Speaker

Anthony Shop
Chief Strategy Officer, Social Driver
Chairman, National Digital Roundtable
From Chief Executive to Chief Influencer:
How Patient Advocates Can Drive Impact Today

Anthony Shop Co-Founder & Chief Strategy Officer
anthony@socialdriver.com | @afshop
BREAKING NEWS

YOUR LOGO CAN’T STAND IN FOR A PERSON
61 million LinkedIn users are senior-level influencers. 40 million are in decision-making roles.

Source: https://foundationinc.co/lab/b2b-marketing-linkedin-stats/
I'm looking to advance my career.

I want to meet the reporters.

I'm looking to do business.

I need a few days off from my family.

I want to see and be seen.

I want to learn best practices.

I want to stay informed about my industry.

I want to meet the reporters.

I'm looking to do business.

I have news to share.

I want to see my conference friends.

I want to promote a cause.

I want to stay informed about my industry.
90 million LinkedIn users are senior-level influencers.
65 million are in decision-making roles.
Why LinkedIn?
Driving Your Social Strategy with LinkedIn
LinkedIn – the most trusted social network

2021 DIGITAL TRUST SCORECARD

How does each social media platform rank on each pillar of trust this year?

Platforms appear in numerical order of their overall rank.

1. LinkedIn
   - Security: 1
   - Legitimacy: 1
   - Community: 1
   - Ad Relevance: 3
   - Ad Experience: 1

2. Pinterest
   - Security: 2
   - Legitimacy: 2
   - Community: 2
   - Ad Relevance: 2
   - Ad Experience: 2

3. Instagram
   - Security: 5
   - Legitimacy: 5
   - Community: 3
   - Ad Relevance: 1
   - Ad Experience: 6

4. Reddit
   - Security: 4
   - Legitimacy: 4
   - Community: 5
   - Ad Relevance: 7
   - Ad Experience: 3

5. Snapchat
   - Security: 6
   - Legitimacy: 3
   - Community: 4
   - Ad Relevance: 9
   - Ad Experience: 4

6. TikTok
   - Security: 7
   - Legitimacy: 6
   - Community: 7
   - Ad Relevance: 8
   - Ad Experience: 5

7. YouTube
   - Security: 3
   - Legitimacy: 7
   - Community: 6
   - Ad Relevance: 6
   - Ad Experience: 9

8. Twitter
   - Security: 8
   - Legitimacy: 8
   - Community: 8
   - Ad Relevance: 5
   - Ad Experience: 7

9. Facebook
   - Security: 9
   - Legitimacy: 9
   - Community: 9
   - Ad Relevance: 4
   - Ad Experience: 8
Executives’ LinkedIn posts tend to get 8-20x the engagement of their company’s accounts
Choose your digital business card
What Makes A Chief Influencer?
Chief Influencers

Start in the Center
Start in the Center

- They Trust You
  - Colleagues
  - Partners
  - Classmates

- They Know and Like You

- They Should Know and Like You

- They Forget or Overlook You
Excited and privileged to join the Board of the National Health Council. NHC brings together more than 140 organizations and businesses across the US health ecosystem to work together on the needs and interests of patients. This approach exemplifies what it takes to make a difference in the lives of patients and caregivers, and I am honored to serve NHC and help advance its patient-centered priorities.

The NHC is pleased to announce the appointment of Sanofi Vice President & Head, US Public Affairs & Patient Advocacy Eric Racine to the NHC Board of Directors. We appreciate his past work with the NHC and look forward to his insights and contributions.

Eric Racine Joins National Health Council Board of Directors - National Health Council

nationalhealthcouncil.org • 2 min read

At its annual membership meeting today, the National Health Council (NHC) elected...
Joanne Pike, DrPH  •  2nd
President and CEO at Alzheimer's Association®

Austin, Texas, United States • Contact info

500+ connections

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Today is my first day as CEO of the Alzheimer’s Association and the Alzheimer’s Impact Movement. I am honored to take on this role and excited about all that we will accomplish together to ensure people and their families affected by dementia have the support they need. Thank you for all that you do to advance our mission to end Alzheimer's. Together, we are making progress toward a world without Alzheimer’s. https://www.alz.org...
Barb Collura - 2nd
President/CEO at RESOLVE: The National Infertility Association
McLean, Virginia, United States
Contact Info
500+ connections
7 mutual connections: Michael Hoffman, Anthony LaFauce, and 5 others

