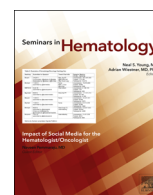




Contents lists available at ScienceDirect

Seminars in Hematology

journal homepage: www.elsevier.com/locate/enganabound

The use and impact of Twitter at medical conferences: Best practices and Twitter etiquette



Naveen Pemmaraju^{a,1,*}, Ruben A. Mesa^{b,2}, Navneet S. Majhail^{c,3}, Michael A. Thompson^{d,4}

^a University of Texas, MD Anderson Cancer Center, Houston, TX

^b University of Texas San Antonio, San Antonio, TX

^c Cleveland Clinic, Cleveland, OH

^d Aurora Research Institute, Aurora Health Care, Milwaukee, WI

ARTICLE INFO

Keywords:

Social media

Twitter

Disease-specific hashtag

Medical conferences

ABSTRACT

The use of social media, and in particular, Twitter, for professional use among healthcare providers is rapidly increasing across the world. One medical subspecialty that is leading the integration of this new platform for communication into daily practice and for information dissemination to the general public is the field of hematology/oncology. A growing amount of research in this area demonstrates that there is increasing interest among physicians to learn not only how to use social media for consumption of educational material, but also how to generate and contribute original content in one's interest/expert areas. One aspect in which this phenomenon has been highlighted is at the time of maximum new information presentation: at a major medical conference. Hematologists/oncologists are engaging regularly in one of the most common forms of social media, Twitter, during major medical conferences, for purposes of debate, discussion, and real-time evaluation of the data being presented. As interest has grown in this area, this article aims to review the new norms, practices, and impact of using Twitter at the time of medical conferences, and also explores some of the barriers and pitfalls that users are encountering in this emerging field.

© 2017 Published by Elsevier Inc.

1. Introduction

The use of social media platforms among healthcare providers has become a novel approach for acquiring updated, real-time information and generating practical medical information useful to the general public [1,2]. This is especially true among hematologists/oncologists who are interfacing with social media for many different purposes, including increasing communication among colleagues around the world, furthering professional advancement by raising awareness of one's research or lab group findings, development of new professional connections, and providing new ways to interact with patients and the general population [3]. One of the major methods of social media engagement, the microblogging site known as Twitter (characterized by

140-character messages, known as “tweets”), has become popular among both research-focused and community-based physicians in hematology/oncology. Twitter use and sustained engagement increases around the time of major medical conferences, which not only brings together those who are in physical attendance, but now, those healthcare providers who are virtually attending the meeting and providing critical analysis remotely [4–7]. This marks a new era in hematology/oncology and this review article aims to focus on the new norms, practices, and impact of the use of Twitter at medical conferences.

2. Twitter: The “new norm” for keeping up with updates in the field of medicine

Increasingly, it is being noted by groups throughout the medical research world that the use of Twitter by medical professionals is potentially contributing to the accessibility of new research findings more rapidly than ever before, and to increased awareness about medical research/clinical trials, both by the general population and among physicians and researchers themselves [8,9]. In the field of hematology/oncology specifically, an increasing number of users discuss key areas of either their own active research or the

* Corresponding author. Department of Leukemia, University of Texas, MD Anderson Cancer Center, Unit 428, PO BOX 301402, Houston, TX 77230-1402. Tel.: +(713) 792 4956; fax: +(713) 745 4138.

E-mail address: npemmaraju@mdanderson.org (N. Pemmaraju).

1 @doctormemm

2 @mpdrc

3 @BldCancerDoc

4 @mtmdphd

work of colleagues, which changes over time, and Twitter use has been found to reflect, document, and comment on these trends especially at the time of major medical conferences [6,10]. Indeed, today's clinician in the field of hematology/oncology, with the ever-increasing time demands placed on one's schedule, has the potential, via Twitter, for a new opportunity for greater awareness for clinical trials and augmented avenues for information exchange among patients, community-based physicians, trainees, and academic researchers, without leaving the office or home [11,12]. As Thompson et al noted, the clinical provider is already busy with so many time demands, some of which already incorporate other technological time spent in front of screens (eg, always changing electronic medical records), and it may be quite difficult for a new user to find time to dedicate to Twitter [12]. Several reasons for the healthcare provider to invest some of their precious time may demonstrate the benefit of engaging in Twitter even in the midst of a busy clinical practice or scientific research career. One study, led by Ciprut et al, found that there was a statistically significant association between increased use of Twitter and higher publically available reputation scores for medical departments in a specified field, suggesting that in addition to individual physicians, departments/organization/entities may be able to globally benefit from engagement in social media usage, particularly Twitter [13]. Furthermore, the regular use of Twitter has been posited as a way to increase the general public's awareness of an investigator's field of interest, and thereby one's own work profile, lab group's interests, or spectrum of research activities, which can then lead to accelerated development of new research collaborations and connections in one's field [14]. Another novel study demonstrated that the use of Twitter by research journals in an academic field may influence the manner in which articles can be measured in terms of their impact, influence, and reach. Cardona-Grau et al found that among 33 journals in the field of urology, there was a significant correlation between the journal's impact factor and what they termed the journal's Twitter Impact Factor, or "TIF." This new measure, the TIF, may be able to measure the impact of a journal's use of Twitter in the dissemination of their papers, abstracts, and academic information, similar to the already established Journal Impact Factor (Thomas Reuters) [15]; this compelling new concept and will need to be validated in subsequent studies.

