

HOW CAN WE LEARN FROM A DIGITAL PATIENT JOURNEY

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CHIARG
PAWEŁ

o chirurgii inaczej

Disclosures



SPEAKER FOR NESTLE,
FRESENIUS KABI



TRAVEL GRANT FROM
NESTLE



DIGITAL PATIENT ADVISORY
BOARD MEMBER FOR
MERCK GMBH

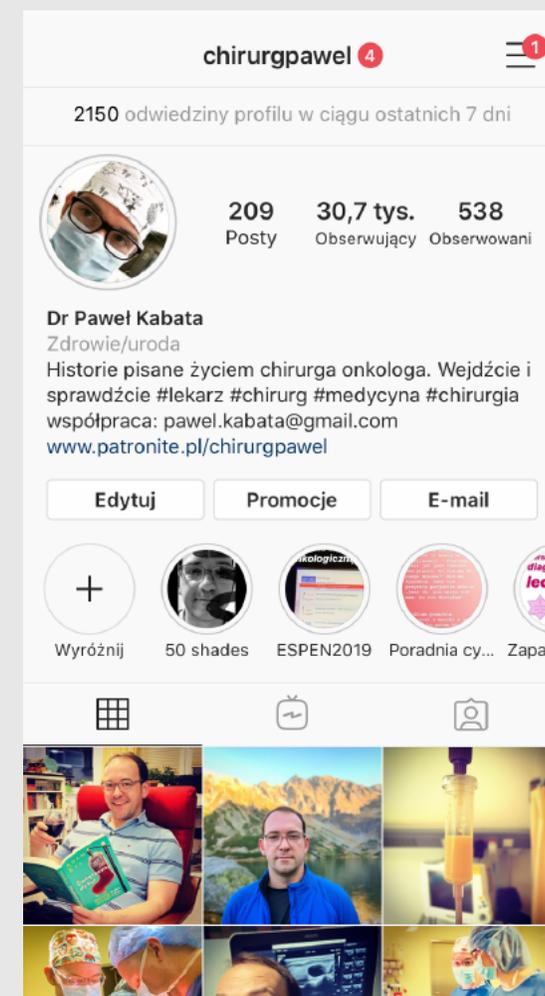
Who am I ??

- Consultant oncological surgeon
- Assistant professor
- Certified clinical nutrition professional



