



#WMF17

## Social media, aggiornamento professionale e promozione della salute

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*IRCCS - Istituto di Ricerche Farmacologiche “Mario Negri”*



E. Santoro, #wmf2017, Rimini 23 giugno 2017



# Blogs

Anno ?

## BMJ blogs

«Anne Caley: Patient consent

Richard Smith: Get with Web 2.0 or become yesterday's person



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# Blogs

2006

## BMJ blogs

«Anne Caley: Patient consent

Richard Smith: Get with Web 2.0 or become yesterday's person



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# Dai social network ai social media: i nuovi strumenti di comunicazione





# Penetrazione dei nuovi media in Italia nel 2016

- Il 73,7% degli italiani usa Internet
- 2 italiani su 3 usano Facebook
- 47% usa YouTube
- Gli iscritti a Instagram sono il 17%
- WhatsApp è usato dal 61% degli italiani
- Il 65% degli italiani possiede uno smartphone
- Il 28% degli italiani possiede un tablet

Censis, settembre 2016



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# I social media come strumento di aggiornamento scientifico



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# Uso di social media e apps da parte dei cardiologi italiani

- 35% usa Facebook (9% per fini prof.)
- 12% usa Twitter (5% per fini prof.)
- 18% usa LinkedIn (14% per fini prof.)
- 53% usa YouTube (18% per fini prof.)
- 12% usa blog (6% per fini prof.)
- 2,4% other HOC
- 68% possiede uno smartphone
- 62% ha installata almeno una app di salute

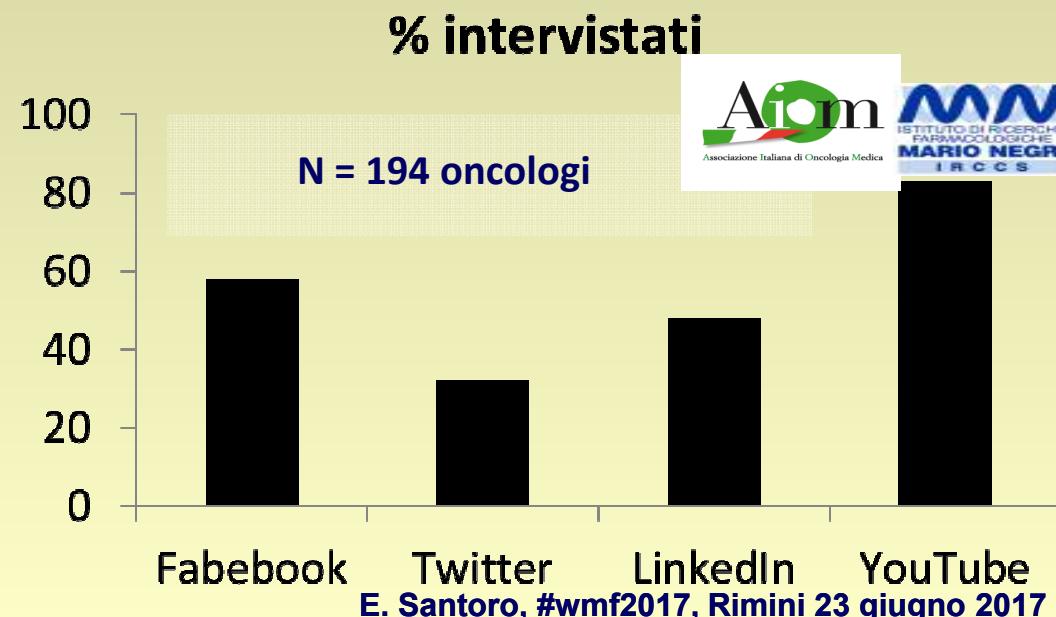
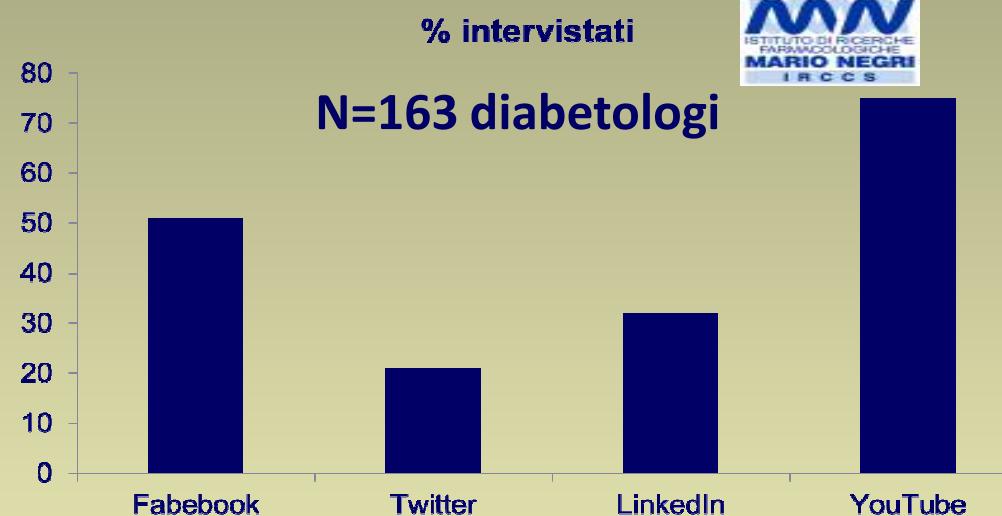
E. Santoro – Medicine 2.0 congress 9-10 oct 2014

