

#SoMe and @Twitter in Oncology #supportivecare

MASCC/ISOO



www.mascc.org/meeting



Disclosures

- Honoraria for advisory boards – Merck, MSD, Janssen
- Speakers fees
 - MSD, Roche
- Consultancy in a research project MSD
- Most funding comes from the Australian Federal Government via Medicare



@drcbsteer

Christopher Steer

Border Medical Oncology | Abury Wedonga Regional Cancer Centre BAW/BCCentre | President prop. org. eu | SIOS, ASCO, COSA, MOGA, MASCC, UNSW | topicoc

- ③ Albury Wodonge
- & bordermedonc.com.au
- Joined April 2012

Tweets Tweets & replies Media

Fallowers

2,298

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Following

2,509



Teresta

31K

Christopher Steer Bdrobdeer - May 18 Supportive care: making the cancer journey easier. Which bridge would you rather cross?

Likes

4,361

Lists

5

eCarowCalsMASCC #ASC018 #MASCC18 #support #support/vecars #GetOn; maccreating.org/0018 Playes/def



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Your Tweet activity

Your Tweets earned 9,055 impressions over the last week

Edit profile

28-30 JUNE VIENNA, AUSTRIA SUPPORTIVE CARE MAKES EXCELLENT CANCER CARE POSSIBLE



Who to follow





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Christopher Steer @drcbsteer - May 18 Supportive care: making the cancer journey easier. Which bridge would you rather cross?

@CancerCareMASCC

#ASCO18 #MASCC18 #suppond #supportivecare #GeriOnd masccmeeting.org/2018/Pages/def...



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2018 28-30 JUNE SUPPORTIVE CARE MAKES EXCELLENT **CANCER CARE POSSIBLE**

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A new cancer care dilemma: Patients want immunotherapy even when evidence is lacking

A topic to be covered at the #MASCC18 meeting in 4 days Watch for tweets #prognostication #financialtoxicity #communication #supponc #gerionc #pallonc @CancerCareMASCC



Cancer patients want immunotherapy even when evidence is lacking Patients, citing television ads and media accounts of miraculous recoveries, are pushing hard to try immune therapies, even when there is little to no evidence the ...

3:00 PM - 23 Jun 2018

0.2

G 2 0 0 0 0 0 0 + 0 32 Retweets 60 Likes

www.mascc

13 32

🗙 🛍 Tweet activity		
Impressions times people saw this Tweet on Twitter	5,743	2
Total engagements times people interacted with this Tweet	274	2 8 VIE SUP MAI
Link clicks clicks on a URL or Card in this Tweet	104	
Likes times people liked this Tweet	63	
Detail expands times people viewed the details about this 1	46 Tweet	
Retweets times people retweeted this Tweet	32	
Profile clicks number of clicks on your name, @handle, o	14	
photo		
Hashtag clicks clicks on the hashtag(s) in this Tweet	13	-
Replies replies to this Tweet	2	



Acknowledgements



Don S Dizon Editionedizon Follows you

Oncologist, Editor, Blogger, FACP, FASCO. Director of Women's Cancers, Lifespan Cancer Institute. Tweets are all me.

Providence, RI

& connection apon org/in/thors/Don%20.

Dined May 2012

C Born on February 12

@drdonsdizon

Merry J Markham, MD @DrMarkham, Fotows you

Gynecologic medical oncologist CUP. Associate Director for Medical Affairs CUPPER Concern, CUPPER SoMe Editor. Tweets = my views only.

() Gainesville, FL

Previde com/in/menyormit.
 Joined January 2011

@drmarkham



(((Matt Katz, MD))) Budatomicdoc Follows you

I'm a radiation doctor dedicated to improving health. Cofounder, fradonc journal club, @Flad_Nation, Chair, @MassMedical Communications Committee, Neutral good.

Econoli, MA
Substanicdoc.com

Dined November 2009

@subatomicdoc



ARE POSSIBLE

Mina S. Sedrak Ominasedrakmd

Breast cancer oncologist and researcher CityofHope, Tweets are my own opinions. RTs are not endorsements.

