



**#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 Oakley: Patient consent](#)»

[Richard Smith: Get with Web 2.0 or become yesterday's person](#)



# Blogs

2006

## BMJ blogs

«[Anne Oakley: Patient consent](#)»

[Richard Smith: Get with Web 2.0 or become yesterday's person](#)

# 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



E. Santoro, #wmf2017, Rimini 23 giugno 2017



# I social media come strumento di aggiornamento scientifico

## 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

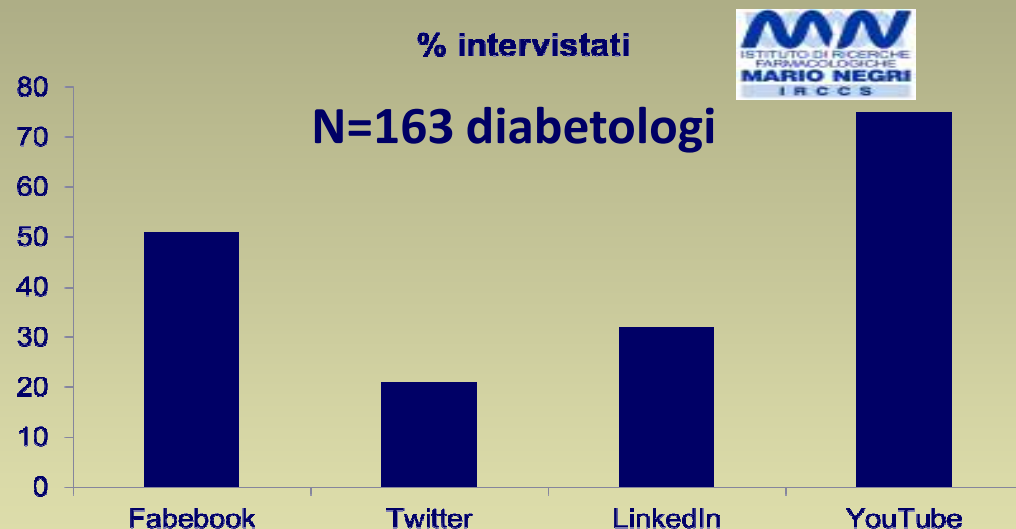
E. Santoro – Medicine 2.0 congress 9-10 oct 2014

