Demystifying social media for palliative care

Elissa Campbell, Michael Chapman, Anna Collins, Sonia Fullerton, James Jap, Chi Li, Jason Mills, Craig Sinclair
<table>
<thead>
<tr>
<th>Primary role</th>
<th>Names(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researcher</td>
<td>Anna Collins, Craig Sinclair</td>
</tr>
<tr>
<td>Nurse</td>
<td>Jason Mills</td>
</tr>
<tr>
<td>Doctor</td>
<td>Michael Chapman, Sonia Fullerton, James Jap, Elissa Campbell, Chi Li</td>
</tr>
</tbody>
</table>
BEFORE WE START...
IN CASE OF FIRE
EXIT BUILDING
BEFORE TWEETING
ABOUT IT
Maslow's Hierarchy of Needs – v3.0 (via @morten)
Workshop objectives

By the end of this workshop, you will be more awesome because you will know:

– How social media can help with palliative care research, education, advocacy and support
– The strengths and uses of various social media platforms such as Twitter, ResearchGate, YouTube and weblogs
– How to create & use your own Twitter account
– How to participate in health care Tweetchats and online global journal clubs
– How to access free online medical (#FOAMed) and nursing (#FOANed) education
– How to use Symplur to search for relevant health related hashtags
Workshop etiquette

DO

• Look at your phone/tablet/laptop/each other

• Check out what’s happening on Twitter, Facebook, LinkedIn, Instagram or any other social media platform of choice

• Talk to others (online) & share your enthusiasm!

DON’T

• Keep your questions to yourself – ask any one of these attractive people wearing baby blue T-shirts

#13APCC
How to play in healthcare social media

• What IS social media?

...the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.
Why bother?

• Engagement and collaboration across disciplines, specialties and countries (networking through social media)$^1$
  – Weekly global “tweetchats” (e.g. #hpm – happening right now!)

• Rapid access to relevant articles in journals and lay press
  – Regular journal club #hpmJC – with author participation

• Broadcasting: conference hashtags (e.g. #13APCC)
• Collaboration: research projects, crowdsourcing/crowdfunding, campaigns
• Engagement and advocacy: patient/carer perspective

$^1$Taubert et al, 2014
EXAMPLE: COLLABORATION
Can anyone point me to #EOLC research where service users were involved in data analysis? @EricaBorgstrom @kesleeman @BridgetJohnst #hpm TY
Laura MiddletonGreen  
@heblau

Can anyone point me to #EOLC research where service users were involved in data analysis? @EricaBorgstrom @kesleeman @BridgetJohnst #hpm TY

Katherine Sleeman  
@kesleeman · Aug 8
@heblau how involved? Our PPI folk regularly discuss & help interpret data
@TonyBonser. Julie Kinley used volunteers to collect/ input data.

Laura MiddletonGreen  
@heblau · Aug 8
@kesleeman @TonyBonser am running some workshops to analyse fieldnotes & cases, wondered about ppi's past experiences/ evaluation of this

1:33 AM - 8 Aug 2015 · Details
Other replies to @heblau's Tweet

Laura MiddletonGreen @heblau · Aug 8
@kesleeman @TonyBonser am running some workshops to analyse fieldnotes & cases, wondered about ppl's past experiences/ evaluation of this

Tony Bonser @TonyBonser · Aug 8
@heblau @kesleeman Get in touch. Our People in Partnership might be able to help.

Laura MiddletonGreen @heblau · Aug 8
@TonyBonser shall email you when I'm back from hols Tony - thank you

Lesley Goodburn @lgoodbu · Aug 8
@heblau @TonyBonser hi Laura, hope you are ok, I have experiences of this too, drop me a line when you are back from leave
Laura MiddletonGreen @heblau · Aug 8
@kesieeman @TonyBonser am running some workshops to analyse fieldnotes & cases, wondered about pps past experiences/evaluation of this

1:39 AM - 8 Aug 2015 · Details
View other replies

Katherine Sleeman @kesieeman · Aug 8
@heblau @TonyBonser I don't have much qual exp but @CSI_Linguist may be able to help

11:59 AM - 8 Aug 2015 · Details
View other replies

Laura MiddletonGreen @heblau · Aug 8
@kesieeman @TonyBonser @CSI_Linguist thanks very much :)

12:00 PM - 8 Aug 2015 · Details
View other replies

Bridget Johnston @BridgetJohnst · Aug 14
@heblau re this can let you know a) what our research group do and also specifically what I did for my postdoc in 2006-2008. Happy to chat!

