

Urology and Social Media

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Healthcare Professionals on Twitter



- In 2006, 23 healthcare professionals on Twitter → currently >75K doctors, nurses, pharmacists and consultants on Twitter generating approximately 152K tweets/day

http://www.pmlive.com/blogs/digital_intelligence/archive/2014/april/

number of healthcare professionals on twitter tops 75 000

Reasons to Use Social Media (SoMe) in Urology

- Major news
- Emerging research
- Conferences
- Journal club
- Advocacy
- Networking
- Crowd-sourcing
- Advertising

1. Major news:

SoMe provides an instantaneous source to hear about new drug/device approvals, recalls, and other important news.




Major News on Facebook

 **Urology Match**
January 2 via Twitter


FDA Approves Peyronie's Disease Drug - It is the first medication approved by the agency for treating this erectil... <http://t.co/0HySXiOEF5>



FDA Approves Peyronies Disease Drug
It is the first medication approved by th...
ow.ly




 **Medscape**
April 30 at 7:25 PM

Johnson & Johnson is suspending power morcellator sales due to cancer risk. <http://bit.ly/1rPwFVO>



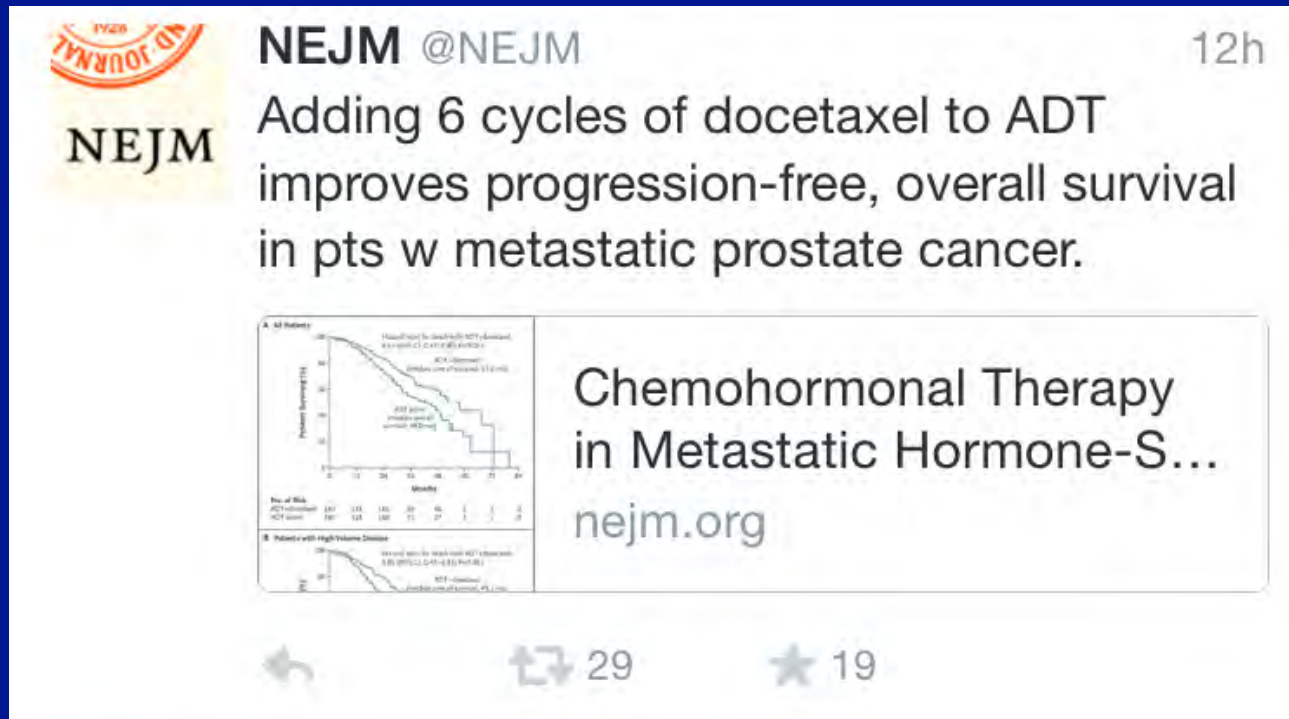
Medscape: Medscape Access
<http://www.medscape.com/viewarticle/824371>

19 Likes

 Like  Comment  Share

2. Emerging research:

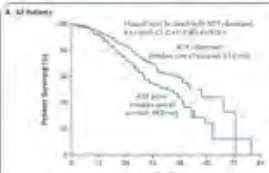
SoMe provides a quick way to learn about new studies in a condensed and efficient fashion. Quickly scan through the feed to check for interesting new material, and click the link when you want more information.