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

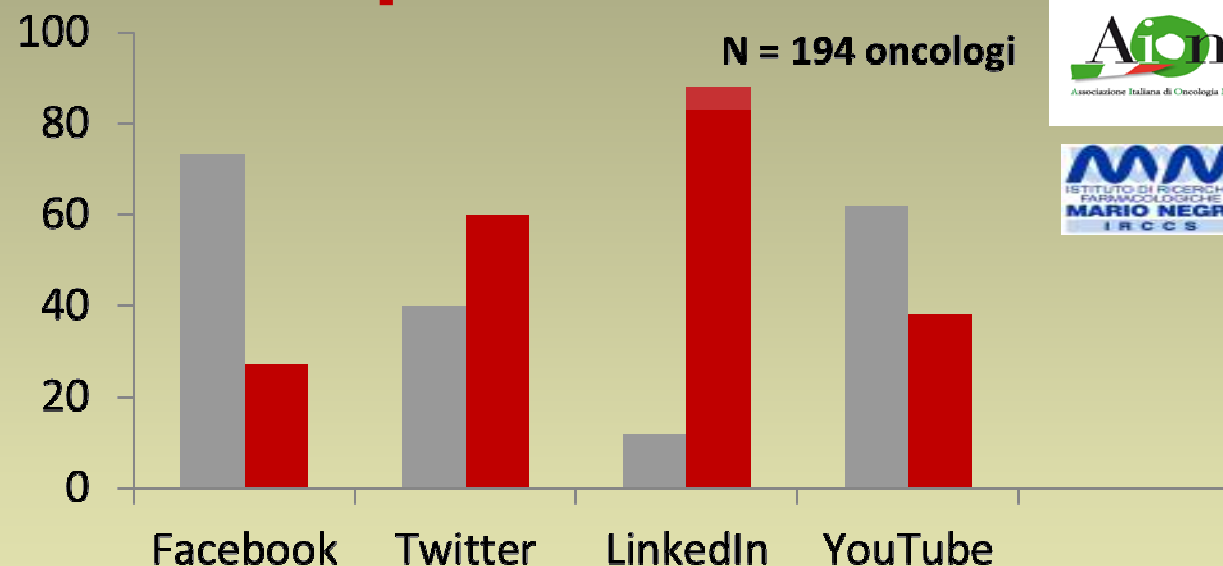


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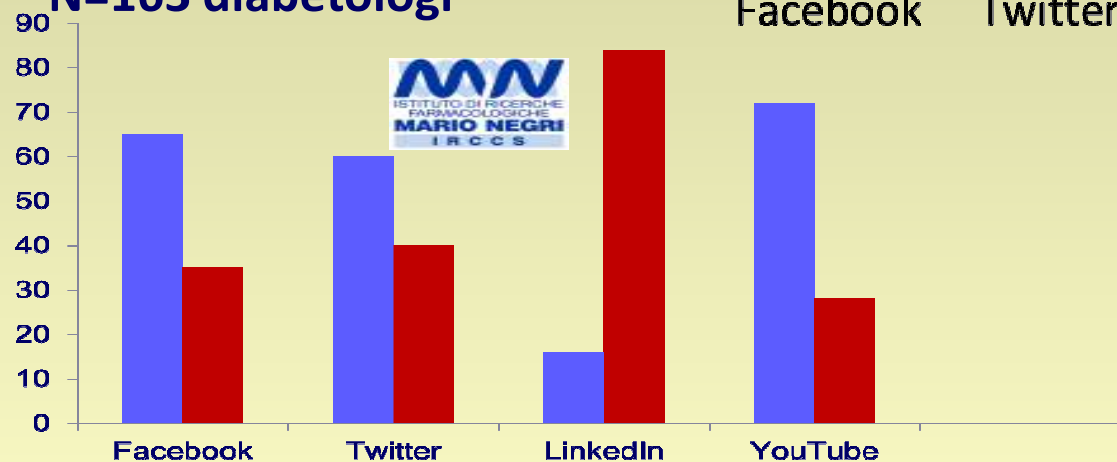
# Uso dei social media HCPs



# % Uso degli strumenti social per fini **personali** e professionali

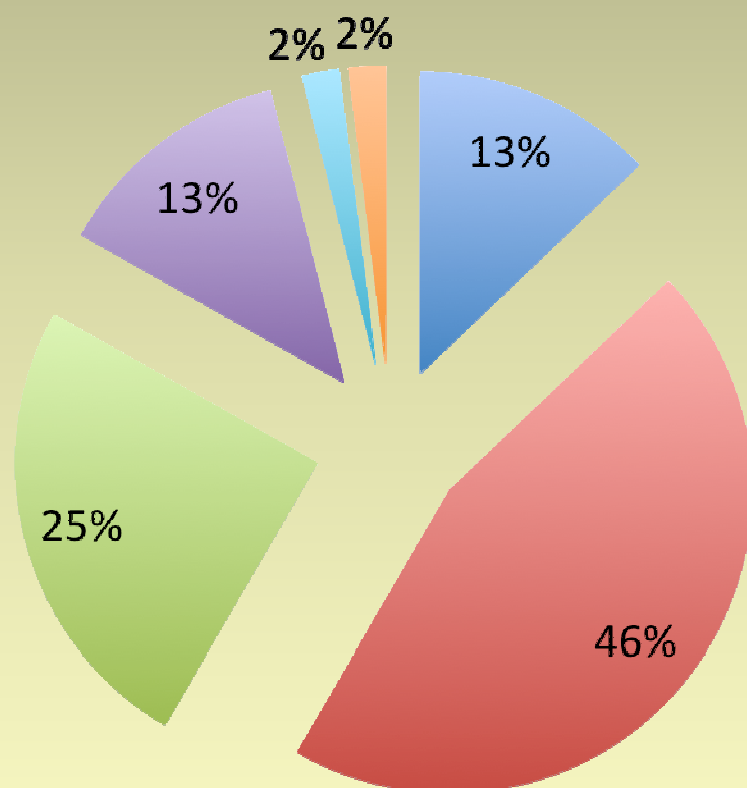


**N=163 diabetologi**



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

N = 194 oncologi



- Completamente d'accordo
- D'accordo
- Neutrale
- 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