5:22 PM - 14 Aug 2015 · Details
View other replies

Laura MiddletonGreen @heblau · Aug 14
@BridgetJohnst yes please - can I ring you next week?

5:23 PM - 14 Aug 2015 · Details
View other replies

Bridget Johnston @BridgetJohnst · Aug 14
@heblau of course.. Will look at the diary

5:23 PM - 14 Aug 2015 · Details
View other replies

Erica Borgstrom @EricaBorgetrom · Aug 8
@heblau will send you an email this weekend

9:21 PM - 8 Aug 2015 · Details
View other replies
FACEBOOK
Palliative Medicine Teaching

Not seen this one before...


disease management

Disease Management

Optimisation of Function
Pain & Symptom Management

Rehabilitation
Supportive / Palliative Care

Survivorship

Palliative Care Unit
Hospital

Bereavement

4D Integration

Adapted from: Hawley PM. The 4D Care Model of 21st Century Palliative Care. JPSW. 2013.

Like · Comment · Share · 14 · 2 · 6

The Palliative Medicine Registrar

13 February 2014 · 🌟

The Palliative Medicine Registrar and The Medical Registrar in a properly scholarly BMJ article...who'd have thought it??
http://spcare.bmj.com/content/4/1/13.full

Palliative social media -- Taubert et al. 4 (1): 13 -- BMJ Supportive & Palliative Care

From trainee to consultant, BMJ Group offers doctors around the world tailored information, special...

SPCARE.BMJ.COM

Like · Comment · Share · 18

Palliverse

Published by WordPress [?] · 20 August at 06:24 · 🌟

Grants and grant writing - the lifeblood and bane of every researcher (and wannabe researcher). What's all the fuss about? I got my first real taste of it recently when I applied for the Bethlehem Griffiths Research Foundation Research Grant for next year. Here are a few lessons I learnt along the way: [ 811 more words. ]

http://palliverse.com/.../08/20/reflections-on-research-grants

Reflections on research – grants

Grants and grant writing - the lifeblood and bane of every researcher (and wannabe researcher). What's all the fuss about? I got my first real taste of it recently when I applied for the Bethlehem ...

PALLIVERSE.COM

Like · Comment · Share · 15 · 20 · 6
There are some fabulous ones out there...

- www.pallimed.org
- www.geripal.org
- www.ehospice.com
- www.kevinMD.com
- www.Palliverse.com
PLUS HEAPS MORE!

PALLIVERSE

#13APCC
File sharing and referencing

- Mendeley.com
- Academia.edu
- ResearchGate
- Others?
Also

• LinkedIn

• Google+

• Youtube
  – Centre for Palliative Care
  – Centre to Advance Palliative Care
  – Get Palliative Care
TWITTER
Bringing people, ideas and funding together in the palliative care universe.
#hpmglobal #hpm #hcsmanz

Palliverse
@palliverse
FOLLOWING
724
FOLLOWERS
954
FAVORITES
2,164
LISTS
2

Tweets
Tweets & replies
Photos & videos

Palliverse retweeted
The New York Times @nytimes
8h
Dr. Oliver Sacks on how he’d like to be remembered in 100 years
nyti.ms/1JH0E8W

“I would like it to be thought that I had listened carefully to what patients and..."
• 58 (89%) WOULD recommend Twitter to colleagues and peers for information about palliative care
Handles

- A handle is the name of a person or an organisation
  - @sonialf  @dr_chi_li  @AnnaLCollins
  - @pall_care_aus  Palliative Care Australia
  - @CAPCpalliative  Centre to Advance Palliative Care

- You can “follow” a handle. This means that the tweets from that person or organisation will appear in your timeline automatically

- **TASK:** Follow @palliverse
Who to follow?