S Los Angeles, CA

@minasedrakmd

www.mascc.org/meeting

Acknowledgements.



SUPPORTIVE CARE MAKES EXCELLENT CANCER CARE POSSIBLE

@ASCO Social Media Working Group

www.mascc.org/meeting

Mechanism by which virtual communities form around shared interests Evolving technologies aiming to facilitate communication

One to one One to many

@drdonsdizon

What exactly *is* social media?

Connections



www.mascc.org/meeting http://mdlpublish.herokuapp.com/0c40e99f-0a91-44cb-a951-4df89d38b0e0

Major Social Media Companies

Company	Inception	User base	Content	User communities
Facebook	2004	Almost 2B	Photos, videos, Memes, Articles	Support groups Institutions Organizations Familes
Twitter	2006	336m active users	Tweets (280 characters)	Hashtags mark interests (#bcsm, #gyncsm, #some, #lcsm, #pallonc)
LinkedIn	2003	Almost 500m	Photos, videos, articles, information, resumes	Professional networking opportunity

@drdonsdizon

Social media landscape 2018





Not all platforms are equally used



@drdonsdizon

https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

Social media adoption has increased over time



Pew Research Center 2018



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The number of social media users worldwide is projected to rise from 1 to 3 billion between 2010 to 2021



Statista 2018



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Americans who went to the internet FIRST to look for information about health or medical topics



Public is turning to the internet *first*

Adapted from: https://hints.cancer.gov/_images/infographics/ HINTS-TRUST-Infographic-Cancer-Sources_Facebook-Optimized.jpg Accessed March 2017.

Why should you pay attention?



Adapted from: https://hints.cancer.gov/_images/infographics/HINTS-TRUST-Infographic-Cancer-Sources_Facebook-Optimized.jpg Accessed March 2017.

@drdonsdizon



Like it or not, you may already have a presence online...





About 725.000 results (0.23 seconds)

Dr Christopher Steer | Medicine

https://med.unsw.edu.au/people/dr-christopher-steer * E: c.steen@unsw.edu.au. Home - Our People: Dr Christopher Steer ... Steer CB; Mak GWH, 2013, "Pharmacology of chemotherapy", in Management of ...

Traditional Communication







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Modern Communication





Erica Bednar (/EMB/060 / 12h)



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Pros & Cons of Physician-Patient Communication Online: Pros

- Provide education
 - Provide reliable information
 - Correct misinformation
- Advocacy/awareness raising
- Public showing of compassion, expertise, passion
- Increased understanding of patient experience
- Enhance trust in the profession





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Pros & Cons of Physician-Patient Communication Online: Cons

- Potential violations of HIPAA
- Unprofessionalism
- Potential to be "always on"
- Blurring of physician-patient boundaries



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Risks of Opting Out

Patients find health misinformation online

Others define your professional reputation

Cash Agricultured Red creat

Patients find providers more accessible online

? Malpractice risk for no public affirmation your quality



PRESENTED BY: WATTHEWEATZ, M.D.

http://bit.ly/MSKSlideshare

Dangers of Misinformation



CCDF = fraction of rumors with certain # of cascades

False news spreads farther, faster than the truth

Online ads undercut patient confidence in treating oncologist

Vosoughi et al, Science 2018 Abel et al, J Clin Oncol 2009

PRESENTED AT: 2018 ASCC

#ASCO18 Silver pre the property of the suither, permission required for rever.

PRESENTED BY: MATTHEWEATZ, M.D.

http://bit.ly/MSKSlideshare 8



Social Oncology Report 2017

MDigitalLife 👎



Greg Matthews @chimoose @MDigitalLife www.mascc.org/meeting





Social Oncology Report 2017

VDigitalLife

1522 oncologists on @Twitter

Challenging the <u>stereotypes</u> of the online community.