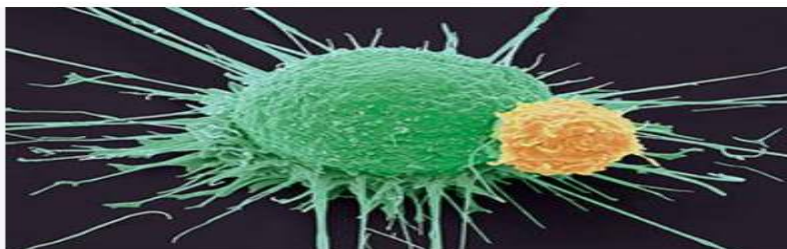


E. Santoro, #wmf2017, Rimini 23 giugno 2017



## 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...



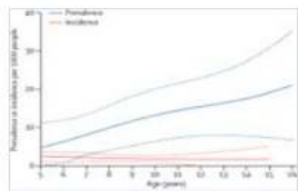
Mi piace · Commenta · Condividi

30 condivisioni



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

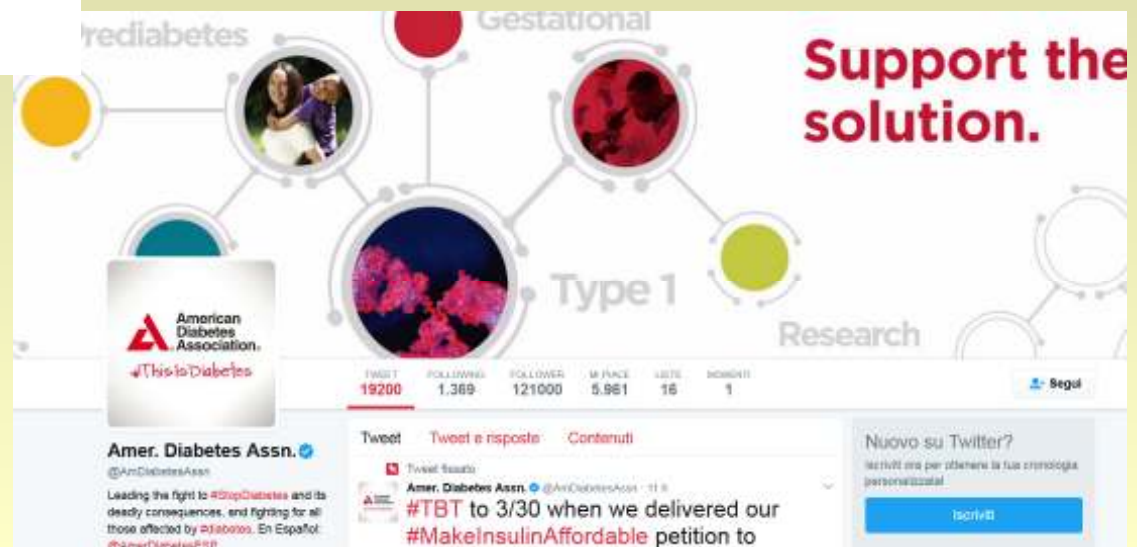
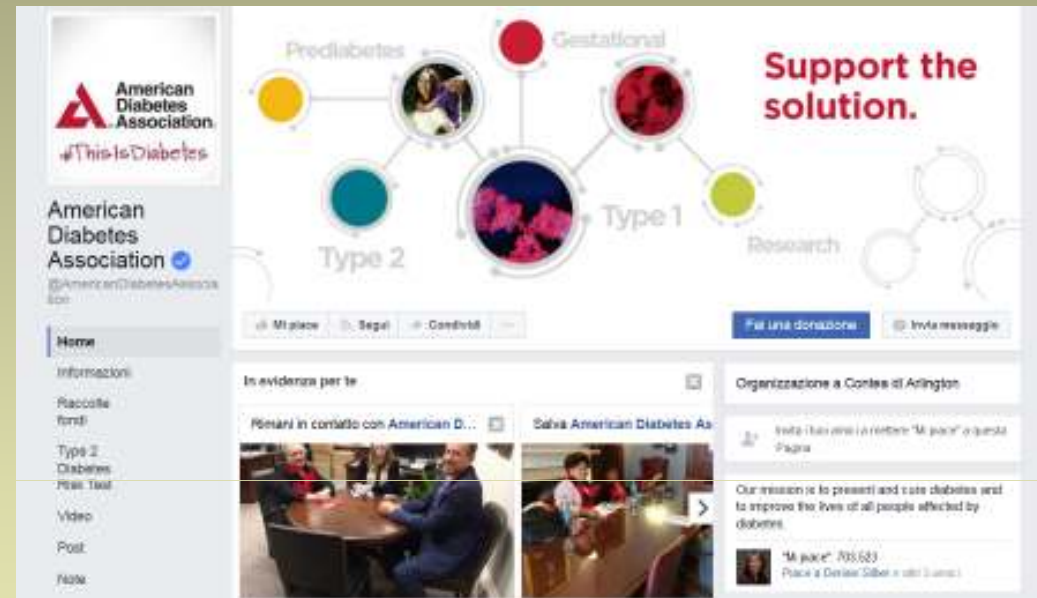
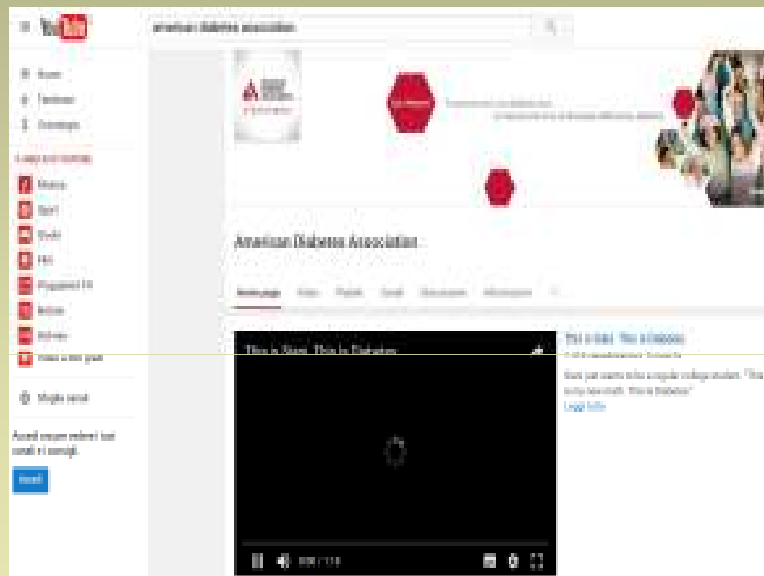