**TASK:** follow someone
Task: find the Lego Palliateurs on Twitter and follow them!
What to follow?

CareSearch @CareSearch · Mar 19
Systematic review highlights patients fear of recurrence in ovarian cancer
ow.ly/K7ZR8 #sysreview #palliative #hp

Cochrane PaPaS @CochranePaPaS · 2h
See 'Systemic administration of local anesthetic agents to relieve neuropathic pain' ow.ly/JOjeM #PaPaSttheme #neuropathicpain KH
Journals

Palliative Medicine @PalliativeMedJ · Mar 11
Don't forget you can see all our papers ahead of print online: pmj.sagepub.com/content/early/… #palliativecare #hpm

Palliative Medicine @PalliativeMed_j · Mar 4
Conducting Research Interviews with Bereaved Family Carers: When Do We Ask? #bereavement, #JPM March 2015, online.liebertpub.com/doi/pdfplus/10...
Hashtags

• A hashtag (#) is a label for an idea, theme, conversation or event
  – #13apcc is the hashtag for this conference
  – #palliative and #palliativecare
  – #FOAMed and #FOANed (and #FOAMpal)
  – #hpm (hospice and palliative medicine)
  – #hpmglobal
  – #PallANZ – a new hashtag for palliative care in Australia and New Zealand

• You can follow hashtags for an event or a conference
  – **TASK:** tweet using the workshop hashtag #13apcc
How do I find hashtags for things I like?

- Simple. Symplur (http://www.symplur.com)
  - Healthcare hashtag project – explore available healthcare hashtags
  - 800 million healthcare tweets on 13,000 topics
  - 6,000 hashtags
  - Tweetchats, conferences, disease specific chats and topics

  “Discover Where The Healthcare Conversations Are Taking Place
   Discover Who To Follow Within Your Specialty Or Disease
   Discover What Healthcare Topics Are Trending In Real-Time”
EXAMPLE: SYMPLUR / CONFERENCE REPORTING
#ANZSPM15 Conference Hashtag

ANZSPM Update 2015
Thursday 18th June 2015 - Saturday 20th June 2015

Australian and New Zealand Society of Palliative Medicine (ANZSPM) will be holding its 3rd Medical & Surgical Update for Palliative Medicine on 19-20 June 2015 at St Vincent's Hospital Melbourne. This interactive meeting will include updates on paediatrics, solid organ transplantation, stroke, dementia, neuro-oncology, spinal metastases and complementary therapy.

#ANZSPM15 is a healthcare conference hashtag submitted by @ANZSPMEd

What is #ANZSPM15?

Healthcare Topics
- End of Life Care
- hospice
- palliative care
- palliative medicine

Related Hashtags
- #EAPC2015
- #ANZSPM14
- #CCCCsummit14
- #HASCPalliativeCare
- #palliative
- #hpm
- #hpmmd
- #hospice
A/Prof Mark Boughey welcoming delegates to #ANZSPM15 Update. Day 1 sessions: #pedpc #lung #transplant #stroke #ethics
Chi Li
@Dr_Chi_Li

Hynson: #palliative medicine clinicians also need support
ascopost.com/ViewNews.aspx?... #pedpc #paedpc @ICPCN #ANZSPM15

ANZSPM @ANZSPMed
Dr Jenny Hynson: we need to work harder upstream to support our colleagues #ANZSPM15 #pedpc @RCHMelbourne

9:34 AM - 19 Jun 2015
What is a tweetchat?

• A tweetchat is a live twitter event, usually focused on a particular topic, moderated by a person
  – A set time is announced beforehand
  – Often a blog on the topic for discussion is written and the link tweeted in the week before, and the questions for discussion published too (T1, T2, T3, CT)
  – Distinctive language and grammar – limited to 140 characters

• Some good palliative care tweetchats:
  – #hpm  #hpmglobal  #hpmjc  #hcldr
EXAMPLE: TWEETCHAT (#HPMJC)
Interested in health inequalities in palliative care? How to measure socioeconomic position? Join #hpmJC today 5pmBST m.ehospice.com/Articles/Detail…
Chí Li @Dr_Chi_Li · Apr 15
Q'day Chí here. Research fellow & palliative care physician from Melbourne, Australia. 2am here! #hpmJC

#hpmJC @Dr_Chi_Li seriously - you set your alarm for #HPMJC again?? I'm impressed :)

Tara Whitburn @Tara_eaw

@hpmJC @Dr_Chi_Li really think this kind of dedication deserves an Australia friendly #hpmJC time for the next club

FAVORITE 1

2:06 AM - 15 Apr 2015

#hpmJC @hpmJC · Apr 15
@Tara_eaw @Dr_Chi_Li you are so right. Perhaps Chí would like to present one? : ) #hpmJC

