

Social Media in Patient Care



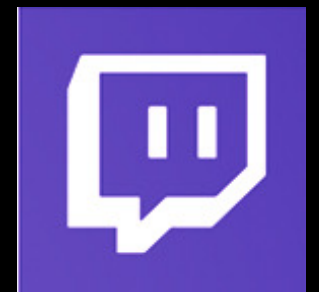
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Disclosures: None



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OBJECTIVES

- DISCLOSURE: No Conflicts of Interest
- Why is Social Media Important?
- Pros and Cons of Social Media
- Social Media Coverage of Pain Disorders and Procedures
- Evolution of Social Media Research in Pain Medicine
- What Can Providers do to Advance Patient Care Via Social Media?



Why is **SOCIAL MEDIA** Important?

- SOCIAL MEDIA = WEB 2.0
- In 2005, **5%** used social media. In 2017, **70%** use social media
- Daily average **2.5 hours** on social media
- **>40%** access social media for healthcare information
- **>90%** believe that information

Pros

Cons

- Convenience + speed
- Disease/contact monitoring
- Education
- Support groups
- Social interactions
- Spread research

- Misinformation
- Privacy
- Stress on relationships
- Hinder productivity
- Many, many more...



YouTube as a source of medical information on the novel coronavirus 2019 disease (COVID-19) pandemic

Ryan S. D'Souza, Shawn D'Souza, Natalie Strand, Alexandra Anderson, Matthew N. P. Vogt & Oludare Olatoye

- Pandemic of misinformation
- YouTube as a source of information on COVID-19
- Formal search strategy to mimic patients
- 10% misleading
- WHO posted 1 video (1.3%)
- CDC posted no videos



YouTube as a source of medical information on the novel coronavirus 2019 disease (COVID-19) pandemic

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- “Coronavirus originated from a research facility and originated from a government testing lab”
- “Coronavirus definitely came from snakes”
- “Threat of the coronavirus to the American people remain low. The numbers seem to be leveling off and going down in China. If we have 15 people right now, it will go down to 0 in a few days”



YouTube as a source of medical information about epidural analgesia for labor pain

R.S. D'Souza,^a S. D'Souza,^b E.E. Sharpe^c

- Social media coverage of epidural labor analgesia
- Formal search strategy to mimic patients
- 22% of videos were misleading
- mDISCERN score indicated low-quality
- No videos from SOAP, ASA, ASRA, etc.



YouTube as a source of medical information about epidural analgesia for labor pain

R.S. D'Souza,^a S. D'Souza,^b E.E. Sharpe^c

- “The truth is that, when you request for an epidural injection during birth, you are giving up short-term pain for a lifelong of doctor's visits and prescription pills; no wonder epidurals and C-sections go hand in hand...”
- "The back pain after an epidural doesn't go away"
- “I have always heard that epidurals are never good for little people”

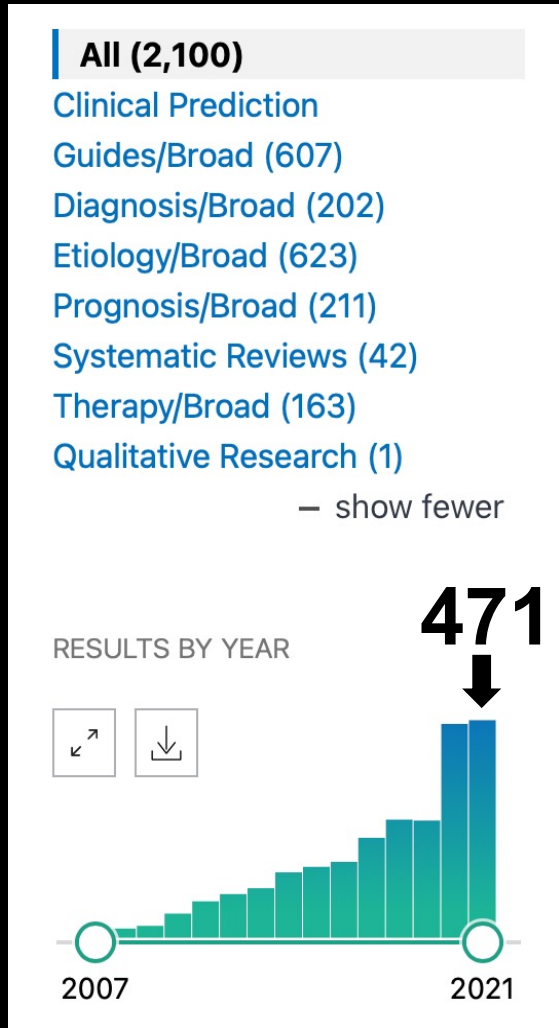


YouTube as a source of medical information about epidural analgesia for labor pain