<http://www.medicine20congress.com/ocs/index.php/med/med2014b/paper/view/2438>



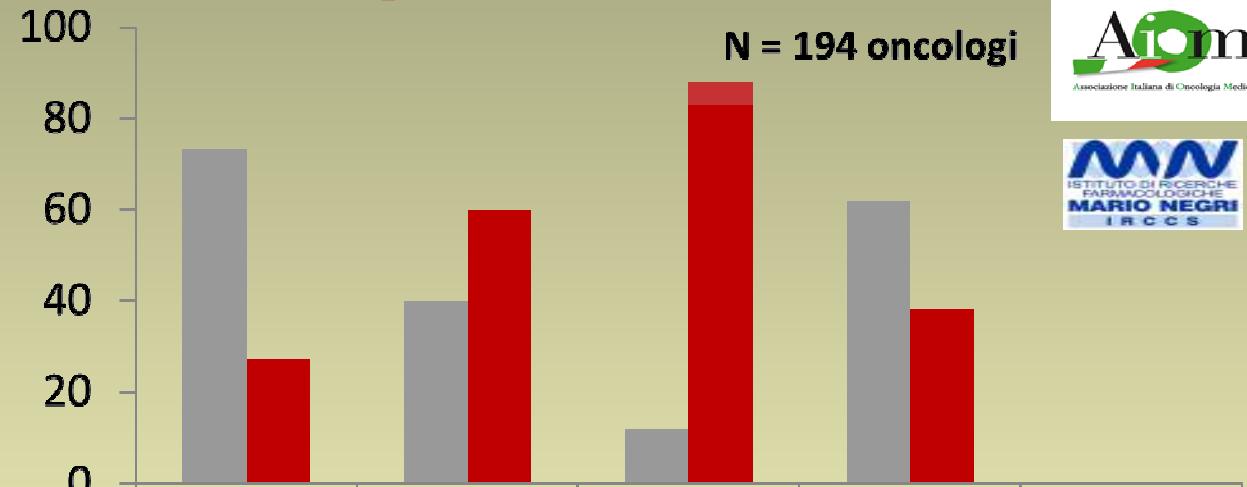
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# Uso dei social media HCPs

