HEALTHCARE IN THE SOCIAL MEDIA ERA

THREE MESSAGES

✖ Social media is here and now— and has become the new starting point on the web.

✖ If Healthcare + social = Social Health (Today), THEN social health (today) = Health (future)

✖ Health care will continue to move forward… the only question is will nursing?
DEFINITION OF SOCIAL MEDIA

Kaplan and Heanlein, “Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content.”


DEFINITION OF SOCIAL MEDIA

Social media as “an on-line environment established for the purpose of mass collaboration.”

ZDNET PREDICTS...

- One Billion global users of social media by end of 2011
- Facebook estimates current users at 800 M
- Twitter has 100 M users as of September 2011


ARE YOU READY FOR SOCIAL MEDIA?

- http://youtu.be/3SuNx0UrnEo
GLOBAL SOCIAL NETWORKING

African Social Networks thrive in a mobile culture.
Technology Review
(April 20, 2012)

RISE OF THE E-PATIENT

http://youtu.be/B7ZrWSmQxcU
SOCIAL MEDIA STORIES

E-Patient Dave
http://www.ted.com/talks/
dave_debronkart_meet_e_patient_dave.html

VIRTUAL ABILITY ISLAND

× http://youtu.be/UV52WRXm1Cg
TWO STORIES

Oncology Nurse and her patients
Midwifery Clinic and their patients

STORIES

- Decision Making Process
- Opportunities
- Challenges
- Research
SOCIAL MEDIA RESEARCH

Content
- Media sites
- Twitter

Usage
- Generic
- Targeted patient populations

Research Facilitation
- Recruitment
- Efficacy of treatments

MCLAUGHLIN ET AL. (2012)

Social capital
- Social support
  - Family Interactions
  - Depression

- Self Efficacy
- QOL
MCLAUGHLIN AT AL. (2012)

• 14 healthy childhood cancer survivors
• Six hypotheses, only two significant
  + Bridging social capital bonds + correlated with social network participation and video sharing
  + Decreased social support correlated with increased social network participation and shared more video narratives

RURAL PATIENTS & SUPPORT
CLINICIANS USING SOCIAL MEDIA?

RECRUITMENT
SOCIAL MEDIA FOR RESEARCH PURPOSES

* Allison (2009) how to leverage social network for clinical trial recruitment
  + PatientsLikeMe
  + Inspire
  + 23andMe
  + Susan Love’s Army of Women
  + Diabetic Connect
  + Trial X

WEITZMAN, ET AL. (2011)

* Online diabetes community to share data for public health research
* TuDiabetes Network & TuAnalyze
* “81.4% choose to include their data in charts, graphs and maps….with 34% sharing personal A1c data on their profile page”
* Efficient method for data sharing and bidirectional communication
FENNER, ET AL. (2012)

Exploratory Study  Facebook  16-25 year old female  Good for non urban recruitment

JENNIFER MARLOWE’S MYSPACE PAGE

× Cancer patient pictures her life
× By Michael Booth
  The Denver Post
× February 2009
EVIDENCE


EVIDENCE

Benefit from Internet Narratives

- Raise public awareness
- Provide info & Support
- Change behavior
**Evidence**

  How Breast Cancer Patients Want to Search for and Retrieve Information From Stories of Other Patients on the Internet: an Online Randomized Controlled Experiment
  *J Med Internet Res* 2010;12(1):e7
  URL: [http://www.jmir.org/2010/1/e7/](http://www.jmir.org/2010/1/e7/)

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**Evidence**

- Benefits: Reassurance & practical advice
- Valuable Resources for accessing stories
- More satisfied to search for story
- Stories by topics resonate more
FROST & MASSAGLI (2008)

- Examined how patients references from personal health profiles in their patient-to-patient communication.
- Grounded Theory approach
- Comments focused on treatments more than symptoms or outcomes
- 50% included questions: about shared experiences, advice or recommendations

BENEFITS OF SOCIAL MEDIA

Sharing Health Data for Better Outcomes on PatientsLikeMe. J Med Internet Res
URL: http://www.jmir.org/2010/2/e19/
### BENEFITS OF SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning about their symptoms</td>
<td>72%</td>
</tr>
<tr>
<td>Understanding side effects</td>
<td>57%</td>
</tr>
<tr>
<td>More Informed decision making</td>
<td></td>
</tr>
<tr>
<td>Helped them find someone like them</td>
<td>42%</td>
</tr>
<tr>
<td>Helping with medication decisions</td>
<td>37%</td>
</tr>
</tbody>
</table>

### WICKS, ET AL. (2012)

#### Benefits sharing data Epilepsy

| Benefit                                                        | Percentage |
|                                                               |            |
| 30% did not know anyone                                       |            |
| Top benefits                                                   |            |
| 47% improved QOL & sense of control                           |            |
| Finding some symptoms                                          |            |
| Understanding more on seizures                                |            |
| Learning about symptoms & treatments                          |            |
TAKAHASHI, ET AL (2009)

Benefits & Harms Depressive SN-90% mood disorders

| 50% positive network | Peer support | Downward depressive spiral = friends & negative SNS |

WHICH SOCIAL MEDIA SITE?