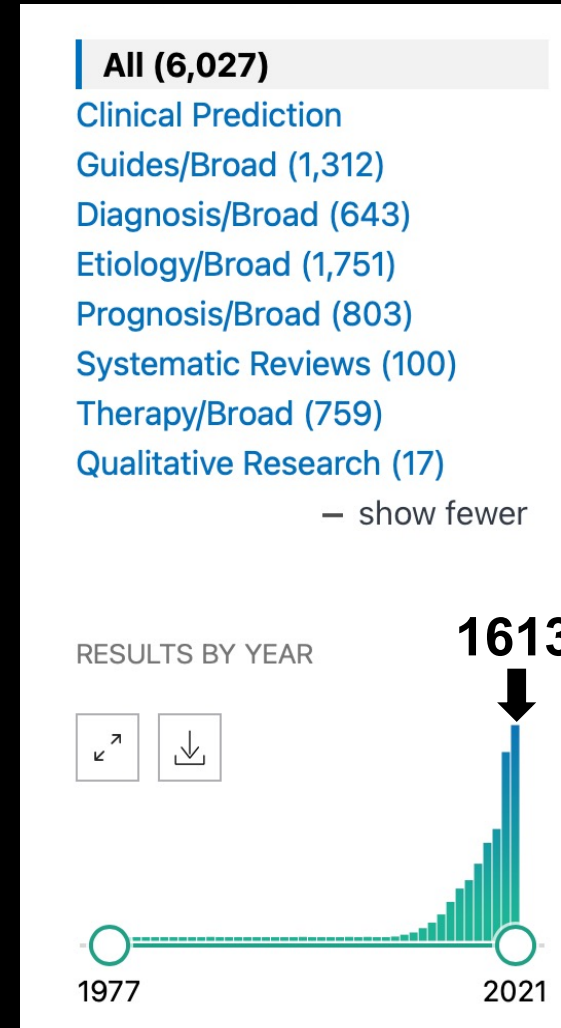
R.S. D'Souza,^a S. D'Souza,^b E.E. Sharpe^c

- “My speech is slurring a little bit because of the epidural”
- “A side effect of epidural is oral herpes”

Evolution of **SOCIAL MEDIA RESEARCH**



Search “YouTube”



Search “Twitter”

Evolution of **SOCIAL MEDIA RESEARCH**

Type of social media content	Example of platforms
Blog/microblog	Tumblr, Blogger, Twitter
Social network	Facebook, Twitter, MySpace, Google+
Professional network	LinkedIn
Video and audio media	YouTube, Flickr
Information collection (collaborative project)	Wikipedia, Reddit
Virtual gaming and social worlds	SecondLife, Human

Adapted from D'Souza et al. 2021. *Mayo Clinic Proceedings*; 96:8; 2218-2229

Rationales for **SOCIAL MEDIA RESEARCH**

Rationale/Objective for study	Example
Evaluation of content accuracy	YouTube content on systemic lupus erythematosus
Survey of healthcare consumer values, attitudes and preferences	Public users' views of gene therapy abstracted from the online platform of "Yahoo! Answers"
Assessment of personal patient experience with disease or treatment	First-hand patient testimonials using a new orthodontic device for teeth alignment shared on YouTube ¹⁴
Determining appropriate public communication strategies	Social media communication strategies during health emergencies such as outbreaks of the Ebola virus and Zika virus

Adapted from D'Souza et al. 2021. *Mayo Clinic Proceedings*; 96:8; 2218-2229

SOCIAL MEDIA STUDY DESIGNS

- Most are descriptive
- Some are quantitative designs case-control, cohort, or RCTs
- Postpartum weight loss intervention (Facebook vs. in-person group) with 72 postpartum women

What can **WE** do as **PROVIDERS?**

- Provider channels on social media

Dr. Sandra Lee (aka Dr. Pimple Popper) ✓
7.24M subscribers • 827 videos
I'm Sandra Lee, MD, aka Dr Pimple Popper, a board-certified

SUBSCRIBE

Twitter

North American Neuromodulation Society - est 1994 -

Doctor Mike ✓
7.89M subscribers • 414 videos
Dr. Mikhail "Mike" Varshavski D.O. Actively Practicing Board Certified Family Medicine Doctor living in NYC #1 Health/Medicine ...

- Consider collaborating with video production companies to improve quality
- Collaborate with professional societies like NANS

What can **WE** do as **PROVIDERS**?

ARTICLES

<https://doi.org/10.1038/s41591-021-01487-3>

nature
medicine



OPEN

Effects of a large-scale social media advertising campaign on holiday travel and COVID-19 infections: a cluster randomized controlled trial

- Conduct research on social media
- Studies exposing pts to online support groups, groups educating on self-management tips

What can **WE** do as **PROVIDERS**?

BMJ Journals

BMJ Evidence-Based Medicine

BMJ
EVIDENCE-BASED
MEDICINE



bmj.com

BMJ

PART 1. *Users' Guides to the Medical Literature : A guide for interpreting data available on platforms*

PART 2. *Users' Guides to the Medical Literature: A guide for appraisal of studies using data from platforms*

D'Souza RS, Daraz L, Hooten W, Murad H

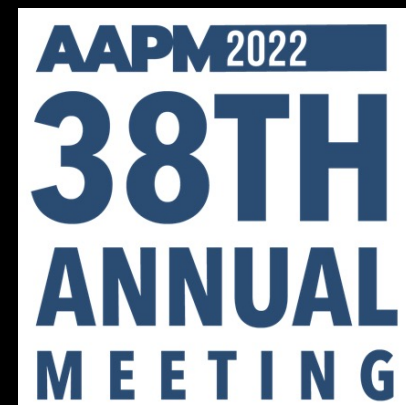
- PART 1: Trustworthiness, accessibility, usability, privacy
- PART 2: Sensible question, comprehensive search, reproducibility, appropriate synthesis, certainty (**GRADE**)

CONCLUSION

- **SOCIAL MEDIA** is **PROMINENT** in Society
- Patients **ACCESS INFO** from social media and **BELIEVE** the content
- Current **QUALITY** is **LOW** on platforms
- More **RESEARCH** warranted
- Clinicians and national societies can do **MORE**



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QUESTIONS?



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