Social Media and Medicine from a doctor’s perspective

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Web and Mobile based technologies

Environment

Global reach

Modifiable

Decentralized framework

Real Time

Very Accessible

Information Organization Production Dissemination
Applications of Social Media in Medicine

- Community networks
- Information and Customer Service
- Business and Service Intelligence

Singapore Healthcare Management Congress 2012
Snapshot of the Facebook website for Singapore Hospitals and Healthcare Groups

**Hospital**
- Information about staff
- Patient Education
- Information on services
- Information on research

**Others**
- Thank you notes
- Employment inquires
- Patient inquires
- Complaints
Impact of Social Medicine

- Patient support groups e.g. TuDiabetes.org
- Healthcare provider communities e.g. radRounds.com
- Healthcare organization web page
- Doctor-patient information portal
- Research on patient-reported data e.g. PatientsLikeMe
- Patient and medical education
- Bedside care e.g. “Twitter” patient care and progress
The Rise of the E-patient

- An individual who use the internet and other tools to seek out, share and sometimes create information about health and wellness.

- 60-80% of internet users, tend to be younger (>70% < 50) and educated (>70% with college education).

- 60% say internet research has influenced a decision about how to manage a medical condition.

- 38% are interested in two-way dialogue with health organizations via social media.
### Doctors and Social Media

<table>
<thead>
<tr>
<th>Site</th>
<th>Professional use</th>
<th>Personal use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total using social media sites</td>
<td>67%</td>
<td>87%</td>
</tr>
<tr>
<td>Facebook</td>
<td>15%</td>
<td>61%</td>
</tr>
<tr>
<td>YouTube</td>
<td>8%</td>
<td>31%</td>
</tr>
<tr>
<td>Physician communities</td>
<td>28%</td>
<td>18%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Google+</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>Blogs</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>Twitter</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Patient communities</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>None of the above</td>
<td>33%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: “Doctors, Patients and Social Media” Quantia MD, September (www.quantiamd.com/q-qcp/doctorspatientsocialmedia.pdf)
# Doctor’s opinions on the use of social media in Medicine

<table>
<thead>
<tr>
<th>Use or opinion</th>
<th>Students</th>
<th>Residents</th>
<th>Practicing Physicians</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has visited patient’s or family member’s profile</td>
<td>2.3%</td>
<td>3.9%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Is aware of patient or family member visiting your site</td>
<td>1.2%</td>
<td>8.2%</td>
<td>28.1%</td>
</tr>
<tr>
<td>Has requested to be “friends” with patient or family member</td>
<td>0.0%</td>
<td>1.0%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Thinks it’s OK for physicians to interact with patients on social media as part of patient care</td>
<td>19.9%</td>
<td>22.1%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Thinks social networking sites have potential for improving doctor-patient communication</td>
<td>28.0%</td>
<td>29.8%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Thinks communication on social media can be accomplished without compromising patient confidentiality</td>
<td>12.9%</td>
<td>13.7%</td>
<td>5.9%</td>
</tr>
</tbody>
</table>

Challenges of Social Medicine

Percentage reporting on-line professional misconduct

- Misrepresentation of credentials or clinical outcomes
- Inappropriate prescribing
- Inappropriate patient contact

Professional Guidelines on Social Medicine

- Maintain patients’ confidentiality – patient and situation cannot be identified by the sum of information available online.
- Avoid defamatory statements against colleagues or the profession.
- Preserve doctor-patient (and your staff) boundaries.
- Assume that on-line information is accessible and is not under your control – Be careful what you post or join as well as check your privacy settings.
- Responsibility to inform colleagues who have posted content which are unprofessional to take corrective actions and failing which then report to regulatory authorities.
- Monitor your own internet presence.

Australia and New Zealand Medical and Medical Student Association
American Medical Association
My personal opinions

- Keep your work and patients off-line
- If you need to provide care and service on-line
  - Get a communication specialist to help you control and manage content
  - Stick to regulations and professional guidelines
  - In doubt, get patient to see you physically
- There is a role for the doctor to be a media navigator
- Plenty of opportunities if carried out well – care coordination, virtual clinic, personal E-health report, etc
- But don’t forget what medicine is really about ....
Thank you
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