

Understanding the Meaningful Use of Social Media by Surgeons

Presented by:

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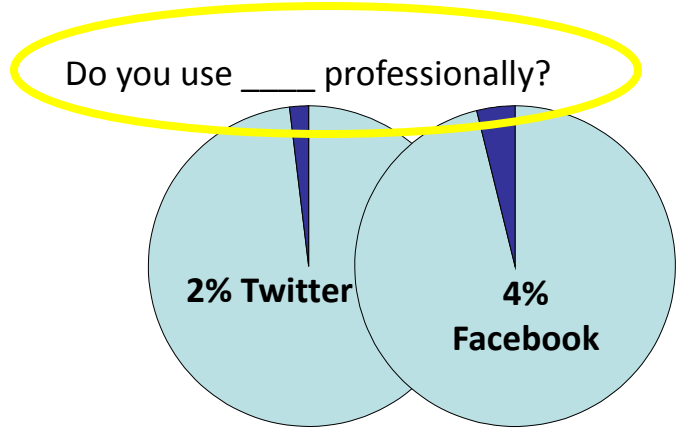
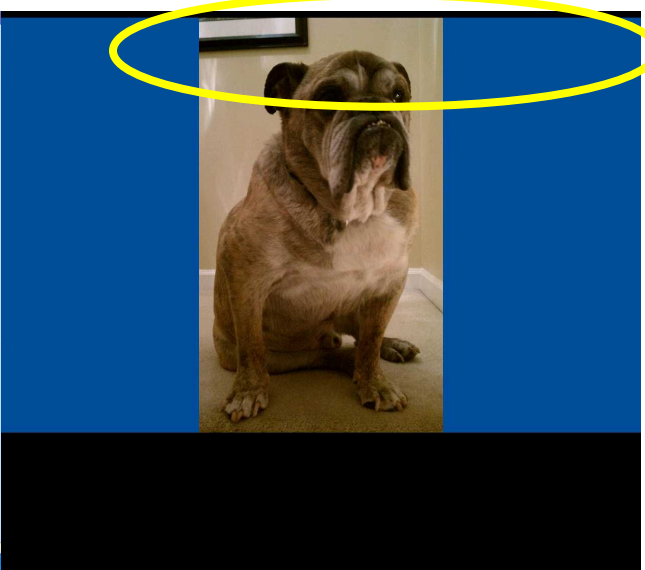
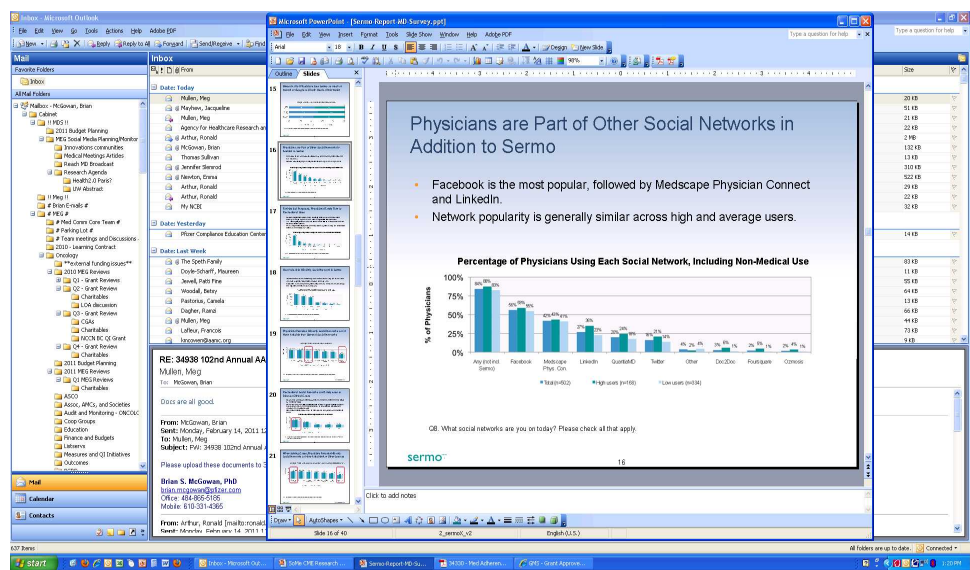
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October 2012



Inconsistent Data of Docs 'Using' SoMe



PeerView 2010

Do you spend time on social media websites (e.g., Facebook, LinkedIn, Twitter, online forums, etc.) for PERSONAL purposes ?

Answer Options	Response Percent	Response Count
Yes	48.1%	51
No	51.9%	55

Do you spend time on social media websites for PROFESSIONAL purposes?

Answer Options	Response Percent	Response Count
Yes	45.3%	48
No	54.7%	58

MCM 2010; unpublished

!!%*&^### Data of Docs Using SoMe

The image is a collage of overlapping screenshots from a Windows 7 desktop environment. The primary focus is a print dialog box for a document titled "Doctors Patient Social Media - QuantiaMD.pdf". The dialog shows settings for printing to an HP Photosmart Prem C31i, with 3 sheets of paper, all pages, 1 copy, in portrait orientation. The background shows a web browser window displaying an article from amednews.com titled "Nearly all U.S. doctors are now on social media". The article, dated September 26, 2011, reports that 84% of doctors use social media sites like Facebook and Twitter. Other visible elements include a taskbar at the bottom with icons for Start, Internet Explorer, Google Chrome, CNN.com, Windows Explorer, Microsoft PowerPoint, and Doctors Patient Social Media. The system clock shows 7:33 PM on 3/28/2012.

Doctors Patient Social Media - QuantiaMD.pdf - Adobe Acrobat Professional

File Edit View Document Comments Forms Tools Advanced Window Help

Create PDF Combine Files Export Start Meeting Secure Sign

Our study found that over 65% of physicians are active on social media. Importantly, our definition of social media included professional and patient communication.

Print

Total: 3 sheets of paper

Destination: HP Photosmart Prem C31i

Pages: All

Copies: 1

Layout: Portrait

Margins: Default

Options: ☒ Headers and footers

Print using system dialog (Ctrl+Shift+P)

Print

Cancel

amednews.com

Nearly all U.S. doctors are now on social media

By PAMELA LEWIS DOLAN, amednews staff. Posted Sept. 26, 2011.

The number of physicians using sites such as Facebook and Twitter has grown so quickly that Gabriel Boulet, MD, realized through most are active on sites personally — and many professionally — they have been reluctant to engage with patients.

The data, collected by Dr. Boulet between February and May 2010 and posted more than a year later on the *Journal of General Internal Medicine* site, found that 84% of doctors use social media sites.

However, between April and May 2011, research and consulting firm Frost & Sullivan found that 84% of doctors use social media for personal purposes. Then in August, nearly 90% of physicians reported that they used at least one social media site, according to a study published in August by the Pew Internet & American Life Project.