My alter-ego

- Social media medical influencer
- 38k followers on Instagram & Facebook



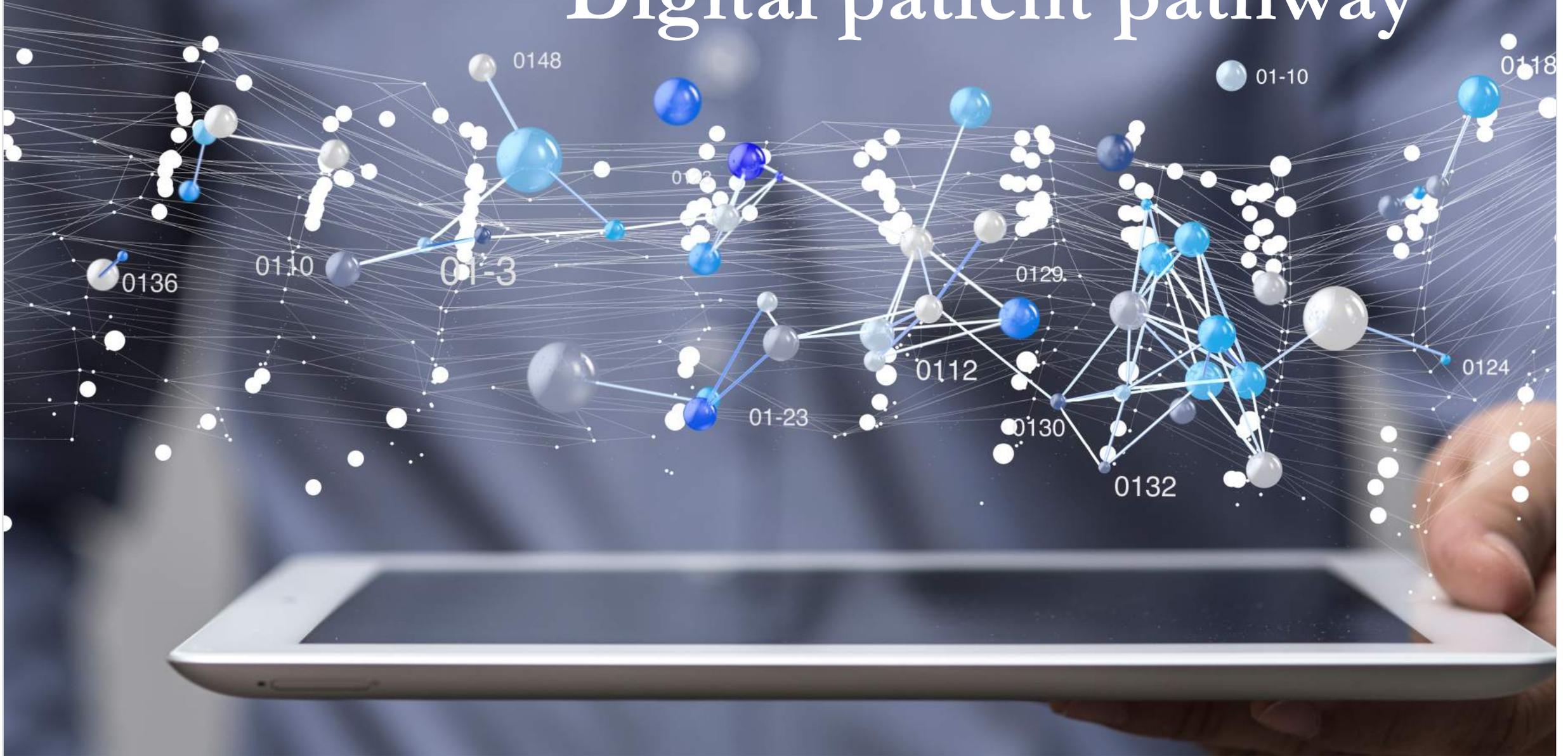
Storyteller



Health promoter &
educator



Digital patient pathway



Real patient pathway ??



VS



Where technology meets medicine...