• Young

www.mascc.org/meeting

- Male
- Centred around urban technology hubs

Fast internet and smart phones are now so ubiquitous....everyone is online.



@chimoose

NO GENDER GAP*

Female oncologists are almost exactly as likely as their male counterparts to be on social media.



NDigitalLife *****



@chimoose *US data

@drcbsteer

#MASCC18





Source: NPPES Registiny, MDigitalLife Online Health Ecosystem

N = Based on 22,6.24 US Oncologiets, 1522 of whom are on social media

HOW WILL YOU KEEP THEM DOWN ON THE FARM?

79% of the "offline" oncologists live in close proximity to a major urban center. Slightly more – 85% - of online oncologists do so.





Online Oncologists ----



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@chimoose



Percentage of Online Oncologists Compared to Overall Oncologists in the State





@drcbsteer #MASCC18

Source: CHS Provider: Condens Debid with PD ((14) RED conservation Debugstern (Debugstern) (Debugstern) (Debugstern)

FOUNTAIN OF YOUTH

Social media usage is increasing rapidly - for both younger and older oncologists.



Online oncologists just as likely to receive payments from industry but the quantum is x3 higher*







NDigitalLife



@chimoose *US data (\$14,133 vs. \$5,558)

@drcbsteer

#MASCC18

Average sumbine wit payment for online ductors who have accepted payments = \$54113. Average payment for their offline payment = \$6,558

Journal publications?

ONLINE ONCOLOGISTS ARE 2X MORE LIKELY THAN OFFLINE PEERS TO PUBLISH IN ASCO JOURNALS

45% of oncologists on social media have published in the Clinical Journal of Oncology or the Journal of Oncology Practice in the last 10 years; 20% of their offline peers have done so



NDigitalLife *****



Social Oncology Project 2017 - Conclusions

Survey of 1522 of tech savvy US oncologists (7%) Following this group "may not reveal the heart of medicine… but it gives powerful hints about the future of patient care"

future of medicine lies. Past versions of The Social Oncology Project have shown that physicians on social media are increasingly hubs in an online ecosystem that stretches to patients, advocates, industry and beyond. Given that degree of connection, it is not at all surprising that online oncologists appear more closely linked to pharmaceutical companies. They are more closely linked to everyone.

They are more closely linked to everyone.



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@chimoose

@drcbsteer

#MASCC18

Social Oncology Report 2018



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Hospital Ranking and Location



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@chimoose *US data

http://www.w2ogroup.com/the-social-oncology-report-2018

#MASCC18




Part One: The Connection between Social Media & Physician Reputation Scores in the U.S. News & World Report Hospital Rankings





@chimoose

"Our data clearly show that the percentage of a cancer hospital's affiliated doctors who are active on twitter has a positive, statistically significant correlation with that hospital facility's physician reputation score from the U.S. News & World Report 'Best Hospitals' ranking for 2017-2018."

Yash Gad, Ph.D.

Gender Parity of Doctors vs. Hospital Ranking



Closest to gender parity - University of North Carolina at 54%

Farthest - Cedars-Sinai 76%

of Doctors

% Gender

http://www.w2ogroup.com/the-social-oncology-report-2018



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@chimoose Social Oncology Report 2018 #MASCC18



What kind of conversations are happening on Twitter?

#SoMe connects Oncology communities



MDigitalLife *****

#SoMe connects Oncology communities



MDigitalLife *****

Disease Specific Hashtags in Oncology Cancer Tag Ontology

#adcsm

Adrenal Cancer

#ancsm Anal Cancer

Fayacsm Adolescent & Young Adult Cencer #bcsm Breast Cencer #blcsm Bladder Cencer Brain Tumors #crcsm Colorectal Cancer #esocsm Esophageal Cancer #gyncsm Gynecologic Cancers #hncsm Head & Neck Cancers

#btsm

#hpbcsm Hepatobiliary Cancers #kcsm Kidney Cancer #lcsm Lung Cancer #leusm Leukemia #lymsm Lymphoma #melsm Melanoma #mmsm Multiple Myeloma #pancsm