By these numbers, physicians are well ahead of the general adult population — 65% of the general public use social media, according to a study published in August by the Pew Internet & American Life Project.

"The rise in social media has been so meteoric," said Dr. Boulet, an internist at Indiana University Health and an affiliate faculty member at the Charles Warren Fairbanks Center for Medical Ethics in Indianapolis, which sponsored his research. "However, between April and May 2011, research and consulting firm Frost & Sullivan found that 84% of doctors use social media for personal purposes. Then in August, nearly 90% of physicians reported that they used at least one social media site, according to a study published in August by the Pew Internet & American Life Project."

One-third of the QuantiaMD survey respondents said they had received a friend request from a patient on Facebook. The QuantiaMD survey respondents said they had received a friend request from a patient on Facebook. The QuantiaMD survey respondents said they had received a friend request from a patient on Facebook.

Link to mobile

Experts say part of the increase in social media use among physicians probably can be tied to the rise in smartphone and mobile device use, which followed a similar trend of rapid adoption among physicians.

Many physicians adopted smartphones for personal reasons and then found ways to use them in their professional lives. Similarly, an personal social media use grew, in part because it's easy to access from a mobile device, physicians started thinking about ways to incorporate social networking into their professional lives.

Physicians are one of the most mobile of all professions," Fabrizzi said. Her organization, Frost & Sullivan, said 75% of health care professionals surveyed use social media for business purposes.

Mary Mushak, chief communications officer for QuantiaMD, which surveyed 4,032 physicians, said that when it comes to professional use of social media by physicians, there are two categories: physician-to-physician communication and physician-to-patient. The most active use by far is physician-to-physician interaction, which usually takes place in closed physician communities, blogs, YouTube (N=4032).

The QuantiaMD survey found that the types of social media site with the highest physician traffic professionally were online physician communities, blogs, YouTube (N=4032).

Online physician communities, blogs, YouTube (N=4032)

Physicians' professional use of social media, and they are used by 28% of

start

CNN.com - Br...

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Doctors Patie...

7:33 PM

3/28/2012

2:45 PM

Question #1:
**How can we better understand
the meaningful use of
social media by physicians?**

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Step One: Define 'Social Media'

Internet-based applications which allow for the creation and exchange of user-generated content and includes services such as social networking, professional online communities, wikis, blogs, and microblogging.

Step Two: Define 'Meaningful Use'

Hypothesis:

There are 3 ways that HCPs 'use' social media:

1. To practice – treating patients
2. To promote public health messaging (& promotion)
3. To learn – sharing of medical information/knowledge



Methods

- **Survey:**
 - Developed using theoretical framework, previous literature, and input from advisory board. Surveys were pilot tested using cognitive interview process prior to implementation
- **Distribution:**
 - Surveys were distributed by email in March 2011 to a random selected sample of US oncologists and primary care physicians.
- **Target groups and sample size:**
 - US Oncologists (n=186) & US Primary Care Physicians (n=299)
- **Response Rate:**
 - A sample of 491 responses were collected however 485 responses were analyzed.
 - Response rate = 27%
- This study was submitted and approved by IRBs at Western and JHU

Physician Adoption and Use of Social Media to Share Medical Knowledge with Other Physicians

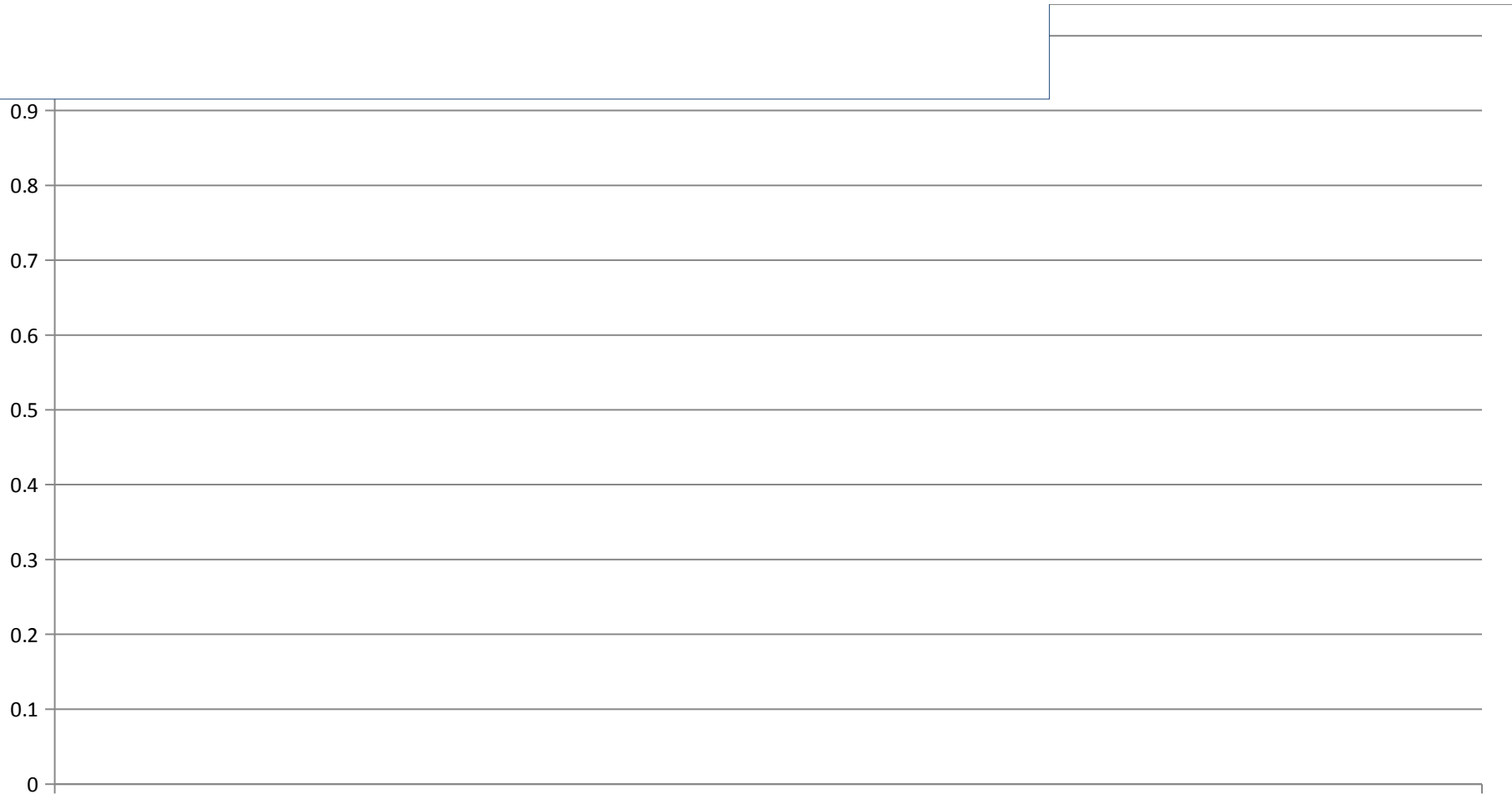
Abstract 1 - Physician Adoption of Different technologies to share general medical knowledge with other physicians 5.12.11 0102BSM.docx - Microsoft Word