Google



yelp

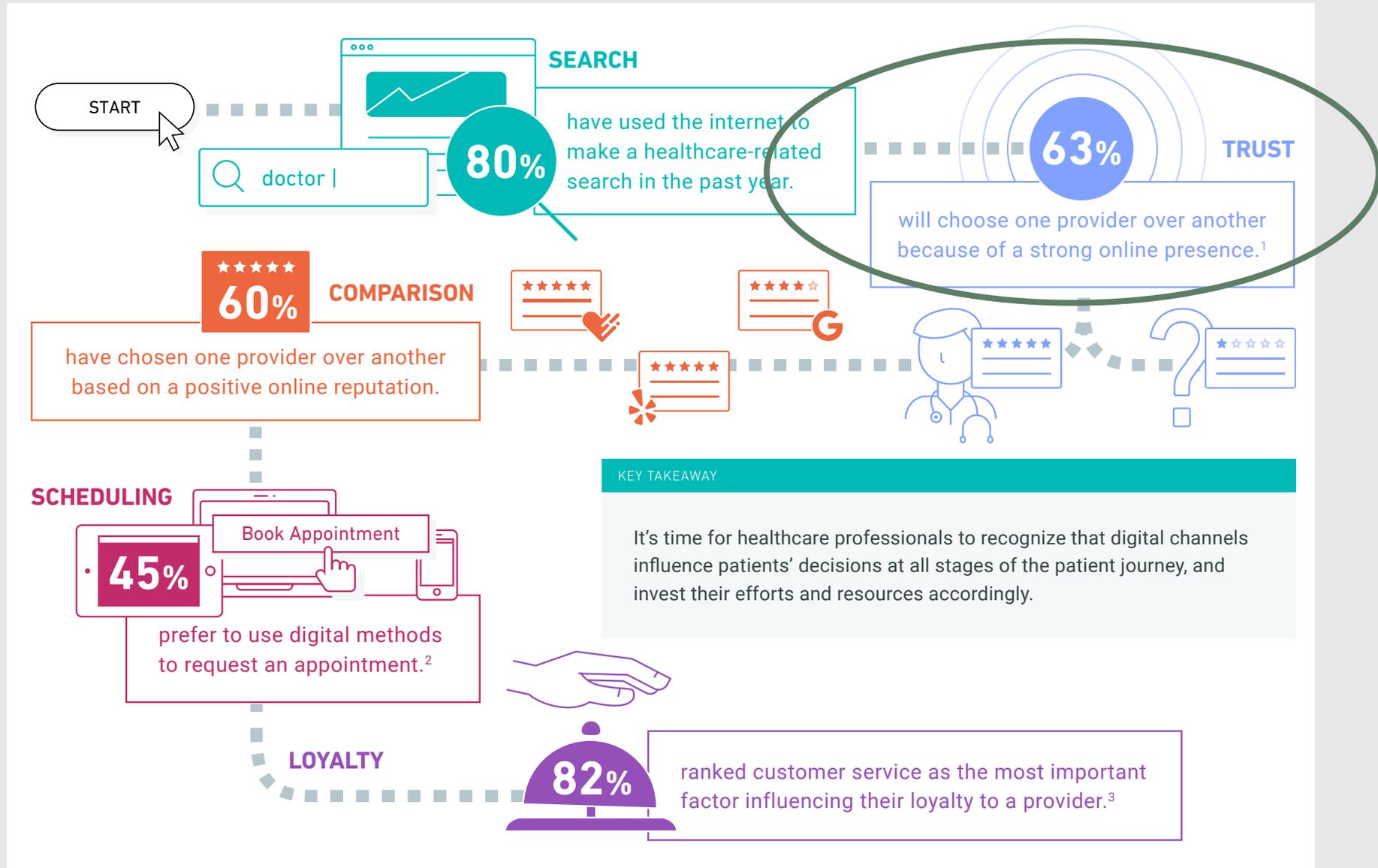


YouTube



facebook





Customer Experience Trends in Healthcare 2018 Report; doctor.com

optimal
nutritional care
for all

Take control
of the pathway



Good quality content



Attractive



Patient-tailored and
disease specific



WEBSITE VERSUS SOCIAL MEDIA

DO ENTREPRENEURS STILL NEED A DOMAIN
IN THE AGE OF SOCIAL MEDIA?



Control the narrative and send people to social pages when you decide

Your website is entirely customisable to suit your brand and business needs

A website is a home for your online presence

A website offers more opportunity to gain insight from traffic analytics and user behaviour



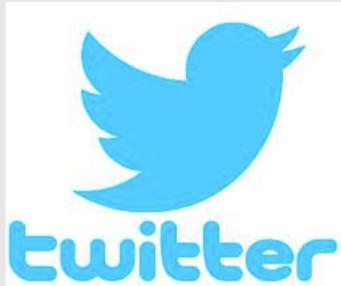
With only social media channels, you don't own your brand

You are limited by the interface and functionality of the social media platform

Social Media is a marketing tool

Social Media is limited by the analytics and insights available from the platform

- Direct viewer feedback
- Real-time engagement
- Building solid relationships
- Networking opportunities



