One major U.S. industry significantly lags behind when it comes to social media. It is an industry that is still trying to figure out how to use e-mail and it relies on fax machines to send documents. (How many faxes do you send these days?) This industry is health care. Andrew Holtz, Senior News Editor for MDiTV, talks with Dr. Ronald Marcum, chief information security officer at Oregon Health and Science University, and Dr. Joanna Dolgoff, a pediatrician and obesity specialist.

Male: On the web and in your hands this is MDiTV. Andrew Holtz: You're watching this video on your computer or mobile phone or PDA. So you probably know all about Twitter right. It’s all the rage among celebrities, politicians and businesses trying to extend their communication reach. But there's an industry that's lagging behind. I'll give you a hint it’s the industry that's still trying to figure out how to use email. And it relies on faxing, paperwork. How many faxes do you send these days? That industry that's still so 20th century is healthcare of course. The chief information security officer at organ health and science university Dr. Ronald Marcum says, one reason for the reluctant to jump into social networking technology is that confidentiality and patient trust must come first. Dr. Ronald Marcum: Its very nature social networking is a very public forum. And it is an inclusive media relevant exclusive media. Now, from some business prospective that maybe fine but if you’re a patient and there’s confidentiality involve that may not be fine. Andrew Holtz: While many doctors are not using social media professionally. One New York, pediatrician is taking full advantage of Twitter for her business. Dr. Joanna Dolgoff: Twitter is a great way to get your message out to a large number of people, all across the world, with very little effort. Less than 140 characters and you can be giving advice to people from different countries. It's been a wonderful way for me to grow my business and social networks.

Andrew Holtz: But Dr. Joanna Dolgoff is quick to say she only gives very general advice on her Twitter site. It's not for direct doctor patient communication. She says her colleagues won't even go that far. Dr. Joanna Dolgoff: The doctor’s that I know around tell me they want nothing to do with Twitter. "I can't believe you’re doing that, it takes up so much time". None of them want to be on Twitter. I've invited many of them to come on Twitter, to learn about it, so far the doctors I know really have no interest. I believe it's because for them they don’t see the local uses. You know, they would want to build their own practice. They're not interested n being like the National childhood obesity expert, as I am. They are more interested in building their local practice. But the truth is, you can still get in touch with a lot of local people on Twitter and they don’t really see that. Andrew Holtz: Dolgoff predicts that eventually doctors will be on Twitter and Facebook. Ronald Marcum is more cautious. Dr. Ronald Marcum: Well I think that we know the full benefit or hazards of this particular technology primarily because it’s a work in progress if you will. The technology is rapidly being developed to the capabilities are rapidly being developed. And I think you have to look at those individual elements as they become available. Andrew Holtz: While doctors try to figure out the proper role for online social networking the marketing departments of a few major healthcare systems are signing on. The Mayo Clinic, Johns Hopkins and Mount Sinai Hospital all have a presence on Twitter, Facebook and U2 after all that’s where growing numbers of their patients are spending more of their time.