Physician Adoption of Different technologies to share general medical knowledge with other physicians (N=491)	Not Aware of this application	Will never use	Unlikely to use within 3 months	Not Sure	Likely to use within 3 months	Very likely to use within 3 months	Current user
Texting	1.0	9.2	25.66	10.2	9.6	4.5	39.5
Email	0.0	1.0	4.89	5.1	10.8	7.7	70.5
Podcasting	5.0	16.5	29.33	18.7	10.2	7.3	12.8
Blogs	2.0	21.0	34.22	19.8	9.4	3.1	10.6
Wikis	3.0	16.3	22.00	15.3	12.8	6.3	24.2
RSS Feeds	22.0	13.0	21.38	28.3	5.3	4.5	5.5
Cell Phone Apps	2.0	9.0	15.48	15.3	12.4	9.6	35.6
iTunes	4.0	17.3	22.61	15.3	7.5	6.1	26.5
Facebook	2.0	26.1	27.70	15.7	7.5	2.6	18.3
LinkedIn	14.8	18.9	26.07	21.4	5.5	3.5	10.4
Twitter	2.0	32.6	31.36	18.9	4.9	2.6	6.7
YouTube	3.0	20.8	24.44	18.7	6.1	3.9	22.4
Restricted Online Communities	2.0	4.9	8.76	12.6	11.0	8.8	51.5

Page 2 Sec 1 2/6 At Ln Col REC TRK EXT OVR English (U.S.)

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Physician Adoption and Use of Social Media to Share Medical Knowledge with Other Physicians



Question #2:

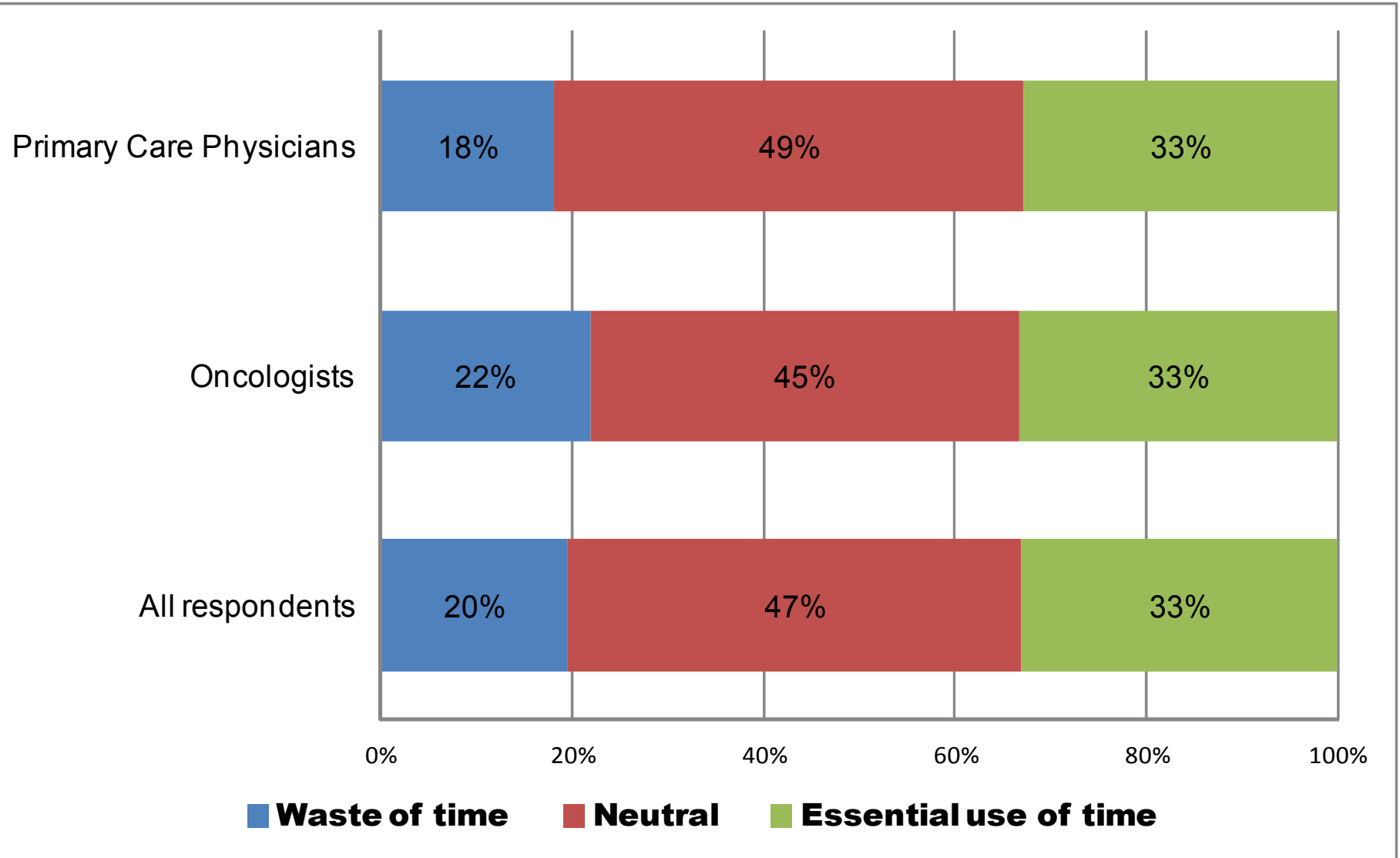
How can we better understand
'why' physicians use social media in
meaningful ways?