NEJM @NEJM 12h


Adding 6 cycles of docetaxel to ADT improves progression-free, overall survival in pts w metastatic prostate cancer.

A. All Patients
Hazard ratio for death by ADT treatment: 0.85 (95% CI, 0.73-0.98)
ADT + docetaxel (n=100) vs ADT (n=100)



Time (months)	ADT (n)	ADT + docetaxel (n)
0	100	100
12	85	85
24	70	75
36	55	65
48	40	55

B. Patients with High Volume Disease
Hazard ratio for death by ADT treatment: 0.78 (95% CI, 0.65-0.94)
ADT + docetaxel (n=50) vs ADT (n=50)



Chemohormonal Therapy in Metastatic Hormone-S...
nejm.org

29 19

Emerging Use of Twitter by Urology Journals

- Of 33 urological journals in the Journal of Citation Reports, 40% have a Facebook page and 24% have a Twitter account
 - Mean number of total tweets: 557
 - Mean number of twitter followers: 1845
- Having a twitter profile was significantly associated with journal impact factor
 - Mean 3.588 for those on twitter vs. 1.78 for those not on twitter, $p=0.013$
- Top 3 urology journals in terms of social media influence: European Urology, BJUI, Nature Reviews Urology
 - Increase in impact factor for all 3 since starting a twitter profile

Journals Requesting Tweets

- Several medical journals now request authors to compose tweets about their article with the submission (ex: European Urology, Journal of Endourology)
- Tips from the Journal of Hospital Medicine:
 - Concise (140 character limit)
 - Simple and clear message so it gets picked up
 - Tactics to raise interest (ex: posing a question)
 - Add a hashtag (search term for indexing)
 - Include your hashtag to build a following

3. Conferences:

All of the major urology conference have their own twitter feed (ex: #eau15, #aua15). This can be used to supplement the conference experience or to participate remotely. Many tweets will even include photos of the poster or video footage. Use the hashtag to join the discussion: **#fdus15**

 **Gerald Andriole, MD** @uropro 6/3/15
@dannymak76 @mtdirc @UNCurology
@m_e_nielsen awesome mini-symposium.
Many thanks.



 **Stacy Loeb, MD** @LoebStacy 3h
Excited for Future Directions in #Urology
Symposium #fdus15 today in Colorado!
Thx @DavidCrawfordMD for the invite!



 Gerald Andriole, MD and 3 others

Conferences on SoMe

Facebook

European Association of Urology Nurses (EAUN)

16th International EAUN Meeting
21-23 March 2015, Madrid, Spain

European Association of Urology Nurses (EAUN)
Non-profitorganisatie

98 vind-ik-leuks
1 discussie

Bereik je volgende mijpaal
100 Vind-ik-leuks

Pagina positief

Status Foto/Video Aanbieding, evenement +

eaun Wat heb je gedaan?

1 concept
Aangepast: zaterdag 10 februari om 17:00. Concept weergeven.

European Association of Urology Nurses (EAUN)
Geplaatst door Henner Lunik op 17 december 2014. [...
Join us in Amsterdam!](#)

YouTube

Live robotic da Vinci radical prostatectomy during EAU congress...

urologiemondor 36 videos

77,352

Subscribe 424

105 23


4. Education:


There is a monthly urology journal club (using #urojc) on Twitter to discuss new research articles with other urologists from around the world. There are also urology quizzes and EAU guidelines updates on


Some



Urology Quizzes on SoMe

 **Urology Quiz** @UrologyQuiz 3/9/14
@UrologyQuiz 6 Now open see pic-Ddx? Investigations? Management-Treatment options & success of each? #uroquiz #FOAMed