3. Engaging in social media at the time of medical conferences: Is it worth your time?

In terms of attending medical conferences, the routine has changed for many hematologists/oncologists. In prior eras, making arrangements to attend the one or two major medical conferences in one's field was a serious planning event that required the participant to be physically on site (see Table 1 for a sampling of the growing number of major medical conferences in hematology/

oncology field that feature a Twitter presence). Missing the meeting, in eras past, coupled with waiting months or longer to have some type of access to meeting material and slides, meant risking being "out of the loop" on important new concepts or even breakthroughs in one's subfield. Contrast this with the modern era of "24-7" online accessibility and social media; attendees, particularly from all around the world, can now "attend" in real-time remotely through Twitter and still actively, and authentically, contribute to the discussions via social media since they are able to following along with all of the latest developments at the meeting without delays in information acquisition [16]. Medical conferences, therefore, are now truly open to a vital, free-flowing exchange of novel ideas, much more rapidly than in the past, and can now include the maximum level of diversity in terms of the types of participants and stakeholders, not just the ones who were on site for the meeting (especially pertinent for our international colleagues) [5,17]. Indeed, in many instances, a conference speaker may receive critical feedback on a talk as soon as he or she has left the podium to review comments and contribute their own answers, rebuttals, and thoughts via Twitter [14]. Some speakers have even been known to program tweets to coincide with an actual talk, thus providing references and comments in parallel to the presentation.

The use and uptake of social media at medical conferences has been observed in a number of different fields and is increasing over time, among all age ranges and specialties, such as generalists [18], emergency physicians [19], pathologists [20], surgical subspecialists [21], and pediatric [22], adolescent/young adult [23], and geriatric physicians [24]. For example, in the field of family medicine, Mishori et al reviewed the use of Twitter at a family medical conference and found that 13% of the registered attendees were active on Twitter during the meeting and that the majority of the tweets analyzed—70% of the generated user content—directly pertained to session-related information [18]. In a study by Attai et al, among surgeons attending a medical conference, a similar high rate of tweets during the conference period (each year between 2013–2016) was found to contain relevant information (approximately 70%–80%), even in the setting of increasing amounts of individual users added per year analyzed [25]. These trends have continued in the subspecialized fields, such a rare cancer areas. Communication via Twitter, during the time of medical conferences, has served to raise awareness for new clinical trials and scientific data in rapid fashion, especially when organized under the umbrella of the disease-specific hashtag [26]. We found that stakeholders from all over the healthcare spectrum in rare cancer subtypes have a newly found ability to connect via disease-specific hashtags established before the meeting but can be used, in combination with the conference meeting hashtag, for maximum impact among users (eg, #MPNSM = Myeloproliferative Neoplasms on Social Media is an established disease hashtag, and #ASHxx is the hashtag for American Society of Hematology where xx= year of meeting) [27]. In this manner, healthcare

Table 1
Sample of major medical conferences in field of hematology/oncology using disease-specific hashtags for 2017.

Medical society	Twitter handle	Meeting hashtag: 2017
American Society of Hematology (ASH)	@ASH_hematology	#ASH17
American Society of Clinical Oncology (ASCO)	@ASCO	#ASCO17
American Association of Cancer Research (AACR)	@AACR	#AACR17
European Hematology Association (EHA)	@EHA_Hematology	#EHA22
European Society for Blood and Marrow Transplantation (EBMT)	@TheEBMT	#EBMT17
The European Society of Medical Oncology (ESMO)	@myESMO	#ESMO17
Society of Hematologic Oncology (SOHO)	@SocietyofHemOnc	#SOHO17
American Society for Blood and Marrow Transplantation (ASBMT)	@ASBMT	#BMTTandem17

Download English Version:

<https://daneshyari.com/en/article/8734818>

Download Persian Version:

<https://daneshyari.com/article/8734818>

[Daneshyari.com](https://daneshyari.com)