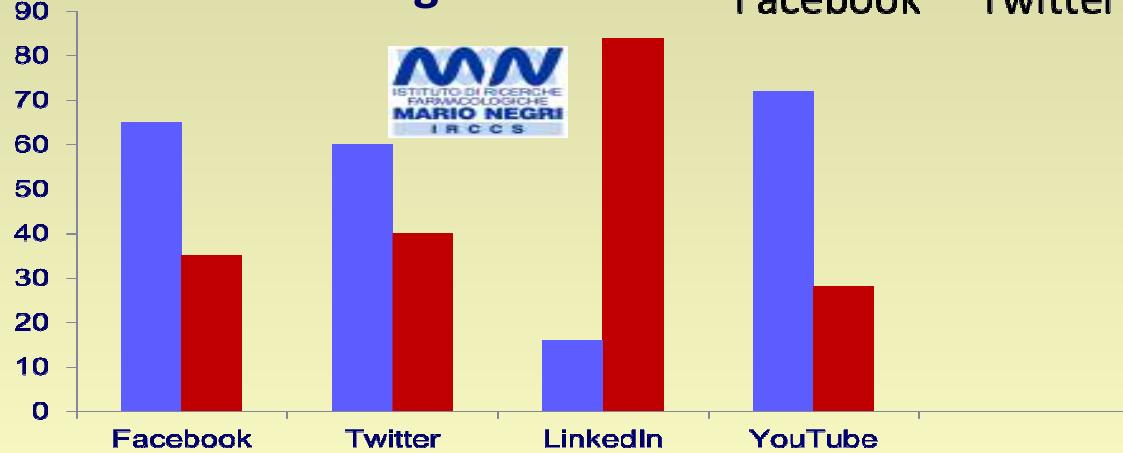


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# % Uso degli strumenti social per fini personali e professionali

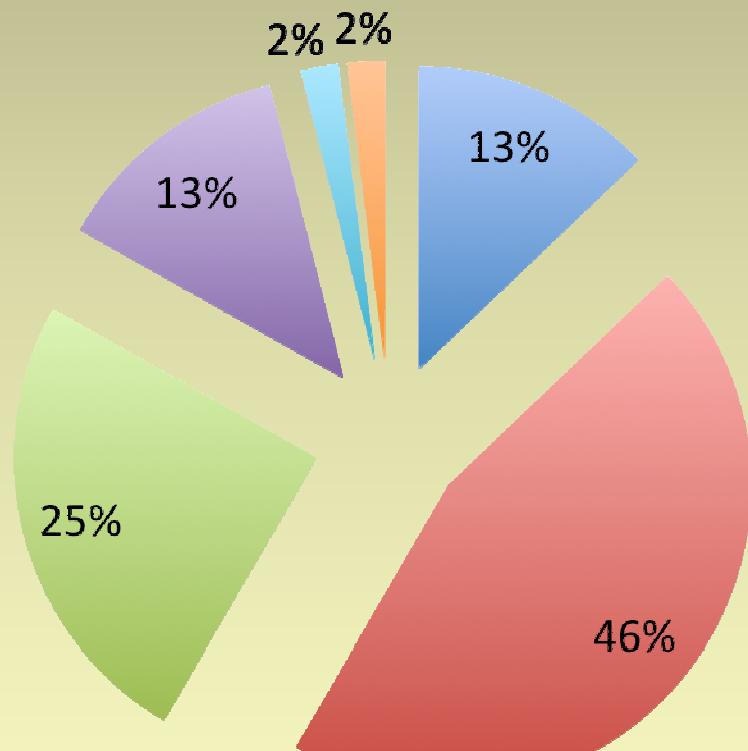


N=163 diabetologi



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# *Ritieni che i social media ti forniscano un aiuto nel tuo aggiornamento professionale?*



N = 194 oncologi



- Completamente d'accordo
- D'accordo
- Neutral
- In disaccordo
- Completamente in disaccordo
- Non so

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# Benefici dei social media in medicina

- Facilitano la comunicazione e l'aggiornamento
- Aiutano a farsi trovare
- Permettono di stabilire relazioni professionali
- Permettono di condividere contenuti con altri e creare nuovi collegamenti
- Permettono di seguire e prendere parte a eventi scientifici
- Favoriscono collegamento con opinion leaders