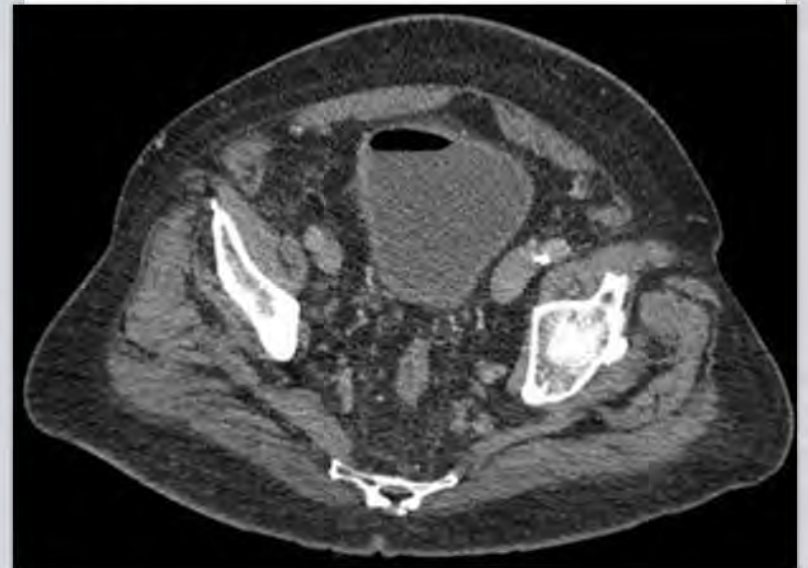


BJUI - BJU International


Yesterday at 10:00 AM

Test yourself with this week's **#WhatsTheDiagnosis** picture quiz at <http://www.bjuinternational.com/?p=14759>.
Questions below:




1. What is demonstrated on the 2 axial CT slices shown?... [Continue Reading](#)




#EAUGuidelines on Twitter




 **EAU** @Uroweb 2/9/15

For prostate specific antigen (PSA) screening information: risks and advice see #eauguidelines on #prostatecancer bit.ly/1i8wqgY

  15  10

 **EAU** @Uroweb 2/10/15

#NMIBC a second-look TURBT is advocated in every T1G3/high grade disease #eauguidelines

  16  7

5. Advocacy:

SoMe provides a platform to advocate for any cause to a larger audience. Instead of writing a letter to your representatives, SoMe posts allow advocacy to a large audience including key stakeholders



LUGPA @UrologyUS · Mar 10

Nation's #urologists rally behind #BlackburnRush #USPSTF Reform Bill:
bit.ly/1GBGv7P

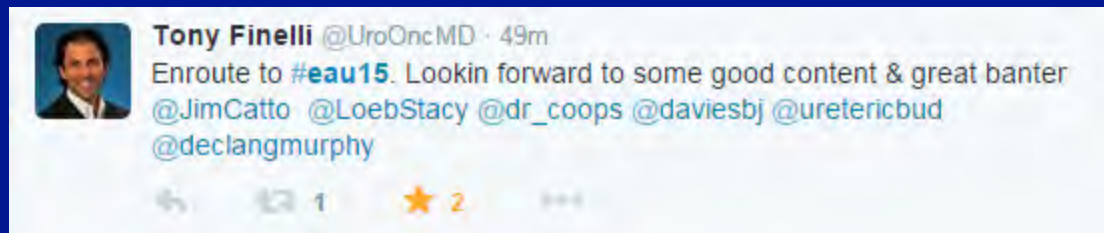


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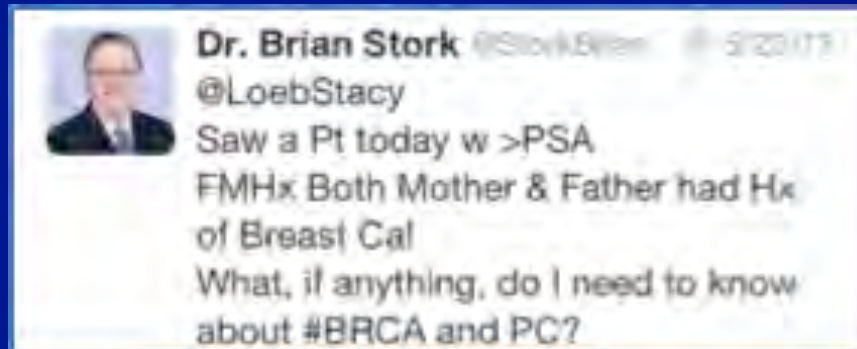
6. Networking:

Discussions about urology provide a great way to interact with colleagues from around the world who share common interests. SoMe is also a great equalizer where medical students and residents can freely participate in formal or informal discussions with senior faculty and key opinion leaders in the field.