Pancreatic Cancer

#pcsm Prostate Cancer #pedcsm

Pediatric Cancer

fscmsm Sarcoma fstcsm Stomach Cancer fthmcsm Thymoma & Thymic Carcinoma fthycsm Thyroid Cancer ftscsm Testicular Cancer

SUPPORTIVE CAR MAKES EXCELLEN CANCER CARE POSSIBL

Facilitate targeted, streamlined communication #supponc, #pallonc, #gerionc,

#supportivecare

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JAMA Oncology March 2016 Volume 2, Number 3



SUPPORTIVE CARE

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Healthcare hashtags - #supponc Last 28 days



#supponc Participants



Data for #supponc can be up to 15 minutes delayed



Healthcare hashtags - #pallonc and #gerionc The Numbers

3 Aug Telestalfour 3

23rd 2018, 5:55PM (Australia/Suthey)

symplur

800

200

26. May

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al Like



Lact 20 days



#ASCO18 tweet activity



www.mascc.org/meeting https://www.symplur.com/healthcare-hashtags/ASCO18/analytics

#ASCO18 Featured Voices







Toni Choueiri, MD #DrChousini

Cathy Eng. MD, FACP in CathyEngMD





2018 ASCO

ANNUAL MEETING

Clifford A. Hudis, MD. FACE FASCO ti CliHurdhiudis





Heather Hytton, MS. PA-C is family Hampson

Bruce Johnson, MD.

FASCO

#ASCOPIE4

Thomas W. LeBlanc, MD. MA, MHS #tomisblancHD



David L. Graham, MD.

FASCO

#-dauldgrahammd

Emil Lou, HD, PhD, FACP # cancerteeseeiivi

Dearina Attal, MD

il DrAttal

Herry-Jennifer Harkham,

DrHarkham



Matthew Katz, MD il sideato misido-r











Shaalan Beg, MD, MS

4 ShaalanBag









Yousuf Zafar, HD, MHS in prainfact

Don S. Dizon, MD. FACP, FASCO # D-DestDlass



Sumanta K. Pal. MD ii montypal







#ASCO18 Twitter Timeline



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Time



Social media and the researcher

Apart from professional communication... how can we use social media in supportive care?

The largest focus group in the world is found on-line

@drdonsdizon

ORIGINAL RESEARCH

The Needs of Women Treated for Ovarian Cancer: Results From a #gyncsm Twitter Chat



Teresa Hagan Thomas

Karin Nauth-Shelley

Michael A. Thompson

Methods

Deanna J. Attai

Matthew S. Katz

David Graham

Dee Sparacio

Christina Lizaso

Audun Utengen

Don S. Dizon



To better understand the issues faced by women with ovarian cancer, we conducted a public Twitter chat in collaboration with gynecologic cancer social media (#gyncsm). Both quantitative and qualitative analyses were performed.

Conclusions Themes derived from the Twitter chat revealed the unique experiences of individuals with ovarian cancer after treatment, including a heightened sense of vulnerability. Understanding these themes represents an opportunity for clinicians to better understand and address the needs of this patient community. (J Patient Cent Res Rev. 2018;5:149-157.)

(*J Patient Cent Res Rev.* 2018;5:149-157.)

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Needs Assessment Using Twitter

@drdonsdizon

Hagan (2018): What are the survivorship needs for women treated for ovarian cancer?

Method: Tweetchat in partnership with #gyncsm: Re-envisioning ovarian cancer survivorship

Recruitment: Collaboration with partners: OCRFA, SGO, FWC, NOCC

(J Patient Cent Res Rev. 2018;5:149-157.)

Tweetchat Focus Group (Hagan, 2018)

- T1 A. What does survivorship mean to you? What is it to be an ovarian cancer survivor?
 - B. Do you use the term survivor? If not, what term do you prefer?
- T2 What needs and concerns did you have when you were first diagnosed and treated? How were they addressed? What was lacking?
- T3 How was the topic of recurrence addressed with you? Did you find it helpful or not helpful at the time - and now looking back?
- T4 A. What issues physical, emotional or other currently give you the most difficulty?