It's here!! Advocacy Day 2022! Sporting my #Orange and listening to an inspiring message from Senator Tammy Duckworth, wounded Veteran and IVF Mom to two daughters. We have an incredible group of hundreds of advocates sharing their story and making change happen. Message me if you want to get involved in our state or federal policy work. Thank you ASRM for the partnership on this event. #WeCanAll #IFAdvocacy #ProFamily #Access2Care RESOLVE: The National Infertility Association American Society for Reproductive Medicine - ASRM Ryan C. Ferrante Lisa Rosenthal Jesse Fiest Joe Cody Sean Tipton

Barb Collura - 2nd
President/CEO at RESOLVE: The National Infertility Association
McLean, Virginia, United States
Contact Info
500+ connections
7 mutual connections: Michael Hoffman, Anthony LaFauce, and 5 others

Today in celebration of National Infertility Awareness Week its Wear Orange Day! Post your photo if you are wearing orange! Let’s hear it for the RESOLVE: The National Infertility Association Board of Directors - share your orange photo in the Comments and let’s all raise awareness together. #NIAW2022 #WeCanAll Kevin Hagan Jeff Travers Elizabeth Grill Lisa Goldman Reem Schumman (sexther) Lee Collins Jody Madeira Nichelle P. Dwight Ryan Jason Griffith Eric Widra
Mental Health America
The nation's leading nonprofit dedicated to helping all people live mentally healthier lives.
Non-profit Organizations - Alexandria, VA - 202,010 followers
Schroeder works here - 1,005 employees

We've just released our annual State of Mental Health in America report, which ranks all 50 states and D.C. based on 15 mental health access and prevalence measures.

In this report using 2020 data, Wisconsin (1), Pennsylvania (2), and Massachusetts (3) were the top three ranking states, while Arizona (49), Oregon (50), and Kansas (51) ranked at the bottom.

Read the full report here: https://bit.ly/2QvdEC3

KEY FINDINGS

- 21% of adults are experiencing a mental illness. Equivalent to over 50 million Americans.
- 15% of adults had a substance use disorder in the past year. 93.5% did not receive treatment.
- The percentage of adults reporting suicidal thoughts is 4.8% over 12.1 million adults.
- 11% of adults who identified with two or more races reported serious thoughts of suicide.
- 16% of youth report suffering from at least one major depressive episode in the past year. More than 2.7 million youth are experiencing severe major depression.
- 55% of adults with a mental illness receive no treatment.
- 55% of adults with a mental illness receive no treatment.
- 11% of adults with a mental illness are uninsured.
- 60% of youth with major depression do not receive mental health treatment.
- In the U.S., there are 350 individuals for every one mental health provider.
- 28% of all adults with a mental illness reported that they were not able to receive the treatment they needed. Most reported they did not receive care because they could not afford it.
- 23% of adults who report experiencing 1 or more mentally unhealthy days each month were not able to see a doctor due to costs.
- 1 in 10 youth with private insurance do not have coverage for mental or emotional difficulties over 1.3 million youth.
Chief Influencers

Start in the Center

Embrace the Gray
Quinton Lucas - 1st
Mayor at City of Kansas City, MO

What a time to be alive and from Kansas City.

Next stop: Super Bowl!
Happy New Year, and Good Evening! It’s day 7 of our “12 Days of Misgivings” about the Institute for Clinical and Economic Review (ICER) and its draft report on the economic value of new therapies for the treatment of... see more.
Did you know the Family and Medical Leave Act turns 30 this week? FMLA has made caregiving easier for working families and it paved the way for the paid time off my husband and I needed to bond with our son (thanks District of Columbia). The National Alliance for Caregiving is dedicated to building on FMLA by advocating for a national paid family and medical leave program that can help family caregivers balance care and work! #FMLA30 #Caregiving #Work #EconomicJustice #GenderEquity #RacialEquity #PaidLeaveforAll
Happy Sunday morning everyone. Kicking off Tour De Cure Season.

Wishing our American Diabetes Association staff, volunteers, and sponsors a very successful in person Arizona Tour De Cure event today.

On behalf of the 37.3M people living with diabetes we support, thank you so much.