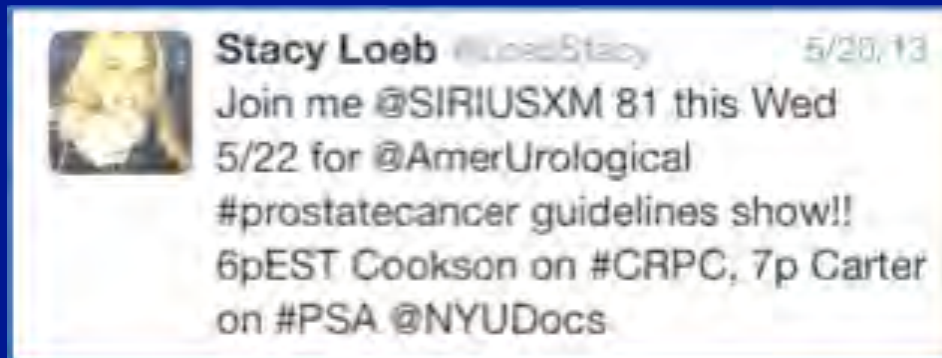
7. Crowd-sourcing:

If you have a difficult clinical or research question, SoMe can be used to get instant feedback from your colleagues around the world (avoid patient identifiers).




8. Advertising:

SoMe provides a large forum to disseminate information about your research or clinical practice. It provides a free way to spread the word about new course offerings, clinical trials, support groups, media appearances, etc.



Advertising

 **Amer. Urol. Assn.**
@AmerUrological

One week left to register for the [#ProstateCancer](#) Clinic course in Los Angeles! Free for AUA members! bit.ly/1IHpgUI

8/8/15, 9:03 AM

← ↻ ★ ⋮

 **EAU** @Uroweb 5d

ERUS15: Robotic Urology comes to Bilbao. Early fee registration until 15 June!
erus15.uroweb.org/registration



The graphic features a blue background with a white circular callout on the left containing the text 'Robotic Live Surgery'. On the right, the text reads: 'ERUS15', '12th Meeting of the EAU Robotic Urology Section', and '15-17 September 2015 Bilbao, Spain'. The background of the graphic shows a modern architectural structure with a grid of lights.

← ↻ 5 ★ 3

Concerns About SoMe Use

- 21-item survey emailed to AUA members in 2013 asking about social media practices (n=1,114 responders)
- 71% currently have a social media account
- Non-users asked about reasons for not participating
 - 50% not seeing any value
 - 50% concerns with privacy

Utility of Twitter in Urology

- 11-item online survey of twitter users during the 2014 EAU and AUA meetings (n=312 total respondents)

	% of Users Perceiving Utility
Networking	97%
Disseminating Information	96%
Research	75%
Advocacy	74%
Career Development	62%
Physician/Patient Communication	38%

Borgmann et al. (Unpublished data)

Misuse of Social Media

- Multiple instances of disciplinary action against healthcare professionals due to social media posts
- Many codes of conduct have been established to provide guidance on proper social media use in medicine
 - Mayo Clinic: “Don’t lie, don’t pry, don’t cheat, can’t delete, don’t steal, don’t reveal”
- 3 urology-specific SoMe best practice policies (AUA, EAU, BJUI)
 - Reading and following these recommendations will ensure SoMe use in accordance with professional standards

AUA SoMe Code of Conduct

- Be Professional
- Protect Confidentiality
- Allow for Interaction
- Be Courteous
- Exercise Discretion
- Support our Identity
- Be Thoughtful

BJUI SoMe Guidelines

- 1. Consider that your content will exist forever
- 2. If posting as a doctor, you should identify yourself
- 3. State that your views are your own
- 4. Behaviour online must align with professional standards
- 5. Avoid impropriety and disclose conflicts of interest
- 6. Maintain a professional boundary with patients
- 7. Do not post content in anger and always be respectful
- 8. Protect patient privacy and confidentiality at all times
- 9. Alert colleagues if you feel they have posted content which may be deemed inappropriate for a doctor
- 10. Always be truthful and strive for accuracy

EAU SoMe Recommendations

- Understand how others behave online before interacting on social networks
 - Start as “passive user”
- Establish a digital professional identity that is in line with your professional practice and goals
 - State your name and what you do
- Do not damage the confidentiality of the doctor-patient relationship
 - Treat social media like the hospital elevator
- Always consider your content in the context of appropriate professional opinion, views and standards
 - Maintain professionalism

EAU SoMe Recommendations

- Be clear that you are representing yourself and not your institution or professional body
 - Use disclaimer like “views my own” on profile
- Communicate clearly, openly and honestly
- Assume that anything you post will be permanent and its use beyond your control
- Maintain clear limits between yourself and patients

Summary

- Social media is useful for major news, research updates, conference participation, education, advocacy, networking, crowd-sourcing, and advertising
 - Twitter is the single most useful platform for real-time urology updates and discussions
- Review the professional recommendations on SoMe prior to active use

More Information

- Article for Urology Match website: www.urologymatch/StacyLoeb
- American Urological Association free webinar: www.auanet.org/education/videos-webcasts.cfm

Conclusion



Press the button and
I'll see you on Twitter!