Contents lists available at ScienceDirect

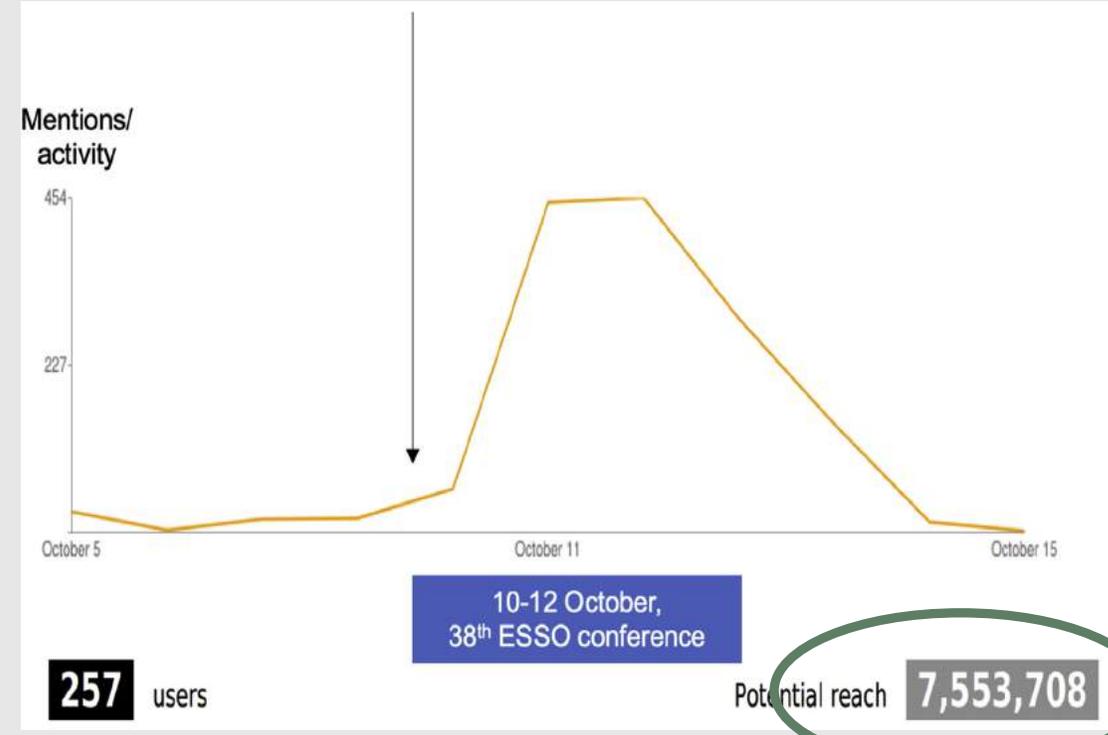
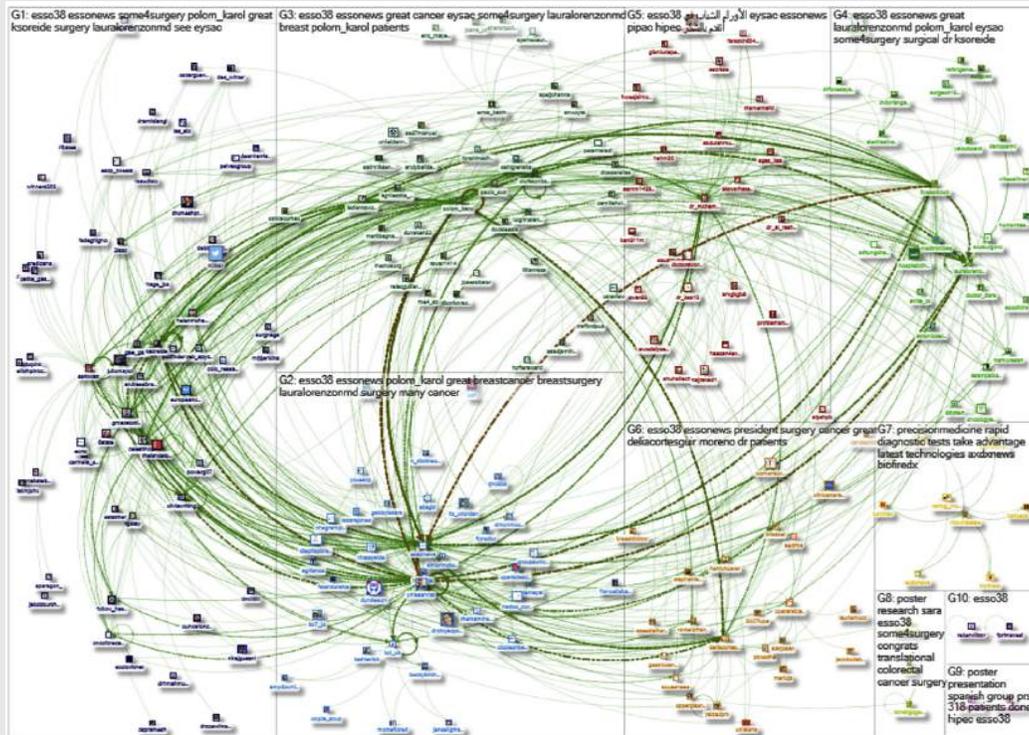
European Journal of Surgical Oncology