# Riviste mediche e social media



1,5 milione di fan

430.000 follower



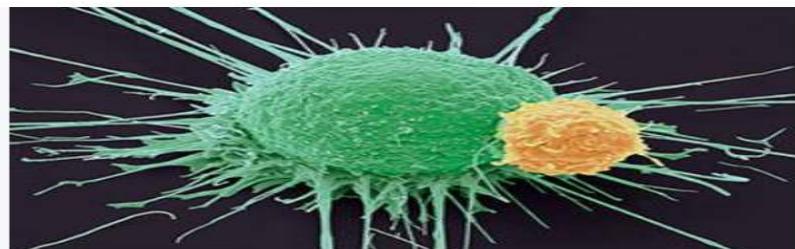
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The Lancet  
3 dicembre

## Cancer survival in England and Wales

Population based survival trends provide a key insight into the overall effectiveness of health systems, alongside trends in incidence and mortality. Manuela Quaresma and colleagues report the creation ... Altro...



Mi piace · Commenta · Condividi

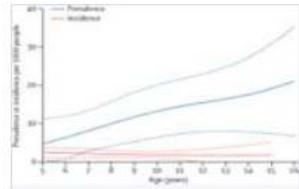
30 condivisioni



The Lancet ha condiviso un link.  
27 novembre

Rheumatic heart disease: a systematic review and meta-analysis reveals the continued burden of this "physical manifestation of poverty and social inequality".

[http://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(14\)70310-9/fulltext](http://www.thelancet.com/journals/langlo/article/PIIS2214-109X(14)70310-9/fulltext)



### Active surveillance for rheumatic heart disease in endemic regions: a systematic review and...

[www.thelancet.com](http://www.thelancet.com)

Active surveillance for rheumatic heart disease in endemic regions: a systematic review and meta-analysis of...

Mi piace · Commenta · Condividi

12 condivisioni



Annals of Oncology @Annals\_Oncology · 4 dic

Watch this interview with Professor Anthony Chan, who discusses his role as an Annals Associate Editor at #ESMO14 [bit.ly/12jVS2R](http://bit.ly/12jVS2R)



Visualizza altre foto e video

# Società scientifiche e social media

The image shows a screenshot of a YouTube channel page for 'American Diabetes Association'. The channel has over 1 million subscribers. A video thumbnail titled 'This is Diabetes' is displayed, showing a woman in a white dress. Below the video, there's a call-to-action button labeled 'Guarda ora'.

The image shows the homepage of the American Diabetes Association website. It features a circular diagram illustrating the different types of diabetes: Prediabetes, Gestational, Type 1, and Type 2. A prominent red banner on the right side reads 'Support the solution.' Below the banner, there's a section for donations and a photo of people at a table.

The image shows the Twitter profile of the American Diabetes Association (@AmDiabetesAssn). The bio reads: 'Leading the fight to #StopDiabetes and its deadly consequences, and fighting for all those affected by #Diabetes. En Espanol: @AmDiabetesESN'. The profile has 19,200 tweets, 1,369 followers, and 121,000 following. A recent tweet from March 30, 2013, discusses a petition to make insulin affordable.

The logo of the Istituto di Ricerche Farmacologiche Mario Negri IRCCS, featuring a stylized blue and white 'MN' monogram.

# Portali e social media

# Organizzazioni istituzionali e social media – Cancer.gov

**NIH > NATIONAL CANCER INSTITUTE**

1-800-4-CANCER   Live Chat   Dictionary   [Español](#)

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ABOUT NCI



**SOCIAL MEDIA AT NCI**

NCI Social Media Events  
Spanish-Language Social Media at NCI

**Social Media at NCI**

**ON THIS PAGE**

- YouTube
- Facebook
- Twitter
- Instagram
- Google+
- LinkedIn

**4 FB pages**  
**27 Twitter profiles+  
4 Researcher profiles**  
**6 LinkedIn groups +  
1 company page**



# Congressi raccontati su Twitter

John Mandrola, MD @dphmn · 3 h  
Good primer for #acc16> James Fries. Life expectancy after 75 not much changed since 1900 [nejm.org/doi/full/10.10...](http://nejm.org/doi/full/10.10...)