B. What are your needs and concerns now? (After recurrence or As you live past diagnosis and initial treatment of ovarian cancer)

T5 What actions have you taken in living past your ovarian cancer diagnosis and treatment? Were you given a Survivorship Care Plan?

@drdonsdizon

Survivorship in Ovarian Cancer

377 Unique Tweets

43 participants in the 1 hour during tweetchat (ave 8.6 tweets/person)

60 added thoughts in the following 24 hours

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Hagan TL, et al. J Patient Centered Res and Rev 2018. In Press.

Word Frequency



@drdonsdizon

Word sentiment



@drdonsdizon Hagan TL, et al. J Patient Centered Res and Rev 2018. In Press.

What did we learn?

There is a lack of support during transitions

Physical and emotional needs were unmet by clinicians

Patients navigated independently

Survivors want us to be proactive

- Provide resources
- Care plans not appropriate for women who face a high recurrence risk
- Care plans should address needs of women after recurrence

ORIGINAL RESEARCH

The Needs of Women Treated for Ovarian Cancer: Results From a #gyncsm Twitter Chat

Patient-Friendly Recap

- Due to high rates of recurrence, patients with ovarian cancer require long-term supportive health care.
- The authors recruited ovarian cancer survivors to participate in a moderated Twitter chat to discuss their experiences after treatment.
- Contrary to the Commission on Cancer's recommendations, few survivors receive detailed care plans when their treatment ends.
- Survivors expressed a desire for health providers to proactively offer resources that could help address future emotional and physical needs.

(J Patient Cent Res Rev. 2018;5:149-157.)



Rare Cancers and Social Media: Analysis of Twitter Metrics in the First 2 Years of a Rare-Disease Community for Myeloproliferative Neoplasms on Social Media—#MPNSM



Naveen Pemmaraju¹ • Audun Utengen² • Vikas Gupta³ • Jean-Jacques Kiladjian⁴ • Ruben Mesa⁵ • Michael A. Thompson⁶

	Key Twitter metrics	Jan 2015–Jan 2016 No.	Jan 2016–Jan 2017 No.
1	Tweets	3462	5627
2	Users	442	604
3	Impressions	7,159,253	12,436,302
4	Hyperlinks included	1977	3537
5	Mentions	2693	4812
6	Photographs included	764	1014
7	Retweets	1989	3456

Table 1 Key Twitter metrics over the two study periods for #MPNSM

 Table 2
 Top ten most commonly tweeted terms using #MPNSM over two time periods

	Jan 2015–Jan 2016	i	Jan 2016–Jan 2017		
	Terms	No. of Tweets mentioned	Terms	No. of Tweets mentioned	
1	mpn	613	mpn	1638	
2	patients	384	patients	1046	
3	myelofibrosis	327	mpns	821	
4	pts	248	myeloproliferative	582	
5	myeloproliferative	245	media	536	
6	jak	231	social	536	
7	mpns	213	community	470	
8	neoplasms	187	myelofibrosis	440	
9	session	183	neoplasms	434	
10	social	178	mesa	424	

Curr Hematol Malig Rep (2017) 12:598-604

Rare Cancers and Social Media: Analysis of Twitter Metrics in the First 2 Years of a Rare-Disease Community for Myeloproliferative Neoplasms on Social Media—#MPNSM



Confirms the feasibility of growing and maintaining a twitter community for rare cancers



Curr Hematol Malig Rep (2017) 12:598-604

Association for Academic Surgery

A pattern-matched Twitter analysis of US cancer-patient sentiments

W. Christian Crannell, MD,^{a,1} Eric Clark, MSc,^{a,b} Chris Jones, PhD,^a Ted A. James, MD,^a and Jesse Moore, MD^{a,*}

Analysis of >146,000 tweets in 2014





Treatment course (n=73)

- Diagnosis (n=65)
- Surgery/biopsy (n=42)
- Symptoms (n=32)
- Mood/uncertainty (n=30)
- Insurance/finance (n=21)
- Employment (n=9)
- Family/parenting (n=5)
- Causality (n=4)
- Reproductive (n=1)

Cancer patient tweet content categorization by cancer type.