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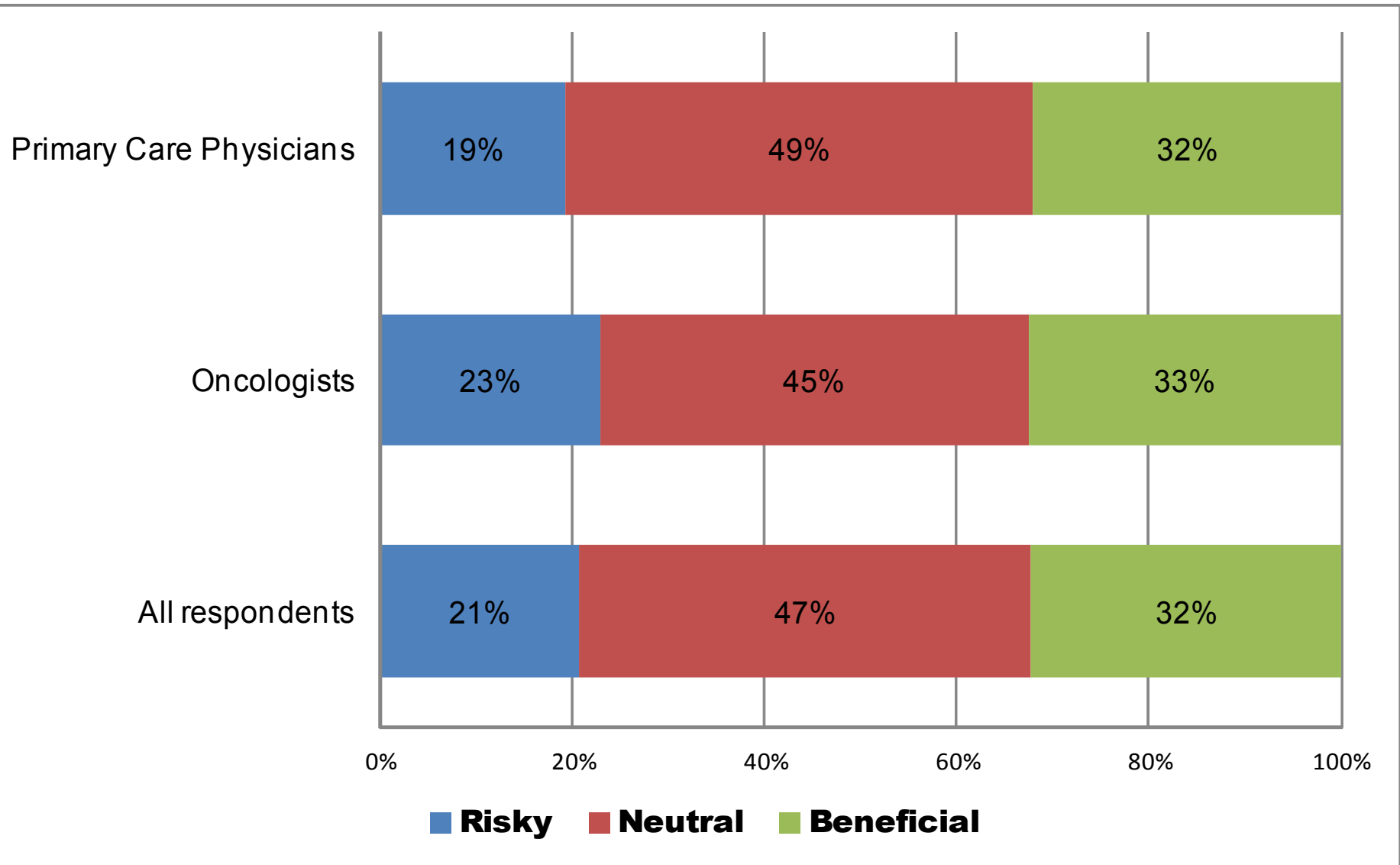
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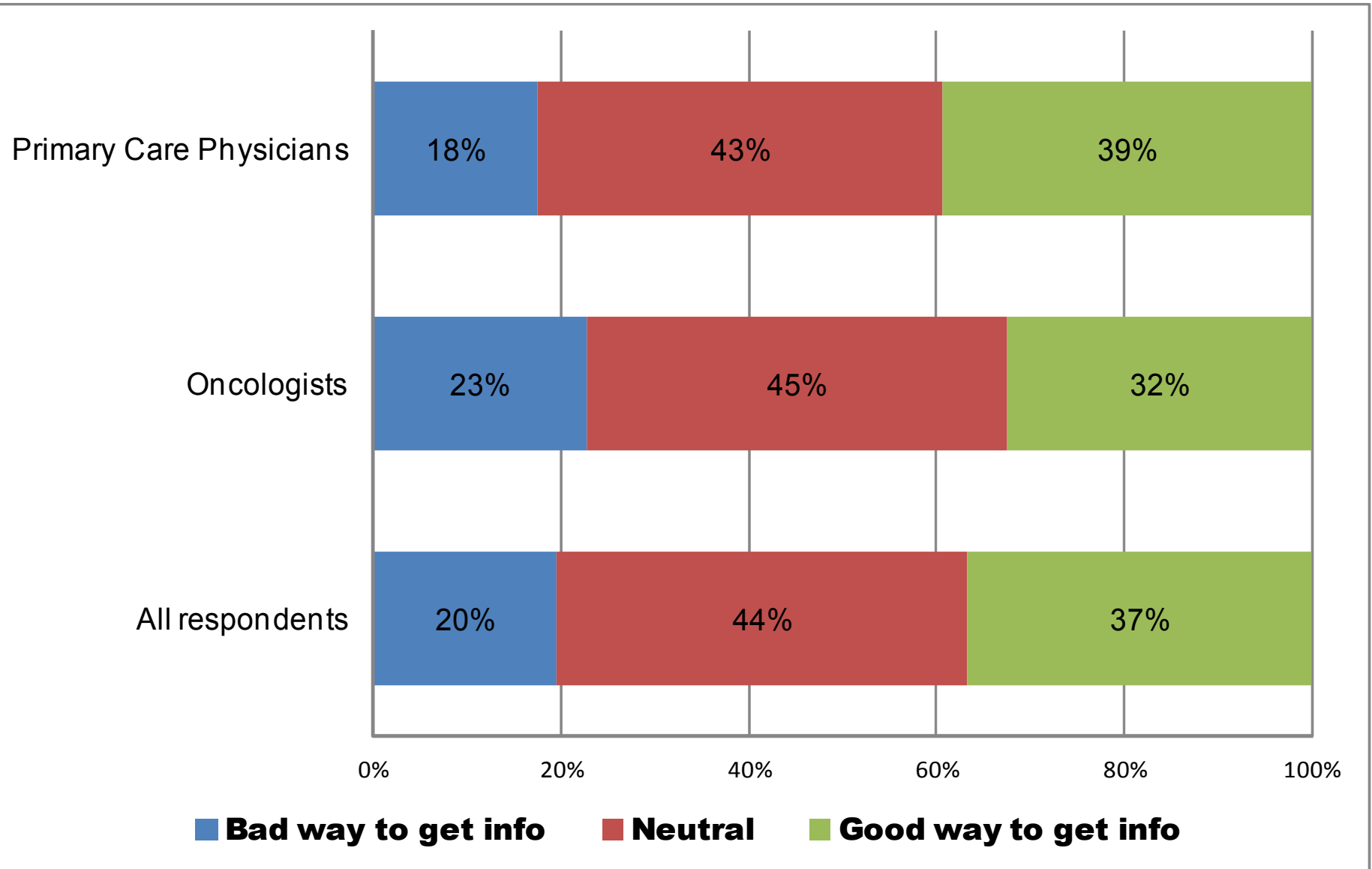
Physician attitudes towards using social media