American Diabetes Association
Sabrena Pringle, MA
Aaron Dunn
Vickie McWatters
American Diabetes Association

#connected4life

#RedRiders4Life #ConnectedForLife #TourDeCure Doris Del Valle Charles "Chuck" Henderson "Chuck" Henderson Robert Gabbay MD, PhD Gabbay MD, PhD Aaron Dunn American Diabetes Association Discount Tire Tire Major League Baseball League Baseball #ProjectPower
Chief Influencers

Start in the Center

Embrace the Gray

Elevate Others
Ten years ago, Medicare Advantage enrollees totaled 13 million. Today, that number has exploded to 30 million, representing nearly 50% of the eligible population of seniors and people with disabilities who now rely on it...see more

Happy Holidays from Steven Taylor and everyone at the Arthritis Foundation. Wishing you all the joys of the season and happiness throughout the coming year. https://bit.ly/3hHVJ11

Congratulations on achieving this milestone growth in innovative service to Medicare beneficiaries. Thank you for your leadership at AHIP and on the NHC Board. You, your colleagues and member plans are making a positive difference in the lives of millions of beneficiaries and their families. Bravo and more to come!

30 Million Strong: Why Medicare Advantage Is Exploding in Popularity and Size by The Next Big Thing in Health
soundcloud.com - 1 min read

Same to you, Randall! We're excited to keep making progress in 2023!
I wanted to take a moment to express my sincerest gratitude and admiration to the APIC volunteers and staff that took the concept of creating the new CBIC (Certification Board of Infection Control and Epidemiology, Inc.) Care Certification in Infection Prevention (LTC-CIP) program and then getting the LTC-CIP prep- and completed both in less than 18 months! The incredible work done here and the amazing speed by which it was done is truly remarkable! We cannot thank our wonderful infecton preventionists and staff enough for your dedication and hard work in getting this desperately needed certification and prep course launched!

I'd like to encourage all long-term care facilities to please support your staff pursuing their LTC-CIP. It's critical that we have dedicated and well-trained staff in every long-term care facility.

#infectionprevention #infectioncontrol #covid19 #longtermcare

https://linkd.in/g5Y-nj_c

LTC-CIP Certification
learnipc.apic.org • 1 min read

The LTC-CIP Certification provides a standardized measure of the basic knowledge, skill...
What an incredible week of meetings in DC! Association of Black Cardiologists, Inc. Members blew us away at every turn discussing #healthequity.
Kenneth Mendez

President and Chief Executive Officer at The Asthma and Allergy Foundation of America

Arlington, Virginia, United States • Contact info

500+ connections

Asthma and Allergy Foundation of America
Harvard T.H. Chan School of Public Health

Kenneth Mendez • 2nd
President and Chief Executive Officer at The... Restored from Asthma and Allergy Foundation of America • 4d • 3

The asthma and allergy community is lucky to have such a talented, committed, and engaged board at the Asthma and Allergy Foundation of America advocating for our community!
Chief Influencers

Start in the Center
Embrace the Gray
Elevate Others
Learn the Lingo
I'm in Washington DC for the National Alopecia Areata Foundation 37th Annual Patient Conference. So thrilled to be live and in person with our amazing community talking research, treatment, support, advocacy and engagement. I got in a morning walk to the Lincoln Memorial which always fills my cup with his inspirational words and leadership in the hardest of times. #gratitude #leadership #community

Reach more people with hashtags and mentions
I wrote to the New York Times to reiterate that restroom access is not an issue of convenience, but a necessity for millions of chronic disease patients with urgent restroom needs, in response to this article about the need for improved public restroom infrastructure: https://lnkd.in/gQzpiEgs

Letter to the Editor

To the Editor:

Theodora Siegel is indeed correct in describing New York City’s persistent shortage of public restrooms as a public health crisis. For many people, toilet access is no mere convenience; 36 percent of the 1,500 people we polled nationwide in a 2022 Crohn’s & Colitis Foundation survey said they have had a chronic gastrointestinal or digestive issue.

For those dealing with gastrointestinal conditions, including inflammatory bowel disease, prompt bathroom access is an urgent medical necessity.

We strongly believe that New York City’s businesses should be encouraged to open their restrooms to non-paying customers. New York City has its walkability, but its bathrooms are a serious flaw. New York already has the infrastructure to solve this problem. Our legislators and businesses now must come together to make it happen.