Joanna Davies @JoannaDavies58 · Apr 15
@Tara_eaw @hpmJC @Dr_Chi_Li I second that! thanks for joining @Dr_Chi_Li
#hpm Journal Club @hpmJC · Apr 15
It seems as though we all think socioeconomic position is important, but we are unsure of how to measure and interpret it? Fair? #hpmJC

Tara Whitburn @Tara_ews · Apr 15
@hpmJC agree I was surprised there isn’t a validated measure in #hpm considering how often we discuss equality of access #hpmJC

mel bartley @melb4886 · Apr 15
@Tara_ews @hpmJC The NS-SEC is used for all Uk official stats & carefully validated

Tara Whitburn @Tara_ews · Apr 15
@melb4886 @hpmJC thanks for pointing it out. Just looking at it now #hpmJC ons.gov.uk/ons/guide-meth …

Tara Whitburn @Tara_ews · Apr 15
@melb4886 @hpmJC is there an issue that much of our population when we meet them are retired or long term unemployed? #hpmJC

Joanna Davies @JoannaDavies58 · Apr 15
@Tara_ews @melb4886 #hpmJC we could use to look at main previous occupation...but doesn't it take quite a few q’s to derive NS-SEC?
The #hpmjc Influencers

Top 10 by Mentions

@joannadavies58 71
@tara_esw 37
@hpmjc 34
@pradeepkul 24
@dr_chi_li 21
@agadoud 17
@melb4886 15
@drchlo 6
@pairpolicy 4
@csi_kcl 4

Top 10 by Tweets

@hpmjc 75
@joannadavies58 45
@tara_esw 17
@dr_chi_li 16
@pradeepkul 11
@agadoud 5
@drchlo 4
@ch_pearson 2
@agorapalliatief 2
@nicky_nmhf 2

Top 10 by Impressions

@hpmjc 48,525
@subatomicdoc 10,263
@joannadavies58 9,831
@dr_chi_li 5,344
@agorapalliatief 4,764
@tara_esw 2,635
@doctorsaad 1,344
@drchlo 1,230
@jonathankoffman 862
@pradeepkul 674

The Numbers

86,752 Impressions
186 Tweets
16 Participants
47 Avg Tweets/Participant
12 Avg Tweets/Participant

PALLIVERSE

#13APCC
Marie Curie abstracts

P 045

INTERNATIONAL PALLIATIVE CARE JOURNAL CLUB ON TWITTER: EXPERIENCE SO FAR

T Whitburn¹, C Walsh² and KE Sleeman¹

Abstract

Introduction @hpmJC (hospice and palliative medicine Journal Club, #hpmJC) was launched in February 2014 on the social networking service Twitter, as a regular international journal club for palliative care. The journal club aims to encourage critical analysis of research methods and findings, and to promote evidence based practice, by providing a forum to discuss latest research findings.

Aim(s) and method(s) To analyse the use and reach of #hpmJC, from the first journal club in February 2014, to date.

All data on Twitter posts (tweets) using #hpmJC were extracted from Twitter using analytic tools Sysomos and Symlur. Outcomes included number of tweets, number of unique users, users’ designated country, and impressions (potential number of accounts reached).

Results 7 journal clubs have taken place. 2360 tweets were sent, from 230 individual Twitter accounts and with contributions from people in 17 countries. For contributors whose country of origin is known (59%), most were based in the UK (41%) or USA (26%). Tweets from resource-poor countries were initially uncommon but increased over the time period. The mean number of contributors at each journal club was 32. The potential reach of #hpmJC varied, but for the most recent journal club was 290,802 unique users.

Conclusion(s) Social media provides opportunities to share expertise and disseminate information globally, transcending geographical boundaries.

@hpmJC has been used to start a viable and sustainable online multidisciplinary journal club with wider geographical spread and potential reach than a traditional journal club. Strategies to increase participation in resource-poor countries are being developed.
Want to find out more?

... just jump in and try!

• You can just watch without tweeting

• Tips for beginners - go to www.palliverse.com and search for our “Twitter101” blog post
Live tweetchat :#hpm

#HPM
HOSPICE AND PALLIATIVE MED / CARE
CHAT

PALLIVERSE
Get involved!

- www.palliverse.com
- @palliverse
- www.facebook.com/palliverse
- palliverse@gmail.com

Find us at the couch area / recharging station