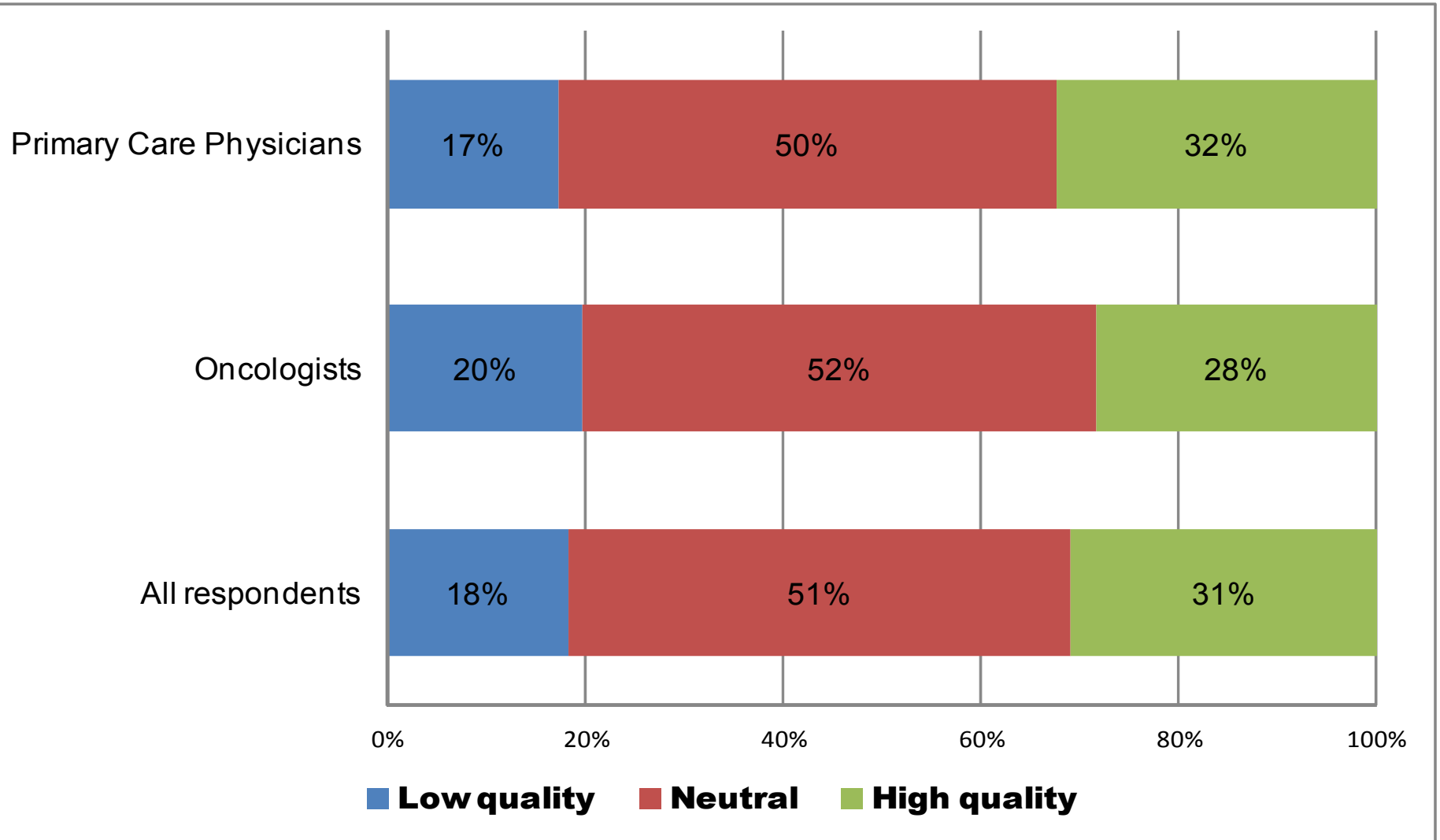
Physician attitudes towards using social media



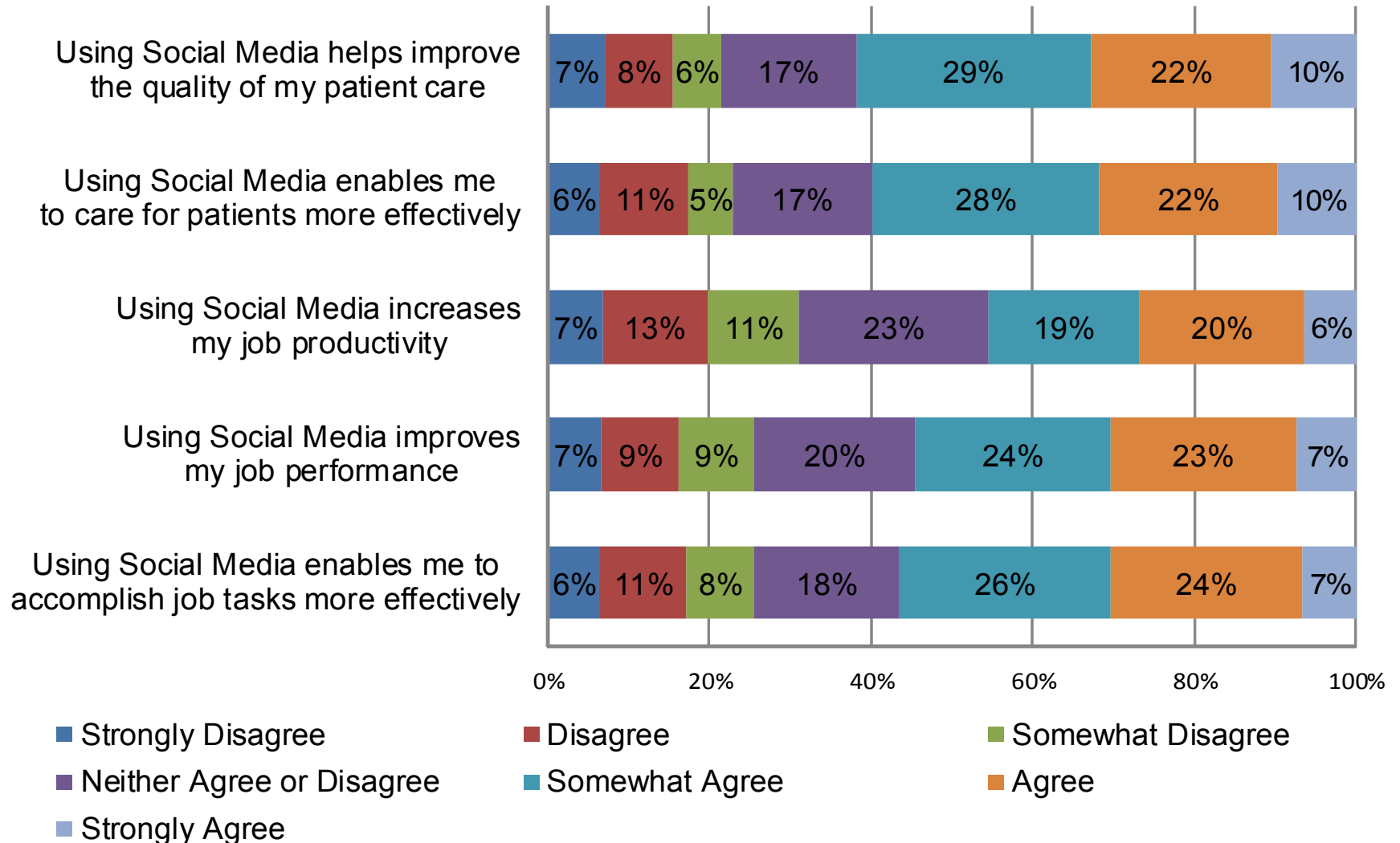
Physician attitudes towards using social media