Watch this interview with Professor Anthony Chan, who discusses his role as an Annals Associate Editor at #ESMO14 [bit.ly/12jVS2R](http://bit.ly/12jVS2R)



Visualizza altre foto e video

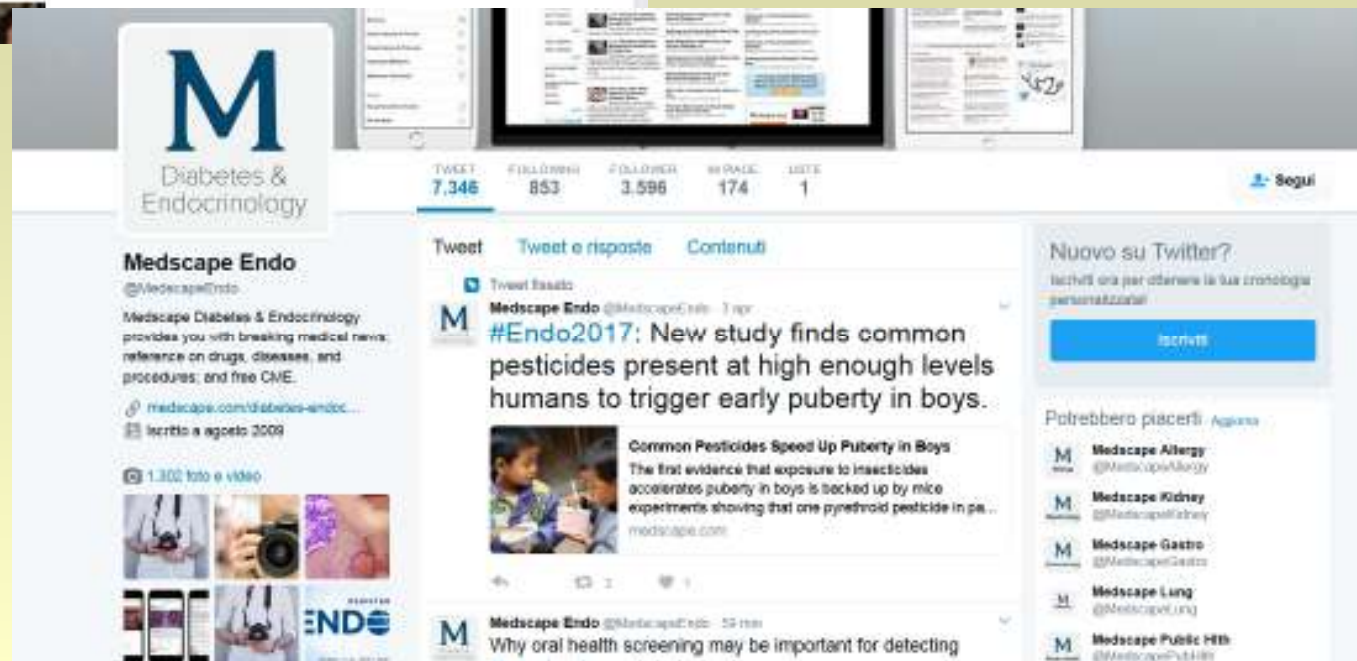
# Società scientifiche e social media



## Portali e social media



Presentazione



# Organizzazioni istituzionali e social media – Cancer.gov

The screenshot shows the National Cancer Institute (NCI) website. The header includes the NIH logo and the text 'NATIONAL CANCER INSTITUTE'. Navigation links include 'ABOUT CANCER', 'CANCER TYPES', 'RESEARCH', 'GRANTS & TRAINING', and 'NEWS & EVENTS'. A search bar is located on the right. The 'Social Media at NCI' section is highlighted, featuring a list of social media platforms: YouTube, Facebook, Twitter, Instagram, Google+, and LinkedIn. To the right of this list, there is a graphic showing a network of social media icons connected by lines.

**NIH NATIONAL CANCER INSTITUTE**

1-800-4-CANCER Live Chat Dictionary Español

ABOUT CANCER CANCER TYPES RESEARCH GRANTS & TRAINING NEWS & EVENTS

search

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**

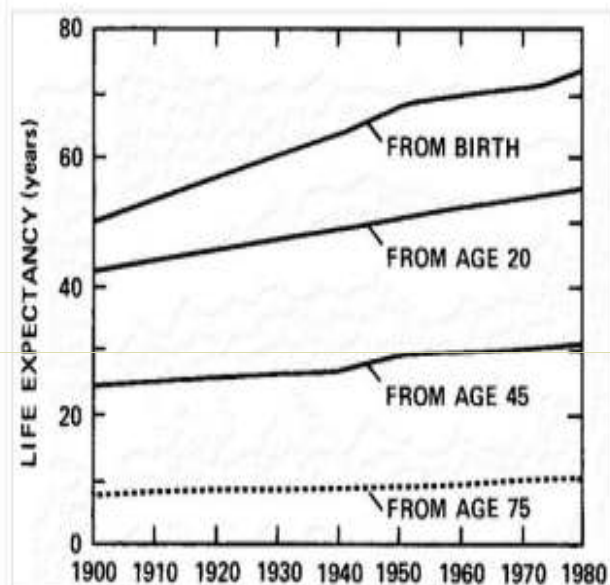
**6 LinkedIns groups + 1 company page**

# Congressi raccontati su Twitter



John Mandrolia, MD @drgm - 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...)



Retweet, Like, Reply, More options



Mayo Clinic CV @MayoClinicCV · 4 h

#ACC16 recommendations from @mayocvonc (Dr. Joerg Hermann) via @PracUpCardio [bit.ly/1ZG4YQ2](http://bit.ly/1ZG4YQ2)

Retweet, Like, Reply, More options



Viet Le MPAS PA-C @VietLeMPA · 4 h

Stick around #ACC16 for this very pertinent talk by @TJaredBunch RE #af ablation in >75yr old pts. @IntermtMedCtr

