HOW CAN WE LEARN FROM A DIGITAL PATIENT JOURNEY

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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 ??
Where technology meets medicine…

Google

Yelp

YouTube

Facebook

You need to be there

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have used the internet to make a healthcare-related search in the past year.

have chosen one provider over another based on a positive online reputation.

ranked customer service as the most important factor influencing their loyalty to a provider.

prefer to use digital methods to request an appointment.

It's time for healthcare professionals to recognize that digital channels influence patients' decisions at all stages of the patient journey, and invest their efforts and resources accordingly.

 ranked customer service as the most important factor influencing their loyalty to a provider.
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?

- Direct viewer feedback
- Real-time engagement
- Building solid relationships
- Networking opportunities
Tweetering the meeting: Quantitative and qualitative twitter activity during the 38th ESSO conference

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Surgical oncology
Surgical research
Education
Conference
Social media
Twitter

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Introduction

Social media is increasingly used to share information with the potential for fast and wide reach. Data on use during surgical oncology conferences is limited. We aimed to monitor twitter usage with a soaring activity and mentions during the conference days, with a potential reach at over 7.5 million. The nodal network of tweets, the most active tweeters and retweeters are presented as well as the most frequently used hashtags. The top 3 hashtags used were #ESSO38, #SoMe4Surgery, # and #EYSAC. A positive influence on the @ESSOweb twitter handle was noted, with the numbers of followers growing from 1.5 K to over 1.8 K representing a 20% growth in just over a week.

Methods

The study period (10 October - 13 October) documented 328 tweets by 58 tweeters with 1167 retweets, mentions grow during the week of 38th ESSO conference with a potential reach at over 7.5 million. The nodal network of tweets, the most active tweeters and retweeters are presented as well as the top 6 hashtags. The top 3 hashtags used were #ESSO38, #SoMe4Surgery, # and #EYSAC. A positive influence on the @ESSOweb twitter handle was noted, with the numbers of followers growing from 1.5 K to over 1.8 K representing a 20% growth in just over a week.

Results

Data on use during surgical oncology conferences is limited. We aimed to monitor twitter usage with a soaring activity and mentions during the conference days, with a potential reach at over 7.5 million. The nodal network of tweets, the most active tweeters and retweeters are presented as well as the most frequently used hashtags. The top 3 hashtags used were #ESSO38, #SoMe4Surgery, # and #EYSAC. A positive influence on the @ESSOweb twitter handle was noted, with the numbers of followers growing from 1.5 K to over 1.8 K representing a 20% growth in just over a week.

Conclusions

Activity on tweeter during the conference was considerable, with a potential for a wide reach. Data on use during surgical oncology conferences is limited. We aimed to monitor twitter usage with a soaring activity and mentions during the conference days, with a potential reach at over 7.5 million. The nodal network of tweets, the most active tweeters and retweeters are presented as well as the most frequently used hashtags. The top 3 hashtags used were #ESSO38, #SoMe4Surgery, # and #EYSAC. A positive influence on the @ESSOweb twitter handle was noted, with the numbers of followers growing from 1.5 K to over 1.8 K representing a 20% growth in just over a week.

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

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

24/7 Scientific Congress
Latest research
Spreading real knowledge
Discussions & controversies
## Facebook Dominates The Social Landscape

<table>
<thead>
<tr>
<th>Platform</th>
<th>Penetration</th>
<th>Engagement*</th>
<th>Sessions: Average number of times accessed per day*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>63%</td>
<td>15.0</td>
<td>-</td>
</tr>
<tr>
<td>FB Messenger</td>
<td>47%</td>
<td>7.9</td>
<td>-</td>
</tr>
<tr>
<td>Instagram</td>
<td>27%</td>
<td>11.0</td>
<td>-</td>
</tr>
<tr>
<td>Twitter</td>
<td>22%</td>
<td>7.5</td>
<td>-</td>
</tr>
<tr>
<td>Google Plus</td>
<td>17%</td>
<td>3.2</td>
<td>-</td>
</tr>
</tbody>
</table>

- **Penetration**: Percent who have accessed the app
- **Engagement**: Average days accessed monthly
- **Sessions**: Average number of times accessed per day

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 (16+)

*Base: 31-782 US smartphone owners (16+) 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 in social media

- Educational intention
- Dietitians, personal trainers, fitness models

#instadiet study

- 5 popular hashtags: #nutrition #nutritionist #diet
  #dietitian #instadiet
- 1250 Instagram posts
- Categorized and subcategorized
- Quality of information, performance measures
The aim of this study was to see whether social media are fast growing, worldwide platforms for unlimited exchange of various content. With information and knowledge about nutrition and dietetics, there is an increasing number of social media profiles promoting these values as well as aiming at being fit and taking care of our body. However, can social media be a reliable source of information? One of the ways to evaluate this is to classify the content into categories:

- Nutrition and dietetics
- Fitness
- Motivation
- Other

The same was done for subcategories, such as:
- DIY (diy)
- Recipe (recipe)
- Cooking recipe (cooking)
- Photo (photo)
- Motivation (motivation)
- Fitness (fitness)
- Other

The highest interest was shown to posts related to Motivation. The popularity measures were categorized into medians and means.

For the analysis of performance measures by category, the following metrics were considered:

- Likes: N=759, N=97, N=57, N=276
- Comments: N=5, N=4, N=5
- Followers: N=3451, N=4355, N=3328
- Like Ratio: 13.3%, 16.6%, 13.9%
- Comment Ratio: 5.8%, 5.7%, 4.5%
- Engagement Rate: 14.0%, 21.7%, 32.7%

The results of the one-way ANOVA analysis show significant differences between the categories for all performance measures, except for comments and followers. The Spearman’s rank correlation analysis indicated a strong positive correlation between likes and engagement rate, as well as between comments and engagement rate. The Pearson’s correlation analysis showed a strong positive correlation between likes and engagement rate, and between comments and engagement rate.
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
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.
#pierśia zdrowej (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
People need to be educated so that they can make intelligent moral choices

Gary Francione

- 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
THANK YOU FOR YOUR ATTENTION