The graph illustrates life expectancy in years from four different starting points between 1900 and 1980. The 'FROM BIRTH' curve starts at approximately 50 years in 1900 and rises steadily to about 75 years by 1980. The 'FROM AGE 20' curve starts at approximately 45 years in 1900 and rises to about 55 years by 1980. The 'FROM AGE 45' curve starts at approximately 25 years in 1900 and rises to about 30 years by 1980. The 'FROM AGE 75' curve starts at approximately 8 years in 1900 and rises very gradually to about 10 years by 1980.

Year	From Birth (years)	From Age 20 (years)	From Age 45 (years)	From Age 75 (years)
1900	50	45	25	8
1920	55	48	28	9
1940	60	52	30	10
1960	65	55	32	10
1980	75	58	33	10

Mayo Clinic CV @MayoClinicCV · 4 h  
#ACC16 recommendations from @mayocvnc (Dr. Joerg Hermann) via [bit.ly/1ZG4YQ2](http://bit.ly/1ZG4YQ2)

Viet Le MPAS PA-C @VietHeartPA · 4 h  
Stick around #ACC16 for this very pertinent talk by @TJaredBunch RE #af ablation in >75yr old pts. [IntermtnMedCtr](http://IntermtnMedCtr)

ISTITUTO DI RICERCHE  
FARMACOLOGICHE  
**MARIO NEGRI**  
IRCCS



E. Santoro, #wmf2017, Rimini 23 giugno 2017

# Congressi raccontati su Twitter

**Within the next 5 years:**

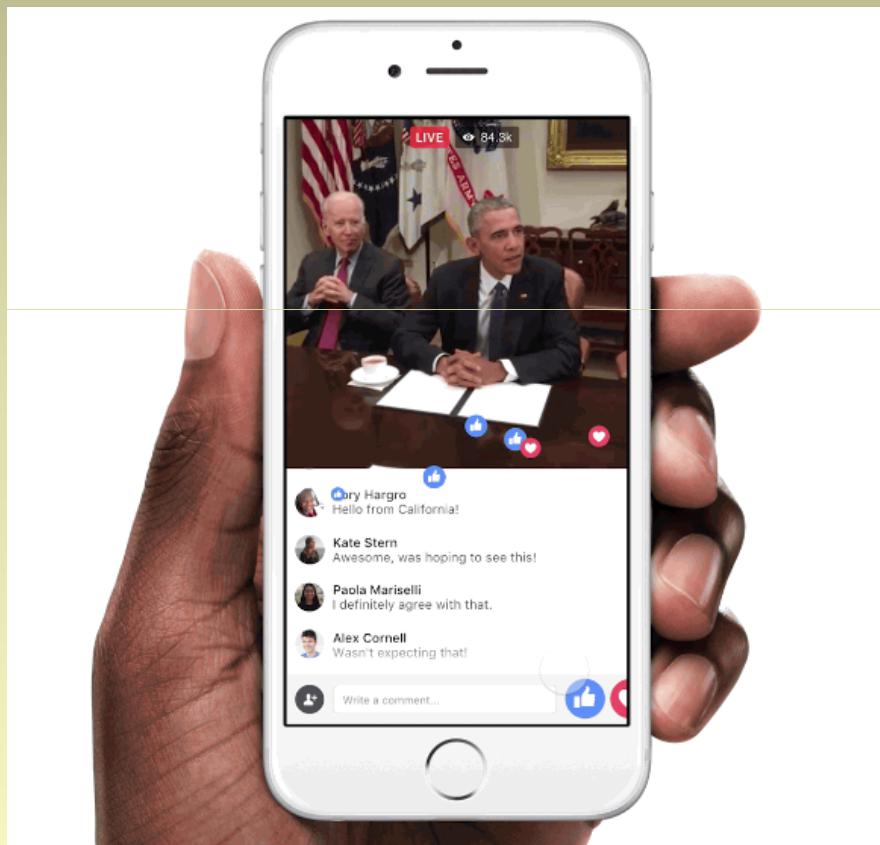
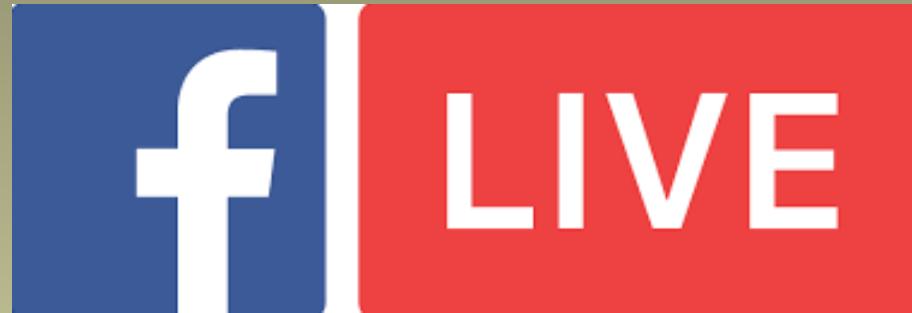
Where medicines are used to treat psychosis, these are regularly reviewed according to recommended prescribing standards that minimise risks for obesity, CVD and diabetes.