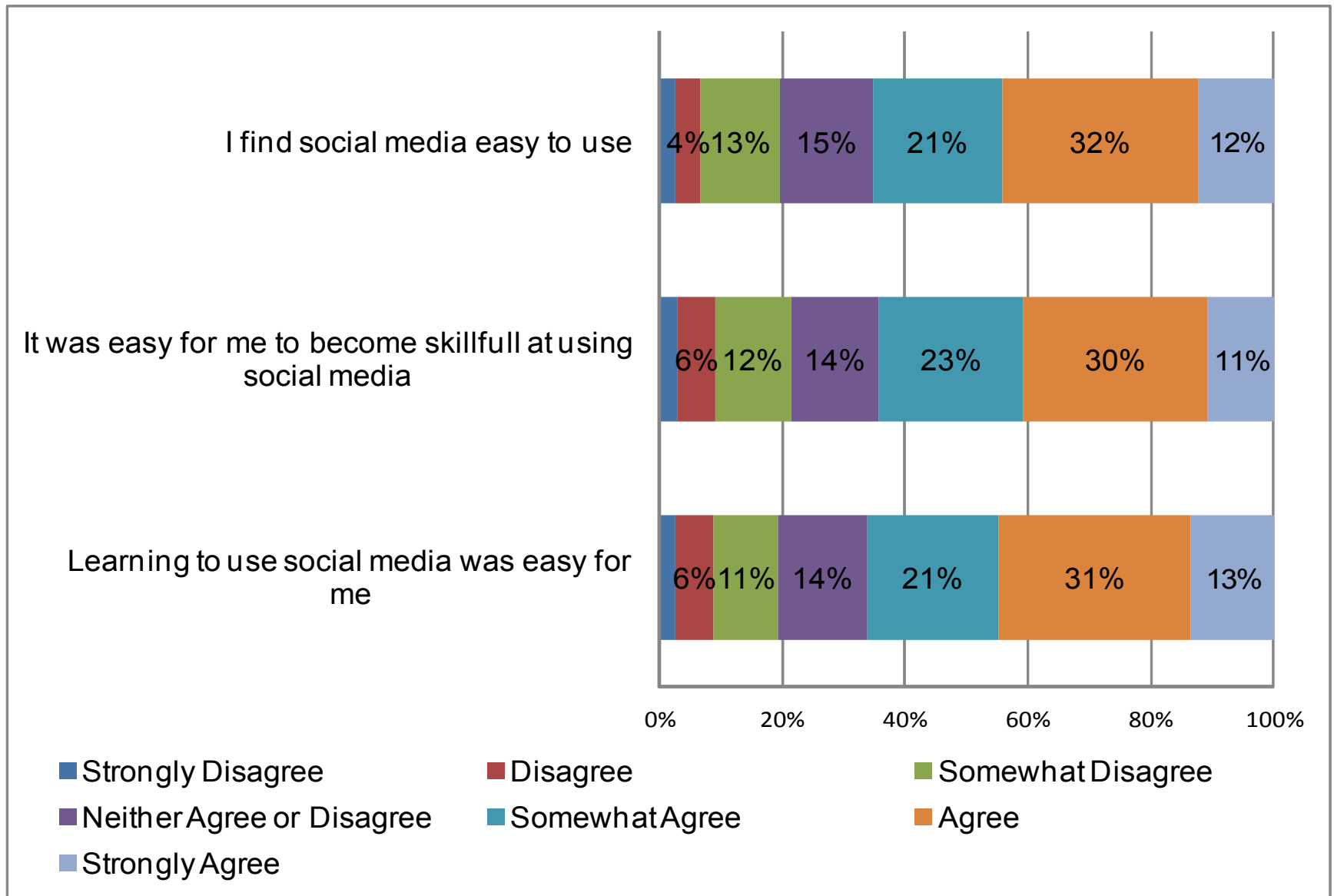
Physician attitudes towards using social media



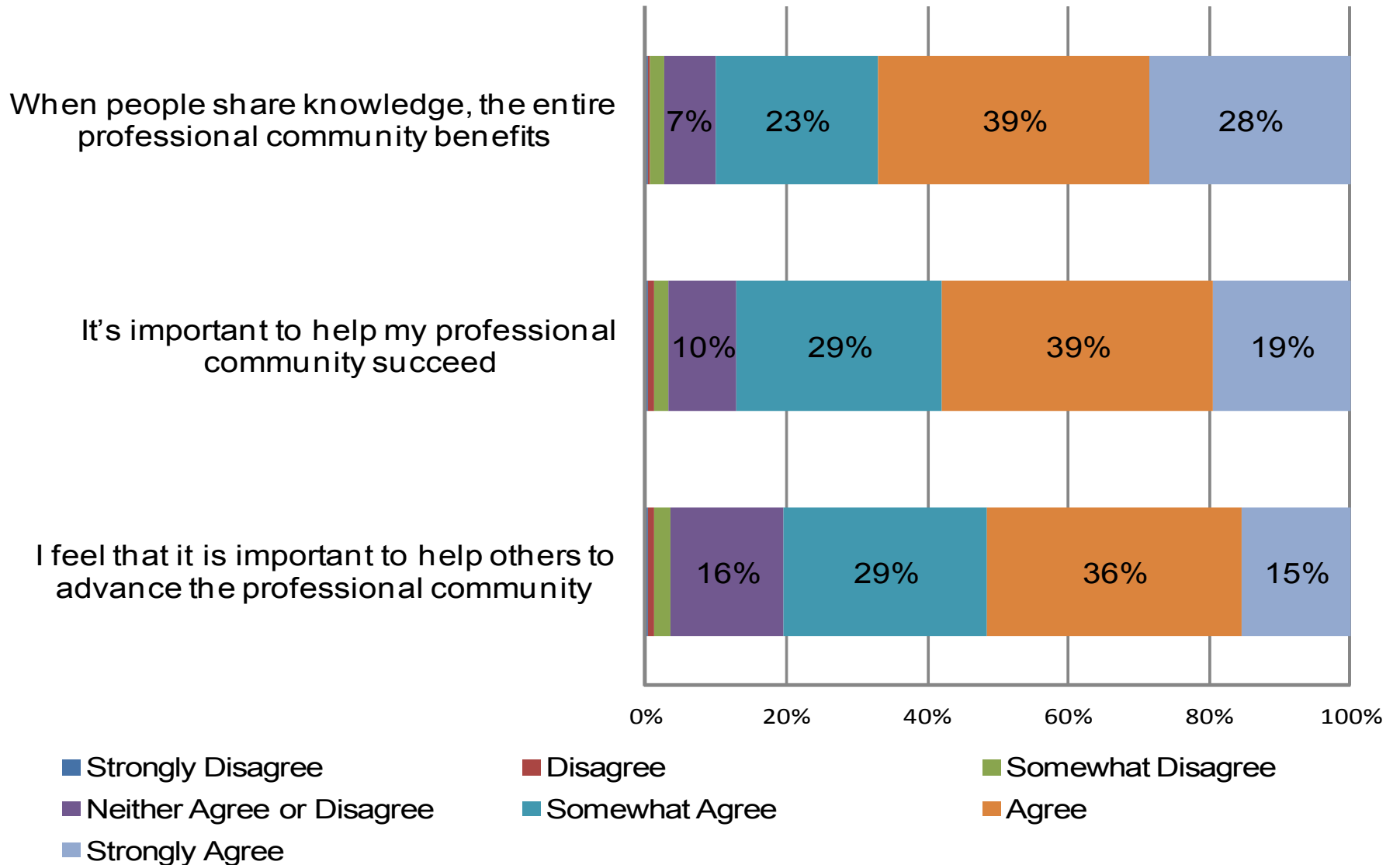
Benefits of primary care physicians using social media