- Among Those Who Use Social Media To Find Health Data, Which Sites Do They Visit?

PATIENTS LIKE ME

• http://youtu.be/nqm-3nHJdGw

EVIDENCE

• Bender JL, Jimenez-Marroquin MC, Jadad AR
  Seeking Support on Facebook: A Content Analysis of Breast Cancer Groups
  J Med Internet Res 2011;13(1):e16
  URL: http://www.jmir.org/2011/1/e16/
EVIDENCE

620 Breast Cancer Groups: 1,090,397 members

Fund Raising, Awareness & Promotion

Fund Raising (44.7%)  Awareness (38.1%)

Patient/ Caregiver Support

47% established by High school/ college students

PEW INTERNET & AMERICAN LIFE

Social Media and Mobile Internet Use among teens and young adults.

Amanda Lenhart, Kristen Purcell, Aaron Smith and Kathryn Zickuhr (February 3, 2010)

FACEBOOK

People on Facebook
• More than 800 million active users
• 50% of our active users log on to Facebook in any given day
• Average user has 130 friends
• People spend over 700 billion minutes per month on Facebook

DO YOU FRIEND A PATIENT?
• Current patient?
• Former Patient?

• Picture from: http://www.prweb.com/releases/Bumrungrad/Laptops-for-Patients/prweb962394.htm
ONWARD... CU CARE SUPPORT GROUP

Opportunities
- Provide info, support & reassurance
- Support not only patients but teen caregivers

Challenges
- Selling Idea to C-Suite and colleagues
- Address privacy, confidentiality, risk & access

ORIZIO, ET AL. (2010) 41 NETWORKS

- General Info
- Technical Info
- Characteristics
- Content
ORIZIO ET AL (2010) MAJOR FINDINGS

- 56.1 % focused on multiple health conditions
- Specific Populations: diabetes, breast/cancer, mental health
- Most were .com extensions
- 33% had quality certificates
- Most allowed patients to share & offer advice

SPECIFIC CONTENT

- Sajadi & Goldman (2011) incontinence on Facebook, Twitter & YourTube
  + 47% Facebook posting not useful; 60% tweets focused on information; and 47% videos developed by health care professional organizations
  + Mostly North American males, sharing experiences and limited advice
GREENE, ET AL (2010) DIABETES

66% sharing experiences
29% support & community building
Pt-centered management

KIM ET AL. (2011): YAHOO H1N1

General Health
Prevention
Questions

Specific Questions:
Symptoms & treatments

Social Support & coping
KEELAN, ET AL. (2010) HPV VACCINE DEBATE

- MySpace—analysis (positive or negative) and their supporting arguments
- 71% women and 24% identified as parent
- More men were negative and had more friends than those who were positive
- Females who were positive had larger networks
- 52% positive; 43% negative, 6% ambivalent

SUMMARY: CONTENT

- Variability across social networks re: usefulness, validity & factual to personal.
- Facebook was the most popular
- Greene, et al (2010) “clinically inaccurate recommendations were infrequent, but were usually associated with promotion of a specific product or service”
- Ahmed, et al (2010) rich info being shared… peer-to-peer interaction was key aspect
The following slides are directly taken from their summary report.

The report is available at:
The survey finds that, of the 74% of adults who use the internet:

- 80% of internet users have looked online for information about any of 15 health topics such as a specific disease or treatment. This translates to 59% of all adults.
- 34% of internet users, or 25% of adults, have read someone else’s commentary or experience about health or medical issues on an online news group, website, or blog.

Of adults who use the internet:

- 27% of internet users, or 20% of adults, have tracked their weight, diet, exercise routine or some other health indicators or symptoms online.
SOCIAL LIFE OF HEALTH INFORMATION 2011

Of those who use social network sites (62% of adult internet users, or 46% of all adults):

✓ 23% of social network site users, or 11% of adults, have followed their friends’ personal health experiences or updates on the site.

SOCIAL LIFE OF HEALTH INFORMATION 2011

“The social life of health information is robust. The online conversation about health is being driven forward by two forces:

1) the availability of social tools and 
2) the motivation, especially among people living with chronic conditions, to connect with each other.
“Peer-to-peer healthcare is a way for people to do what they have always done – lend a hand, lend an ear, lend advice – but at internet speed and at internet scale.”


“ It is the evolution of internet use that the Pew Internet Project has been tracking in other industries, and it is just finally having an impact on health care.”