50% users understand their risks for future obesity, diabetes and CVD

75% maintain blood glucose, lipid profile and BP within normal range two years after initiating antipsychotic

90% health promotion advice  
- <30% smoke tobacco  
- >50% age-approp. physical activity

12% gain <5% of pre-illness weight two years after initiating antipsychotic Rx



## V CONVEGNO NAZIONALE DI MEDICINA NARRATIVA

*Le narrazioni nella valutazione e trattamento del dolore*

#dallestorielecure



**Maurizio Zampolini @mzampolini**  
Medico - **Specialista in Medicina Fisica e Riabilitazione e Neurologia**

15 APRILE 2016 - ORE 8.45 - FOLIGNO

SEGUI LA DIRETTA TWITTER E PERISCOPE SU @CDHHU\_INFO



Periscope

OSU Wexner Med Ctr @OSUWexMed · Jun 22

Achilles tendon repair surgery is happening now. Tune in to watch it live! #Periscope



# Principali differenze tra FB e TW

## Twitter

- Brevità dei tweet
- Tutti i profili sono pubblici
- Seguo chi voglio
- Tweet pubblici
- Non esiste bottone commenta
- Ricerca per hashtag estesa
- Gestione tweet + efficace

## Facebook

- Post anche lunghi
- Profili pubblici e privati
- Per profili privati: amicizia
- Post pubblici/privati
- Pensato per attivare dibattiti e chiacchiericcio
- Ricerca per hashtag parziale
- Gestione post - efficace



# Online communities tra medici

- Scambiare informazioni sui casi clinici,
- Ricercare consigli per effettuare una diagnosi
- Discutere tra “pari” di trattamenti farmacologici e dispositivi medici
- Condividere le conoscenze
- Documentarsi sulla letteratura scientifica

Sermo.com - Microsoft Internet Explorer

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Indietro Cerca Preferiti Indirizzo <http://www.sermon.com/> Vai Collegamenti »

Google Effettua la ricerca Condividi Sidewiki ABC Controllo Traduci Compilazione automatica Entrà

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**Curbssides** **What's New**

**Recent News**  
Tasigna Front Line Data  
Convincing But Not Enough to Displace Gleevec Oncologists on Sermo positive about new findings in CML but looking for more datapoints.

**What is Sermo?**  
Sermo is the largest online physician-only community, where over 112,000 practicing physicians collaborate on cases and exchange observations about drugs, devices and clinical issues. [Take a Tour](#)

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Operazione completata Internet

Medscape Physician Connect Discussion Board - Microsoft Internet Explorer

File Modifica Visualizza Preferiti Strumenti ?