journal homepage: www.ejso.com



Tweeting the meeting: Quantitative and qualitative twitter activity during the 38th ESSO conference

Kjetil Sørdeide ^{a, b, *}, Graham Mackenzie ^c, Karol Polom ^{d, e}, Laura Lorenzon ^f, Helen Mohan ^g, Julio Mayol ^h



 **Karol Polom**
@polom_karol

Secondary Surgical [#Cytoreduction](#) for Recurrent [#OvarianCancer](#) followed by chemotherapy did not result in longer overall survival than chemotherapy alone. [@NEJM](#)

[Przetłumacz Tweeta](#)



Secondary Surgical Cytoreduction for Recurrent Ovarian Cancer | N...
nejm.org

06:37 · 14.11.2019 · [Twitter for iPhone](#)

Tweety podane dalej przez **3** Polubień: **5**

 **Olle Ljungqvist**
@OlleLjungqvist

Mike and I are enjoying the [@ERAS_USA](#) congress wondering what is the US waiting for. [#ERAS](#) for all!

[Przetłumacz Tweeta](#)



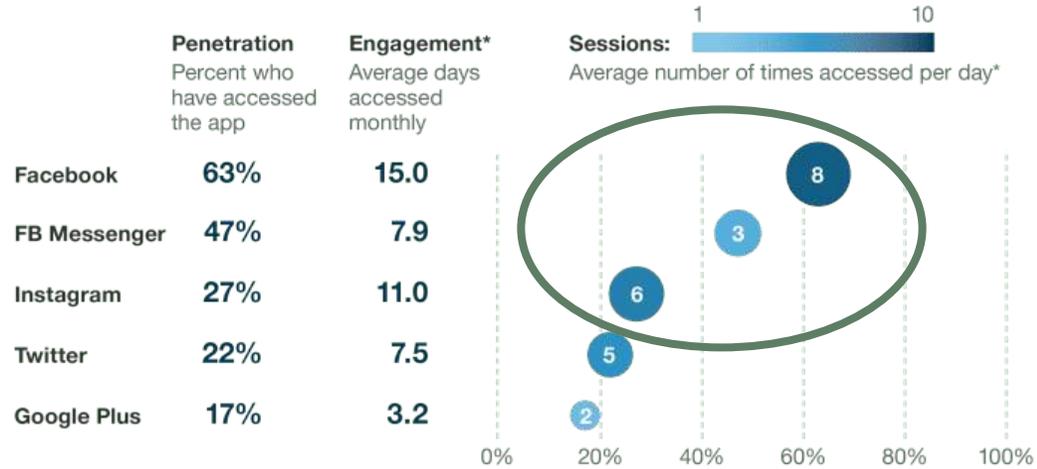
01:04 · 16.11.2019 · [Twitter for iPhone](#)

[Wyślij Tweeta z odpowiedzią](#)

- 24/7 Scientific Congress
- Latest research
- Spreading real knowledge
- Discussions & controversies

Facebook Dominates The Social Landscape



The size of each circle represents the number of days each site was accessed monthly on average.

The color intensity and accompanying number represents the number of sessions.

