving patients, be careful with potential conflicts of interest, and know your employer's policies.

[Social Media for Doctors: Taking Professional and Patient Engagement to the Next Level | AAFP](#)

Social Media and the Transformation of the Physician-Patient Relationship: Viewpoint -2021

... discuss how the physician-patient relationship must evolve to accommodate for the ever-increasing role of social media in health and to best use social media as a tool to improve health outcomes.

[Journal of Medical Internet Research - Social Media and the Transformation of the Physician-Patient Relationship: Viewpoint](#)



Social Media in Healthcare

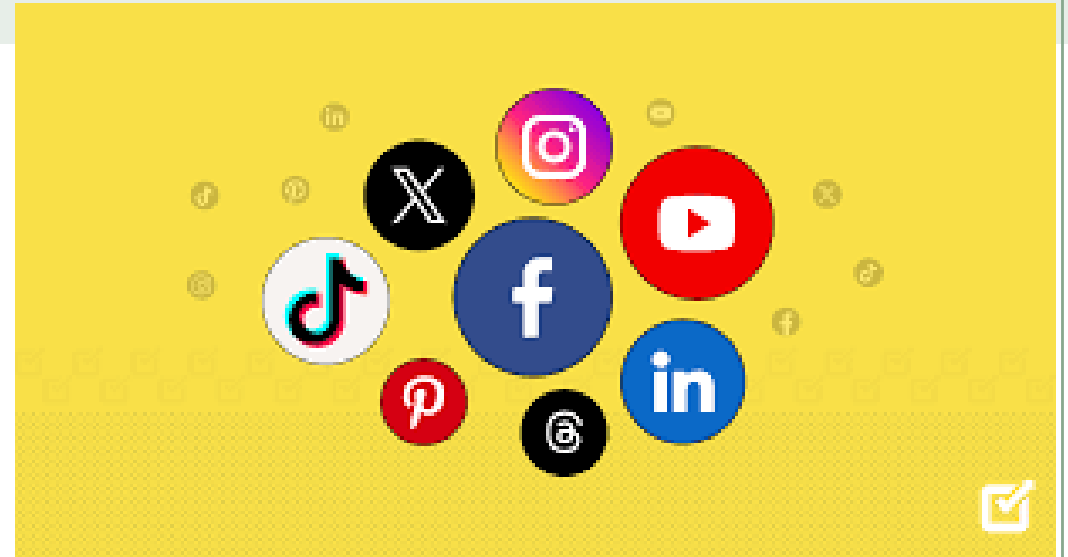
Social media advertising spending in the healthcare industry is projected to reach \$3.14 billion by 2025, reflecting a significant increase from previous years.



[Social Media in Healthcare Statistics and Facts \(2025\)](#)

LinkedIn has become a crucial platform for healthcare recruiters, with **89%** of healthcare companies using it for talent acquisition and job postings.

- Healthcare-related content on LinkedIn receives **20%** higher engagement compared to other industries.
- More than **50%** of physicians and healthcare executives on LinkedIn report that they use the platform to share medical knowledge and insights.



Facebook – public (mix of advocacy and personal life)

Instagram – private (personal life)

LinkedIn – public (academic, advocacy)

No TikTok

Twitter – not very active (academic, advocacy – only active during conferences)

Networking Tips

Be authentic: Genuine interest in others and their work is key.

Listen actively: Focus on understanding others' perspectives and needs.

Offer value: Share your expertise and resources generously. Offer to give presentations at community events or write articles for local publications.

Consistency is key. Networking is an ongoing process, so make it a regular part of your routine.

SAY YES!



The Ripple Effect

The impact of community networking extends far beyond individual interactions.

It creates a ripple effect, strengthening the entire community's health and well-being.

By working together, we can address complex health challenges, promote healthy lifestyles, and create a more equitable and supportive environment for everyone.







Call to Action

I encourage each of you to take the first step today.

Identify one community organization you'd like to connect with.

Attend a local event.

Reach out to a community leader.

Build your legacy.

Even small actions can have a big impact.



Thank you

Isabella Park, DO MHCDS FAAHPM

ipark1@northwell.edu

www.linkedin.com/in/isabella-park-do-0b36661