Patients are tweeting about their symptoms

www.mascc.org/meeting

JOURNAL OF SURGICAL RESEARCH + DECEMBER 2016 (206) 536-542

Association for Academic Surgery

A pattern-matched Twitter analysis of US cancer-patient sentiments

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Analysis of >146,000 tweets in 2014



Cancer type	Tweetset (n)	h_avg	Increased frequency words"	Decreased frequency words
Thyroid	5673	6.1625	"Blessed," "thank," "Christmas," "love"	Expletives, "not," "no," "lost," "die"
Breast	72,528	6.1485	"Happy," "love," "welcome"	Expletives, "hate," "never"
Lymphoma	5143	6.0977	"God," "win," "photo," "proud," "mise"	"Not," "don't," "happy"
Endometrial	4939	6.0913	"Love," "sorry," "surgery," "pain"	Expletives, "hate," "don't"
Bladder	1579	6.0843	"Good," "great," "win"	"Love," "don't," "hate"
Melanoma	13,418	6.0611	"Love," "bloody," "hell"	"Happy," "great," "good"
Prostate	16,161	6.0223	"Good," "great," "nice," copletives	"Love," "happy"
Colorectal	9682	6.0149	"Lol," "good," "not," "no," "hell"	"Happy," "love," "beautiful," "welcome"
Leokemia	6042	5.9730	"Smoke," "hate," "bored," "haha"	"Happy," "beautiful"
Pancreas	5117	5.8766	Expletives, "don't," "bad"	"Happy," "great," "thanks"
Lung	38,379	5.8733	Expletives, "don't," "hate," "mean"	"Love," "happy," "great," "thanks"
Kidney	7245	5.8464	Expletives, "don't," "hospital," "surgery"	"Happy," "lol," "thank"

Patients broadcast their feelings. Twitter can be used to gauge satisfaction and discover unmet needs.

Positive sentiment words are displayed in bold, whereas negative sentiment words are displayed in italics. In general, as the h_avg increases, the data set contains increased frequency of positive words and decreased frequency of negative words. *See supplemental information for word shift figures.



JOURNAL OF SURGICAL RESEARCH + DECEMBER 3016 (206) 536-543

JOURNAL OF MEDICAL INTERNET RESEARCH

Do Cancer Patients Tweet? Examining the Twitter Use of Cancer Patients in Japan

Atsushi Tsuya¹, PhD; Yuya Sugawara², MS; Atsushi Tanaka¹, PhD; Hiroto Narimatsu³, MD, PhD

Figure 6. Co-occurrence network of cancers: stomach cancer.



Tsuya et al



Yes

Patients with cancer use twitter as a tool to share medical information

www.mascc.org/meeting

(J Med Internet Res 2014;16(5):e137)

Twitter and disease detection?

National and Local Influenza Surveillance through Twitter: An Analysis of the 2012-2013 Influenza Epidemic

David A. Broniatowski^{1,2}, Michael J. Paul⁹, Mark Dredze⁴



Investigators have developed a tool to detect influenza outbreaks in real time via analysis of twitter data



Effective surveillance and predictive mapping of mosquito-borne diseases using social media

Vinay Kumar Jain*, Shishir Kumar

Department of Computer Science & Engineering, Jappee University of Engineering & Gana (M.P.), India



Fig. 11. Density plots of mosquito-borne disease symptoms.