CDC DASHBOARD

Centers for Disease Control and Prevention

CDC eHealth Metrics Dashboard

Annual Summary (2010)

- 553,358,642 page views to CDC.gov overall
- 16,334,731 page views to the CDC homepage
- 68.0% of visitors spent 0-5 minutes on CDC.gov overall

More

Most Popular Topic Pages on CDC.gov:
1. CDC Homepage, Search, A-Z
2. BMI Calculators
3. Food Safety
4. Salmonella
5. Traveler’s Health

More

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CDC DASHBOARD

Most Popular Pages (2010)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Page Title</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Search Results</td>
<td>26,399,901</td>
</tr>
<tr>
<td>2</td>
<td>Centers for Disease Control and Prevention</td>
<td>16,334,751</td>
</tr>
<tr>
<td>3</td>
<td>CDC A-Z Index</td>
<td>7,404,628</td>
</tr>
<tr>
<td>4</td>
<td>Healthy Weight: Assessing Your Weight: BMI: Child and Teen Calculator</td>
<td>6,072,140</td>
</tr>
<tr>
<td>5</td>
<td>Healthy Weight: Assessing Your Weight: BMI: Adult BMI Calculator: English</td>
<td>4,668,280</td>
</tr>
<tr>
<td>6</td>
<td>Travelers’ Health: CDC</td>
<td>2,994,645</td>
</tr>
<tr>
<td>7</td>
<td>STD Facts - Genital Herpes</td>
<td>2,881,432</td>
</tr>
<tr>
<td>8</td>
<td>Vaccines: Pub/US/main page</td>
<td>2,621,791</td>
</tr>
<tr>
<td>9</td>
<td>Healthy Weight: Assessing Your Weight: Body Mass Index (BMI)</td>
<td>2,589,833</td>
</tr>
<tr>
<td>10</td>
<td>Vaccines: Rec/Schedules/Child Schedule main page</td>
<td>2,532,548</td>
</tr>
</tbody>
</table>
CDC DASHBOARD

CDC Facebook Friends
(2009 - 2010)

TEXT4BABY

She's One Smart Mom, She's Got text4baby

Text BABY to 511411
Envía BEBE al 511411 para Español

Get FREE messages each week on your cell phone to help you through your pregnancy and your baby's first year.

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition.

Click 2 Register  How It WORKS  FAQs
Social networking in hospitals: A nuisance and liability, or "important adjunct" to traditional communication?

HOSPITALS CAN BLOCK FACEBOOK

× But NOT the 21st Century

× Phil Baumann (August 13, 2010)

HOSPITAL MISSING OPPORTUNITIES

× On Facebook: Results of the first ever study on how hospitals use Facebook
× Verasoni AhHa and Simon Associates Management Consultants.

× February 28, 2011
× http://verasoni.com/ahha2/2216
MISSED OPPORTUNITIES

✗ “Hospitals have yet to grasp the role of Facebook with respect in terms of connecting with patients, build healthcare communities or develop their hospital brand.”

✗ “Children’s Hospitals appear to be clear leaders.”

SOCIAL MEDIA CONCERNS

SOCIAL MEDIA POLICES

- http://youtu.be/GufTuZ3-YRo

ONWARD... CU THRU YOUR PREGNANCY

Opportunities
- Provide info, support & interact with consumers & families
- Create a brand and interact with the community

Challenges
- Selling Idea to C-Suite and colleagues
- Address privacy, confidentiality, risk & access
CU MIDWIFERY PRACTICE

CU thru your Pregnancy

PARTING THOUGHTS

If Healthcare + Social = Social Health (Today),

THEN social health (today) = Health (future)

PARTING THOUGHTS

How ideas spread….how does something become viral…. Emotional Resonance is the key….

“ Social has become the new starting point…”now how people get their content

Impact on how you organize your content. what happens if an industry becomes social?

Jonah Peretti, CEO Buzzfeed on Charlie Rose
http://www.charlierose.com/view/interview/12308

PARTING THOUGHTS: PERETTI (2012)

Portal   Search   Social
PARTING THOUGHTS-PERETTI (2012)

Access
- Portal

SEARCH
- Algorithm

Social
- Human

PARTING THOUGHTS: PERETTI (2012)

Sharing

Emotion

Human Interaction
THE CHALLENGE

• It is clear from both the statistics and the current uses that there is no returning to a pre-social media healthcare, and that health care will continue to move forward and incorporate more uses of social media.....

• The only question is WILL YOU?


WILL YOU?

• As an Educator, will you explore how to best way to incorporate social media experiences for your students?

• As an Educator, will you become a mentor to help students learn how to effectively use social media?
WILL YOU?

✖ As a Researcher, will you be the one who develops & tests the new theory of social health in nursing?
✖ As a Researcher, will your research trajectory focus on the impact of social health on patient outcomes, health status and well being?

WILL YOU?

✖ As a Clinician, will you explore the potential of social health with your colleagues?
✖ As a Clinician, will you explore how you can engage and enhance team-based care?
✖ As a Clinician, will you explore how you can engage your patient and their families in social health practices?
WILL YOU?

× As an Informatics specialist, CNIO, CNO, will you help to eliminate unnecessary barriers for the exploration of social health?
× As an Informatics specialist, CNIO, CNO will you create and support an culture of innovation that will support the development and research of social health?

THREE MESSAGES

× Social media is here and now—and has become the new starting point on the web

× If Healthcare + social = Social Health (Today), THEN social health (today) = Health (future)

× Health care will continue to move forward, the only question is will nursing?
E PATIENT DAVE

- Give me my damn data
- Rap song by e-patient dave
- http://youtu.be/0b4li7N_7Ck

QUESTIONS
THANK YOU

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