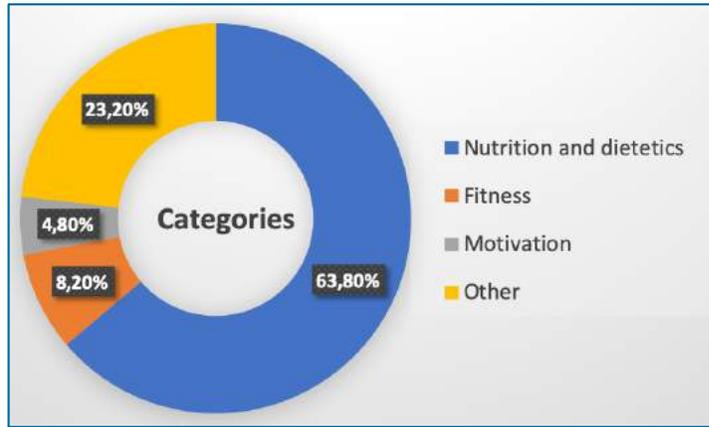
Base: 1,952 US smartphone owners (18+)

*Base: 31-782 US smartphone owners (18+) who accessed the mentioned app at least once in the past month

Note: Forrester does not collect usage data on preinstalled (native) email or messaging apps.

Source: Forrester's Mobile Audience Data, October to December 2015 (US)





	#nutrition	#nutritionist	#instadiet	#diet	#dietitian
Category					
Nutrition and dietetics	47,0%	62,3%	79,8%	55,0%	71,7%
Fitness	11,5%	6,3%	3,6%	15,1%	4,9%
Motivation	6,4%	10,9%	1,2%	3,4%	2,5%
Other	34,1%	20,5%	15,4%	26,5%	20,9%
Subcategory					
Dietary advice	14,9%	21,3%	14,2%	7,6%	20,1%
Coaching	2,3%	1,3%	2,0%	6,7%	2,9%
Cooking recipe	8,8%	18,8%	5,1%	4,6%	12,7%
Photo	54,9%	21,8%	53,8%	51,3%	33,2%
Motivation	7,9%	11,7%	2,0%	5,0%	2,5%
Fitness	None	0,4%	0,8%	0,4%	None
Other	12,1%	24,7%	22,1%	24,4%	28,6%
Popularity measures - means					
Followers	4036	4078	1070	2197	3837
Likes	162	146	38	65	146
Comments	6	5	2	3	8
Popularity measures - medians					
Followers	703	765	326	489	920
Likes	44	48	27	30	63
Comments	2	2	1	1	3

One-way ANOVA analysis for performance measures by category

	Nutrition and dietetics	Fitness	Motivation	Other	
	N=759	N=97	N=57	N=276	
Likes	116	101	88	99	p=NS
Comments	5	4	6	5	p=NS
Followers	2728	3451	4355	3328	p=NS
Like Ratio	13,3%	18,6%	30,6%	13,9%	p=0,03
Comment Ratio	5,8%	5,7%	4,5%	6,1%	p=NS
Engagement Rate	14,0%	21,7%	32,7%	14,5%	p=0,03

Spearman's rang Correlation

	Quality	
Likes	0,128	p<0,001
Comments	0,096	p<0,001
Followers	0,056	p=0,026
Like Ratio	-0,030	p=NS
Comment Ratio	0,006	p=NS
Engagement Rate	0,02	p=NS

One-way ANOVA analysis for performance measures by category

	Dietary advice	Coaching	Cooking recipe	Photo	Motivation	Fitness	Other	
	N=186	N=36	N=112	N=509	N=66	N=4	N=269	
Likes	112	55	158	83	366	20	82	p=<0,001
Comments	5	2	11	4	7	1	4	p=<0,001
Followers	3144	2154	5004	2509	5478	684	2502	p=NS
Like Ratio	12,7%	11,3%	11,9%	15,6%	27,4%	9,8%	12,9%	p=<0,001
Comment Ratio	6,0%	4,7%	7,8%	5,0%	4,6%	3,9%	6,9%	p=0,003
Engagement Rate	13,4%	11,7%	12,7%	16,8%	29,3%	10,5%	13,6%	P=0,001