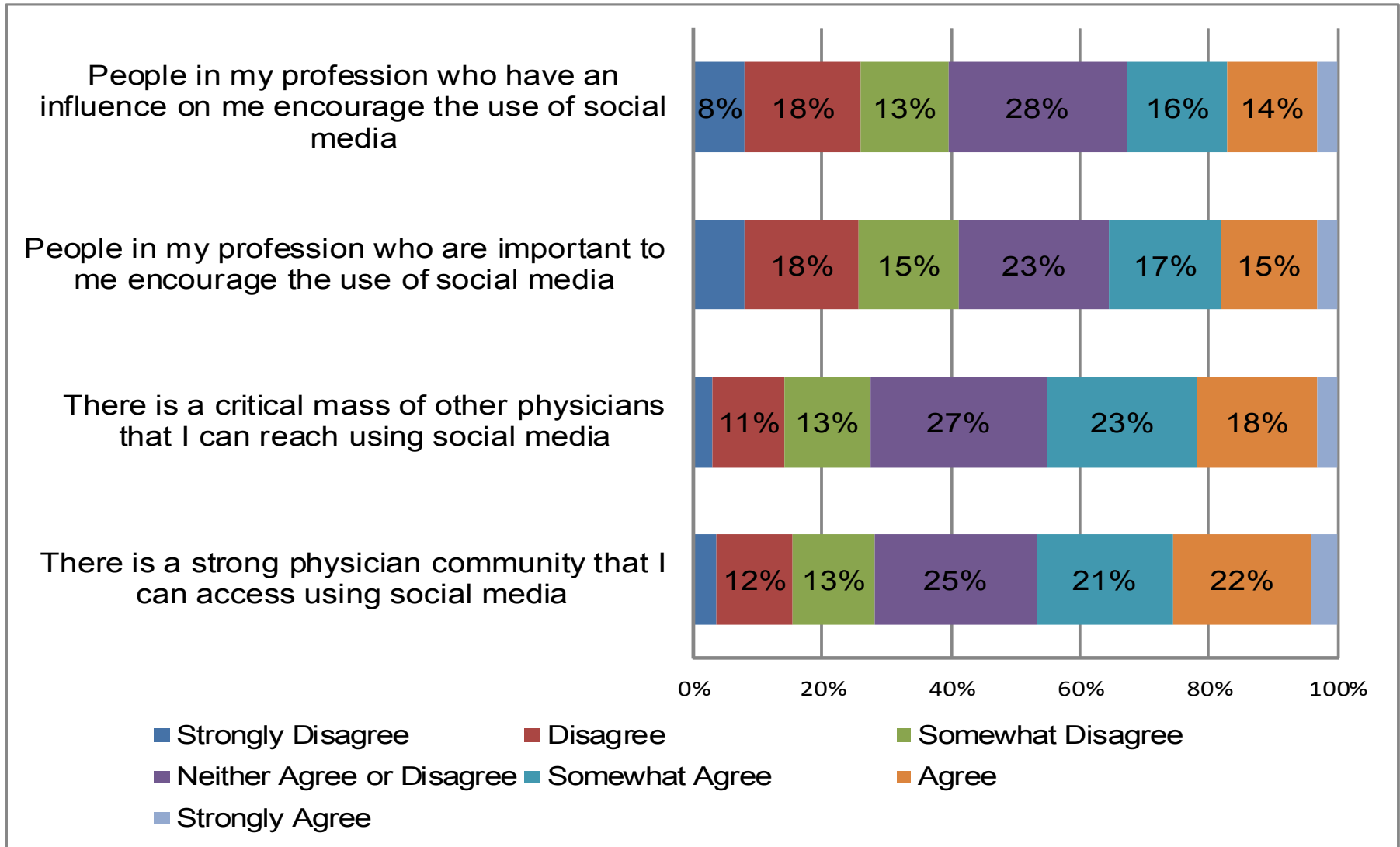
Ease of use - Primary Care Physicians



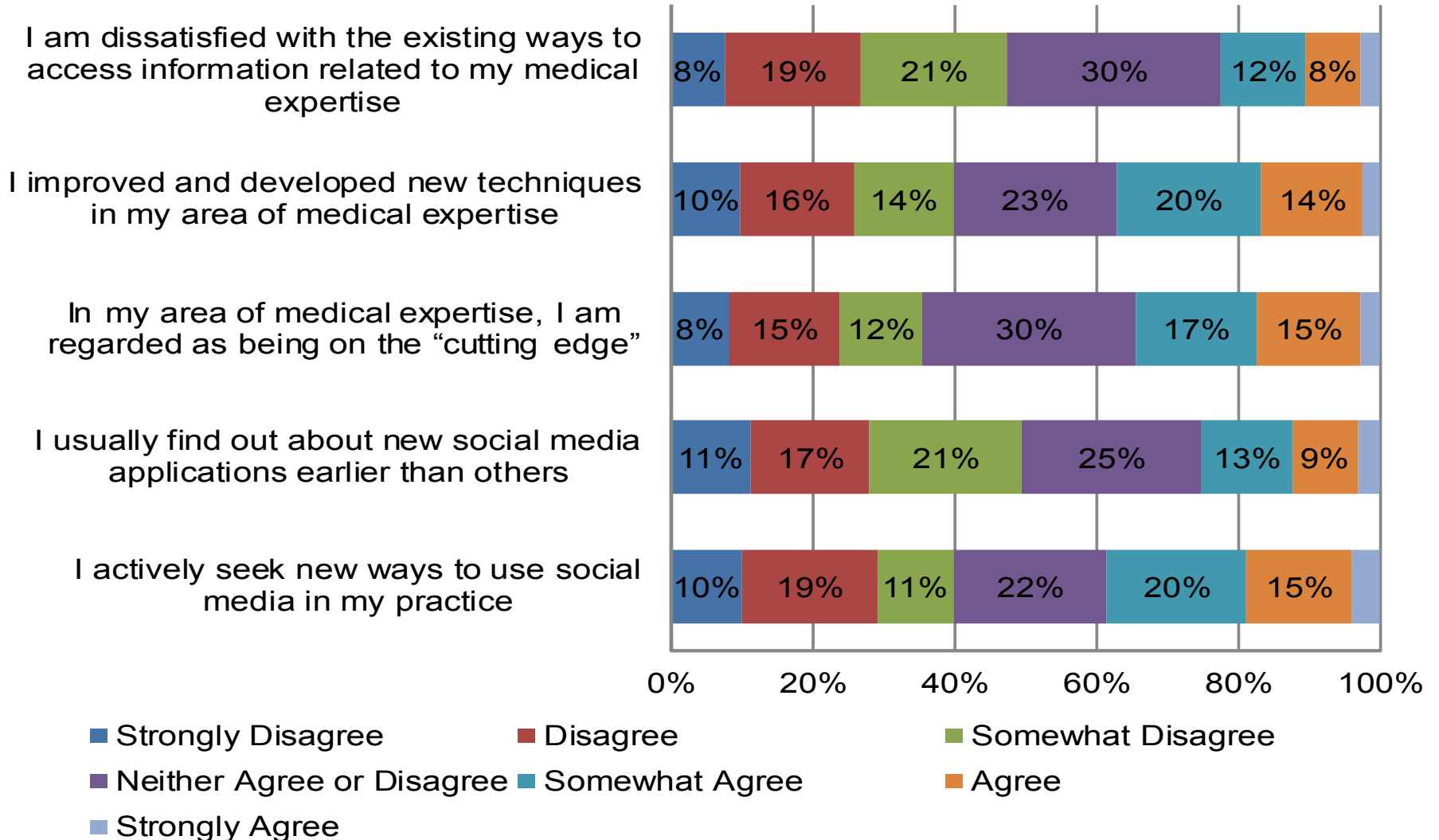
Advancing the Community – Primary Care Physicians



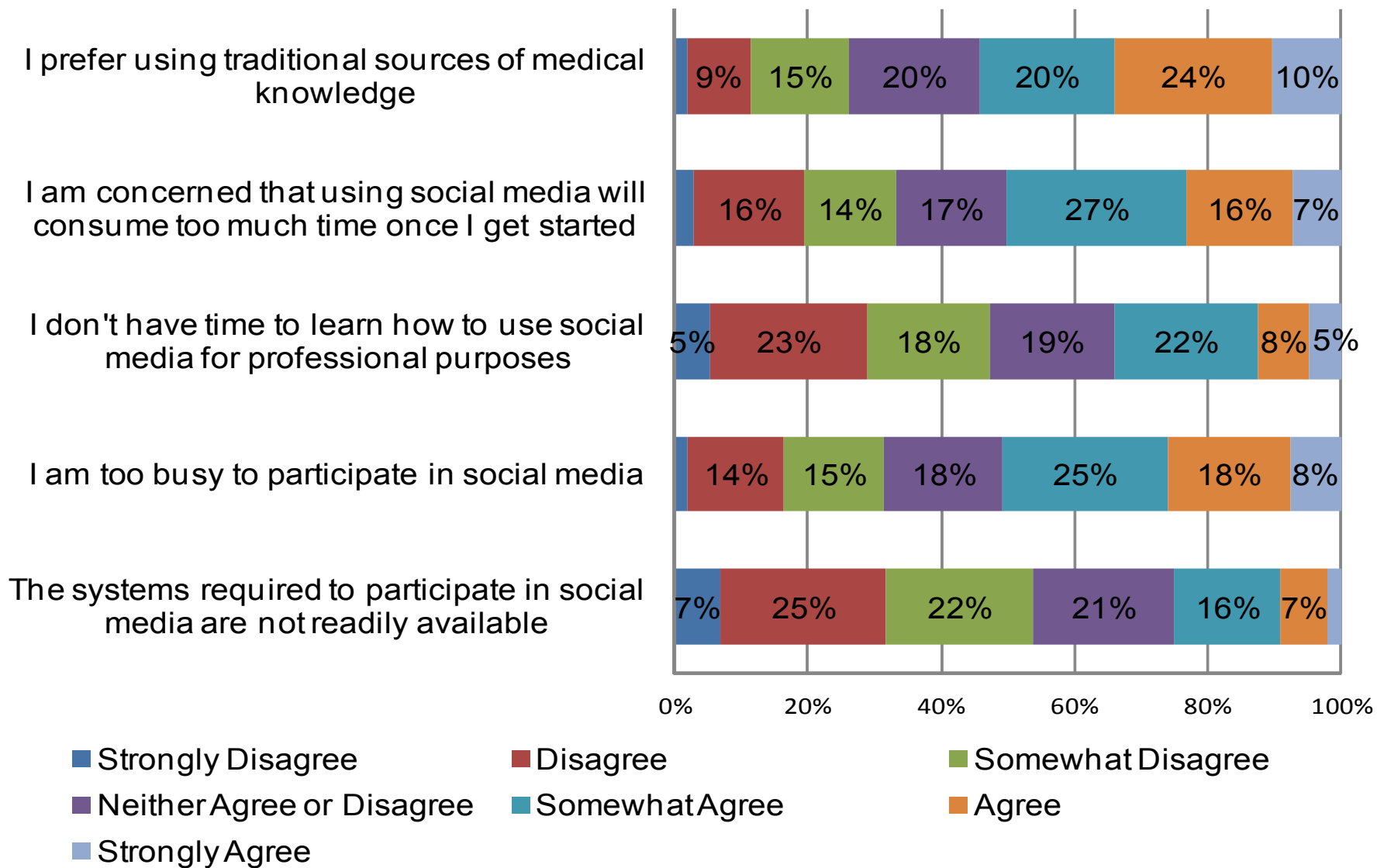
Social Norming – Primary Care Physicians



Innovativeness - Primary Care Physicians



Barriers – Primary Care Physicians



Five Next Steps

1. Focus on the 'big movable middle'
2. Better understand what fed the various attitudes
3. Explore the barriers more meticulously
4. Objectively demonstrate the benefits of bucket 3 use
5. Insist on rigorous data – build a science

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Questions and Comments

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