Janet Kennedy, CMD, is a 25-year interactive marketing professional. She has developed healthcare marketing content for EHR2.0 and other online learning organizations. Ms. Kennedy is a co-founder of *Get Social Health*, a digital and social media coaching agency and the Host of the "Get Social Health" podcast sharing best practice stories and interviews about social media in healthcare. Janet has interviewed medical futurists, socially active healthcare practitioners, ePatients, digital health advocates and health entrepreneurs. She is also the Director of Marketing for Market Vue Partners, a healthcare marketing analytics firm.