Michael Osso
New York
The writer is president and C.E.O. of the Crohn’s & Colitis Foundation.

Learn more: crohnscolitisfoundation.org/openrestrooms

Reach more people with hashtags and mentions

Replace a link preview with an image
Reach more people with hashtags and mentions
Ten Years of Authentic Change

January 31, 2023

It’s been a decade since I started Momentum Health Strategies and I marvel at how the time has passed so quickly. I’m particularly proud of the impact I’ve helped such a variety of organizations achieve. A few of the highlights include:

- The National Council for Mental Wellbeing expanded legislative and budgetary support for its Mental Health First Aid program and launched its Center of Excellence for Integrated Behavioral Health with our research and organizational strategy and support.
- The National Quality Forum (NQF) published a playbook we created on antibiotic stewardship in long-term care (BEFORE the pandemic once again emphasized why this is important).
- The Alliance for Health Policy and several patient organizations built or retooled their strategic plans with our support to sharpen their purpose and emphasize forward-looking change.
- The National Health Council built multi-stakeholder consensus with our strategy and facilitation support to articulate change on the role of patient involvement and leadership in evidence development, patient-focused drug development, and value.
Ten Years of Authentic Change

Jennifer Bright on LinkedIn • 3 min read

It's been a decade since I started Momentum Health Strategies and I marvel at how the ti...

27
10 comments

Add a comment...

Most relevant

Donna Cryer • 2nd
Award-winning, Published Patient Advocate, Social Impact Entrepr...

Congratulations! Thank you for giving us the opportunity to celebrate a small fraction of what you have contributed to the field.
Mentions Matter

Type @ and select the organization or person
Research Your Hashtags

Use 3-5 of the right hashtags in a post.
Chief Influencers

Start in the Center

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Elevate Others

Learn the Lingo

Go for Growth
Pinned Tweet

Bruce Mehlman @bpmehlman · Dec 8, 2021

2022 will bring neither Glory Days nor the End of Days... we’ll be Living in Limbo.

NEW deck assessing 2022’s Top Political & Policy Risks: bit.ly/2022-Risks-Meh...

CONTENTS: LIVING IN LIMBO

Anticipating the Top 2022 Risks in Politics & Policy

1. Top Risk: Extreme Expectations

MARKET & GLOBAL RISKS
2. COVID: The Third Wave
3. Consumers: Inflation
4. MNCs: U.S.-China Decoupling
5. Infrastructure: Cyber Insecurity
6. Markets: Irrational Exuberance
8. Manufacturers (long-term): Supply Chain Headwinds Rising
9. Multilateralism: Wars, Refugees, Nationalism
10. Insurers: Extreme Weather Events
11. Satellites: Accidents or Attacks

POLITICAL & BRAND RISKS
12. Biden: Perceived “Softness”
13. Democrats: Wave Election Likely
14. Senate GOP: Primary Failures
15. House GOP: An “Off-Year, Off-Year”
16. Business: Bureaucracy Rising
17. CEOs: Political Homelessness
18. Brands: Employee Pressure to Act
19. Voters: One Zillion Election Ads Coming
20. Moderates: Swing Seats Disappearing
21. Incumbents: Restless Electorate
Who Is Ready to Go Back To The Office? Navigating the "New Normal"

This Week’s Episode:
Here's a quick overview of the best private equity podcasts

- #1 M&A Science
- #2 Private Equity Fast Pitch
- #3 Private Equity Fncast
- #4 NextWave Private Equity
- #5 Privcap Private Equity & Real Estate Podcast
- #6 Private Equity Technology Podcast
- #7 The Private Equity PErpectives Podcast
- #8 The Family Office Podcast
- #9 The Future of Finance
- #10 Private Equity 360
I was perusing the airport bookstore and came across my friend Jennifer Brown (she/her/hers) - or more accurately, her new book, #BeyondDiversity! Can't wait to read it!

Way to go, Jennifer! I knew you when... and am grateful for your contributions to the National LGBT Chamber of Commerce (NGLCC) community over the years!
LinkedIn Creator Mode
Chief Influencers

Start in the Center
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Go for Growth
Thank You/Questions?

Anthony Shop
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