ISTITUTO DI RICERCHE  
FARMACOLOGICHE  
**MARIO NEGRI**  
IRCCS

#acc16

Popolari

In diretta

Account

Foto

Video

Altre opzioni v

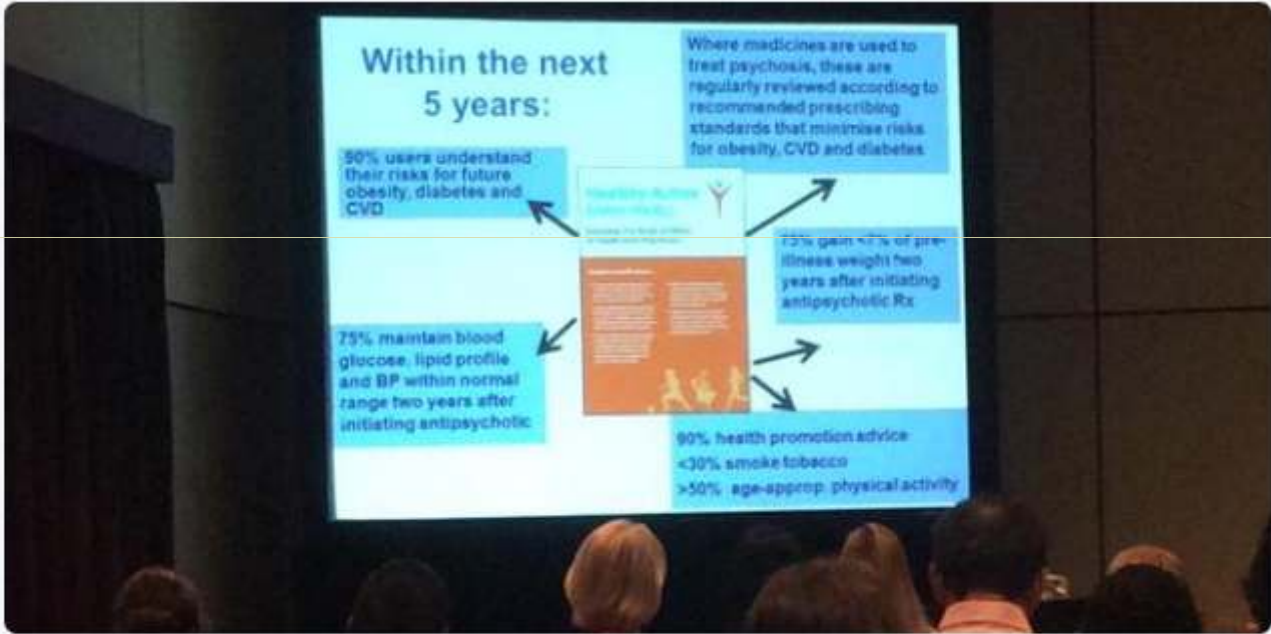
E. Santoro, #wmf2017, Rimini 23 giugno 2017

# Congressi raccontati su Twitter

Simon Wessely e altri 4 seguono

**Lancet Psychiatry** @TheLancetPsych · 20 mag Visualizza traduzione

Aims for the next 5 years from @iphYs\_YMH. Surely this isn't too much to ask for. **#APAAM15**



**Within the next 5 years:**

- 50% users understand their risks for future obesity, diabetes and CVD
- Where medicines are used to treat psychosis, these are regularly reviewed according to recommended prescribing standards that minimise risks for obesity, CVD and diabetes
- 75% gain 4-7% of pre-illness weight two years after initiating antipsychotic Rx
- 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

7 5



## 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



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

File Modifica Visualizza Preferiti Strumenti ?

Indietro Cerca Preferiti

Indirizzo <http://www.sermo.com/> Vai Collegamenti

Google Effettua la ricerca Condividi Sidewiki Controllo Traduci Compilazione automatica Entra

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Curbsides



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?**

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Operazione completata Internet

Medscape Physician Connect Discussion Board - Microsoft Internet Explorer

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Indietro Cerca Preferiti

Indirizzo <http://www.medscape.com/connect>

Google medscape physician connect Effettua la ricerca

Segnalibri Controllo Traduci Compilazione automatica medscape physician connect Entra

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**Community Profile and Signature:**  
Tell more about yourself and your expertise and learn about others through our new

## [ 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

Operazione completata

Internet

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

## 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

**Lancet 2011;378:49-55**

**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

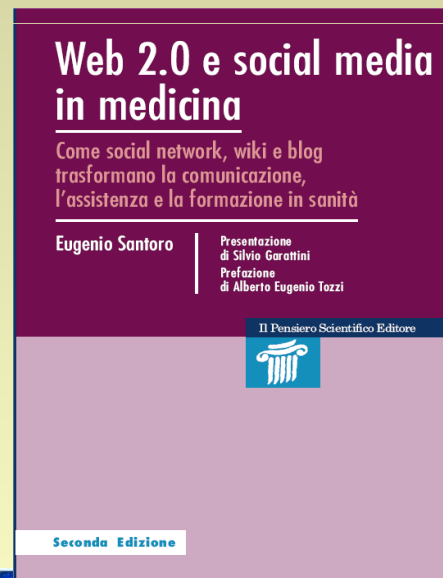
**Results** One hundred eighty-seven participants met inclusion criteria for the core program and achieved an average of 5.0% and 4.8% weight loss at 16 weeks and 12 months, respectively. They also had a 0.37% reduction in their A1C level at final measurement. One hundred forty-four of these same participants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

# Grazie per l'attenzione

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