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Fig.7. Predicted surface using Kernel density estimation and Twitter features within Indian.

www.mascc.org/meeting

Journal of Computational Science 25 (2018) 406-415

Health-related social media activities is on the rise



Disease-Specific Hashtags for Online Communication About Cancer Care

Matthew S. Katz, MD1; Audun Utengen, MBA2; Patricia F. Anderson, MILS3; Michael A. Thompson, MD, PhD⁴; Deanna J. Attai, MD⁵; Claire Johnston, BA⁶; Don S. Dizon, MD⁷



Loeb S et al Nature Review 2018; Katz MS et al JAMA Oncology 2016



Patstatto m Mina S. Sedrak, MD, MS



5

However, there remains a paucity of literature examining the value and direct application of social media in oncology



Mina S. Sedrak, MD, MS



Examples of gaps in knowledge

 How is the participative online environment affecting public health and clinical care as it relates to cancer?

 Can we leverage it to effectively exchange meaningful information about a subject as complex as cancer?

 Can we harness it to influence cancer-related health behaviors and clinical outcomes?



Mina S. Sedrak, MD, MS



Potential to integrate big data to improve precision oncology

Genetics	Clinical	Wearable	Social Media
GermlineSomaticEpigenetic	 Demographics Pathology Stage Family History Labs/Imaging Treatments 	 Steps Sleep patterns Heart Rate Blood Pressure Biophysical sensors 	 Beliefs Attitudes Social norms Sentiment Engagement Risk factors Community
	Precision C	ancer Care	

Sedrak MS ASCO Ed Book 2018



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PRESENTED BY: Mina S. Sedrak, MD, MS





Should I start engaging in social media?

Social media isn't worth your time unless

- It complements or improves your clinical practice of medicine
- Maintains or builds trust between you and your patients



Patient-Doctor Dyad

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MASCC/IS00 2018

ANNUAL MEETING VIENNA

Preparing talk for #MASCC18.

Welcome your thoughts and references for evidence of impact of twitter on cancer care / enhancing communication in #supportivecare.

28-30 JUNE 2018

#suppond

masccmeeting.org/2018/Pages/def...



4:57 AM - 18 May 2018

www.mascc.org/meeting



Richard Simcock @BreastDocUK · May 18

Replying to @drcbsteer @WilliamDale_MD and 7 others

Twitter is only useful in cancer care and communication if:

- -You are interested in the patient voice
- -You are interested in the wider world outside your clinic / specialty
- -You are open to new ideas and views
- -You are wary of fake news





CLL_Fighters ? @CLL_Fighters · May 21 Twitter empowers patients like myself who are locked into a local medical mindset

It's massively encouraging to learn from some of the brightest minds fighting #cancer around the world real world real states around the world real states around the states are states around the states are states around the states are states









Richard Simcock @BreastDocUK · May 18

Replying to @drcbsteer @WilliamDale_MD and 7 others

Twitter is only useful in cancer care and communication if:

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17 2

17 2



CLL_Fighters ? @CLL_Fighters · May 21 Twitter empowers patients like myself who are locked into a local medical mindset

5

It's massively encouraging to learn from some of the brightest minds fighting #cancer around the world



V

 \sim



David Rowe, Australia @roweafr

The Need for "Health Twitteracy" in a Postfactual World

Kristine Sørensen, PhD



Figure 1. Distribution of #healthliteracy tweets between April 1, 2011 and April 15, 2014. Created from data on Symplur.com.

www.mascc.org/meeting

HLRP: Health Literacy Research and Practice • Vol. 1, No. 2, 2017

2018 28-30 JUNE VIENNA, AUSTRIA SUPPORTIVE CARE MAKES EXCELLENT CANCER CARE POSSIBLE The Need for "Health Twitteracy" in a Postfactual World

Kristine Sørensen, PhD

In an era of global "Twiplomacy"......

"....health literacy, in particular, "Health Twitteracy" and eHealth literacy.....

...... defined as the ability to seek, find, understand and appraise health information from electronic sources and apply the knowledge gained to addressing or solving a health problem.....

.....will be required sooner rather than later.



2019 21-23 JUNE SAN FRANCISCO SUPPORTIVE CARE MAKES EXCELLENT CANCER CARE POSSIBLE

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