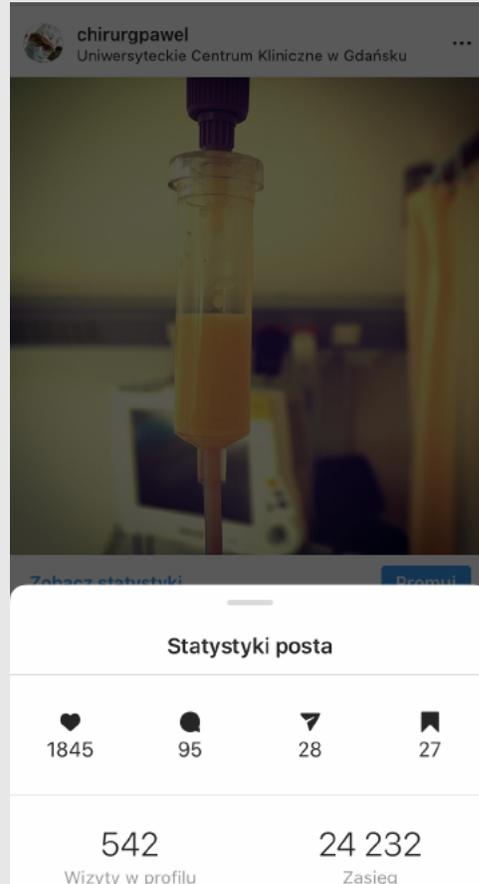


A giant cookbook with
a slight coaching vibe



- Access to good quality, well-controlled information
- Resources of medical professionals willing to educate
- Different specialties
- Broad reach and experience

Potential for improvement



Imagine going to your mother's Sunday dinner. Long-awaited one. Everyone is already sitting at the table, indulging in Sunday bliss. The whirling smell of Mamma cuisine specialties ignites the senses and sets the salivary glands in motion. Treats appear on the table and now the eyes also begin to freak out. A true carousel of senses. Pork dripping with gold, potatoes sprinkled with delicate greenery, and cabbage bringing back the best childhood memories. It's all at your fingertips. To enchant eager senses

And now imagine that you are looking at all this from behind bars. Trapped by a disease that for various reasons takes away the opportunity to try, taste and experience this one of the most important human pleasures. That all you have is a plastic syringe, an automatic pump and a silicone tube ending somewhere in the digestive tract. That instead of eating with everyone, this is where your culinary journey begins and ends. Soup, chop and dessert - all enclosed in a bag filled with uniform yellow liquid. And although you did not want it, you are not surprised because you know that this is what allows you to survive.

And even though hostile environments see it as a soulless procedure performed only for the cash register, I see hundreds of people who have been saved from something that should never have happened in the 21st century - death from hunger.

#piersiazdrowiej (healthier with the breast)

- Promoting beneficial health effects connected with breastfeeding
- 1 author
- 3 experts
- 7 days
- >320 social media posts and reposts
- >30 publications in mass-media
- 12M reach including 2M in social media



KAMPANIA SPOŁECZNA BY KAROLINA ROZTOCKA

#PiersiąZdrowiej - społeczna, oddolna i niekomercyjna kampania realizująca trzy cele:

- przypomnienie, że karmienie piersią jest zdrowe dla dziecka oraz matki, a także ekologiczne.
- uświadomienie, że karmienie naturalne ma wpływ na profilaktykę nowotworową piersi i jajnika.
- podkreślenie, że podczas laktacji należy wykonywać badanie USG piersi i jajników w celu stałego kontrolowania swojego stanu zdrowia.

7 dni

30

Ponad publikacji w telewizji, radiu, internecie i mediach społecznościowych

Ponad 320 postów na Instagramie, Facebooku i Twitterze

87% wpisów dodanych przez kobiety

12mln zasięgu, w tym

prawie 2mln zasięgu insta-akcji

DOŁĄCZ!

#kampaniapiersiazdrowiej
#piersiazdrowiej
www.piersiazdrowiej.pl



**People need to be
educated so that they can
make intelligent moral
choices**

Gary Francione

veganposters.com

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- Spread the real-life content
- Use our own experience, patient stories
- Share them and hide the science inside
- Be closer to people to lead their nutritional pathway

optim *ize*

nutritional care

for all





CHIARG
PAWEŁ

o chirurgii inaczej

THANK YOU FOR YOUR
ATTENTION