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Google medscape physician conne Effettua la ricerca + Segnalibri ABC Controllo Traduci Compilazione automatica medscape physician connetc Entrà Collegamenti >

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**Medscape Physician Connect** ALL PHYSICIAN DISCUSSIONS:



**[ DISCUSSIONS ]**

**1:13pm - Business & Practice Management**  
**Malpractice Lawsuits** "I have been able to avoid getting sued while others are getting sued left and right. The reason is..." [Read More](#).

**2:24pm - OB/GYN & Women's Health**  
**Breastfeeding Mix-Up** "A baby was taken to the wrong room and breastfed by the wrong mom. The labs were..." [Read More](#).

**10:55am - Open Forum**  
**Dating Your Patient** "My female colleague is dating her patient. When he asked her out she told him..." [Read More](#).

**3:01pm - Psychiatry Discussions**  
**Psychiatrist vs. Psychologist vs. Therapist - The difference in 10 seconds** "You tell someone that you are a psychiatrist, and they reply, 'Cool. I did 2 credits of psych in college too'..." [Read more](#).

**9:57am - Family Medicine & Primary Care Discussions**  
**Requests for Jury Duty Exemption by Patients** "Hardly a week goes by that I don't get a request from a patient to exempt him or her

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# **Social media per la promozione della salute e la prevenzione delle malattie croniche**



**E. Santoro, #wmf2017, Rimini 23 giugno 2017**

## Smoking cessation support delivered via mobile phone text messaging (txt2stop): a single-blind, randomised trial

Caroline Free, Rosemary Knight, Steven Robertson, Robyn Whittaker, Phil Edwards, Weiwei Zhou, Anthony Rodgers, John Cairns, Michael G Kenward, Ian Roberts

**E-** [Lancet 2011;378: 49–55](#)  
**d** Published Online  
June 30, 2011  
DOI:10.1016/S0140-  
6736(11)60701-0

## 5800 partecipanti

**Interpretation** The txt2stop smoking cessation programme significantly improved smoking cessation rates at 6 months and should be considered for inclusion in smoking cessation services.

## Social Media and Organ Donor Registration: The Facebook Effect

Il giorno del lancio dell'iniziativa, il numero effettivo di nuovi donatori è cresciuto di 21.1 volte (da 616 a 13054)

Nel periodo di osservazione 39818 registrazioni, 32958 attribuibili all'"effetto Facebook" (aumento di 5.8 volte del valore medio di registrazioni precedenti al lancio della nuova funzione)

Il 33% ha trasformato il desiderio in una scelta reale

## A randomized trial of a Facebook-based physical activity intervention for young adult cancer survivors

Carmina G. Valle · Deborah F. Tate · Deborah K. Mayer ·  
Marlyn Allicock · Jianwen Cai

L'impiego di una community costruita su Facebook può aumentare l'attività fisica di giovani pazienti sopravvissuti a una malattia oncologica.

Dopo 12 settimane i pazienti appartenenti a una online community hanno aumentato il tempo settimanale dedicato alla attività fisica di 67 minuti rispetto a un aumento di 46 minuti del gruppo di controllo, e contemporaneamente si è ridotto di 2,1 kg il loro peso rispetto a una riduzione di 0,1 kg osservata sempre nel gruppo di controllo.

# Translating the Diabetes Prevention Program into an Online Social Network Validation against CDC Standards

S. Cameron Sepah, PhD

Luohua Jiang, PhD

Anne L. Peters, MD

**Results** One hundred eighty-seven participants met inclusion criteria for the core program and achieved an average of 5.0% and 4.8% weight loss at 16 weeks and 12 months, respectively. They also had a 0.37% reduction in their A1C level at final measurement. One hundred forty-four of these same participants also met inclusion criteria for the post-core program and achieved an average of 5.4% and 5.2% weight loss at 16 weeks and 12 months, respectively, and a 0.40% reduction in A1C at final measurement.

*The Diabetes Educator July/August 2014 vol. 40 no. 4 435-443*



E. Santoro, #wmf2017, Rimini 23 giugno 2017

# Grazie per l'attenzione

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