A study of 7,400 UK healthcare professionals on social media

Daniel Ghinn, Creation Healthcare
@engagementstrat
A study of 7,400 UK healthcare professionals in more than 220 role types...reaching 7,045,836 people including 51,989 other HCPs.

Source: Creation Pinpoint study into UK Healthcare Professionals
UK HCPs: virtual network

Source: Pinpoint study into UK Healthcare Professionals Network centrality

Specialisms: Nursing, GPs/Physicians, Medical students

Nursing: AnneMarie Cunningham, David Barton, Pam"
UK HCPs most followed by peers

<table>
<thead>
<tr>
<th>Name</th>
<th>Twitter</th>
<th>Description (their own words)</th>
<th>All followers</th>
<th>% HCPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben Goldacre</td>
<td>@bengoldacre</td>
<td>Doctor, nerd cheerleader, Bad Science person, stats geek, procrastinator</td>
<td>402,000</td>
<td>0.9%</td>
</tr>
<tr>
<td>Kate Granger</td>
<td>@grangerkate</td>
<td>Wife, daughter, sister, friend, doctor, patient and author. Always trying to look on the bright side of life...</td>
<td>36,400</td>
<td>8.3%</td>
</tr>
<tr>
<td>Anne Marie Cunningham</td>
<td>@amcunningham</td>
<td>GP, Clinical Lecturer, #meded, social justice, sustainable healthcare @cardiffuni, open education practitioner</td>
<td>14,900</td>
<td>18.2%</td>
</tr>
<tr>
<td>Phil Hammond</td>
<td>@drphilhammond</td>
<td>NHS doctor and supporter, Private Eye's MD, @bbcb presenter, campaigner &amp; comic.</td>
<td>33,300</td>
<td>7.6%</td>
</tr>
<tr>
<td>Trisha Greenhalgh</td>
<td>@trishgreenhalgh</td>
<td>Doctor and academic.</td>
<td>15,700</td>
<td>16.0%</td>
</tr>
<tr>
<td>Christian Jessen</td>
<td>@doctorchristian</td>
<td>British Doctor and Sexual Health Campaigner. Presenter of Channel 4’s Supersize Vs Superskinny &amp; the BAFTA Award Winning Embarrassing Bodies</td>
<td>332,000</td>
<td>0.6%</td>
</tr>
<tr>
<td>Annabel Bentley</td>
<td>@doctorblogs</td>
<td>Interests: transforming healthcare; innovation; informed decision making; understanding variations in care. COI declaration: AB is Group Exec Med Director InHealth</td>
<td>12,700</td>
<td>16.7%</td>
</tr>
<tr>
<td>David Foord</td>
<td>@DGFoord</td>
<td>Husband, father, nurse, Director of Quality @NHS_LCCG (not necessarily in that order!) Trying to add value &amp; improve people’s outcomes</td>
<td>12,100</td>
<td>16.5%</td>
</tr>
<tr>
<td>Dave Jones</td>
<td>@welshgasdoc</td>
<td>Propofologist in Wales. Tweets in a personal capacity about this and that. Interested in TV, current affairs and politics.</td>
<td>14,200</td>
<td>14.0%</td>
</tr>
<tr>
<td>Dr Helgi</td>
<td>@traumagasdoc</td>
<td>Doctor specialising in anaesthesia. Cyclist, runner, musician. I tag educational tweets #TGDed. Occasional trash telly tweet and random photos of nice things.</td>
<td>7,893</td>
<td>24.7%</td>
</tr>
</tbody>
</table>

Source: Creation Pinpoint study into UK Healthcare Professionals
U.K. HCP role types influencing peers

* Based on average number of HCP followers for each role

Source: Creation Pinpoint study into UK Healthcare Professionals
Pharmacists

Source: Creation Pinpoint study into UK Healthcare Professionals
What do they talk about?
Is @NICEcomms listening? @amcunningham @parthaskar @felly500 @rcgp

Prof. Azeem Majeed @Azeem_Majeed
People with type 2 diabetes assigned to intensive glucose control had fewer CVD events but no improvement in survival
nejm.org/doi/full/10.10...

2:29 PM - 6 Jun 2015
Partha Kar
@parthaskar

Just checking draft type 2 diabetes @NICEcomms guidelines. Repaglinide? Really? REALLY? 😅 @kamleshkhunti @docwas @profmdavies @Paddy_English

Partha Kar @parthaskar - Jan 21
@docwas @NICEcomms @kamleshkhunti @profmdavies @Paddy_English may as well call it "only use off patent drugs" guidelines?

Kamlesh Khunti @kamleshkhunti - Jan 21
@parthaskar @docwas @NICEcomms @profmdavies @Paddy_English Will cause major confusion in primary care. Patient quality will suffer!

Policy
“A few weeks ago a respiratory physician asked me about a patient on biologic drugs who had died due to a type of infection (PJ Pneumonia) linked with immune suppressive drugs. Without mentioning details, I sent a tweet asking for opinions about routine prophylaxis for our patients on biologic drugs. Within a few minutes I had a reply from an expert in Norway who had published a paper on that very subject and from another colleague in England who is an international expert in Lupus. After the conversation I prepared a summary of our 20 minute impromptu chat on Storify so that I could discuss it with my colleagues at our next Morbidity and Mortality meeting.”

Philip Gardiner, Rheumatologist
Northern Ireland
March 2015
It does matter. Both for your sake and for the sake of vulnerable others.
Insights on being a patient

@anniecoops · Jun 6
Maybe it's just ironic that I feel I have less ability to affect change inside the system than if I was outside #reflecting

@anyadei · Jun 6
I often wonder where I can have the most impact - inside or from outside! But you are affecting change in all you do Annie!

@anyadei · Jun 6
that's lovely hun but i not sure it's true! Feel like I'm in chains. Horrible feeling

@anniecoops · Jun 6
that can be a horrible feeling... How do you think you might be able to loosen the chains?

Anne Cooper @anniecoops
@anyadei carry on doing when doing. Use my skills other way round. Be PWD first who happens to work in nhs not nurse who happens to be PWD

8:17 AM - 6 Jun 2015
Insights on being a patient

Partha Kar
@parthaskar

So #diabetesweek starts today! As an HCP, did you know there are different types of diabetes? All different too? If not, why not? 😊 @OurDiabetes

Retweets Favorites
7 5
12:16 PM - 14 Jun 2015

Jo Farrow @DrJoanneFarrow · Jun 14
@parthaskar @OurDiabetes I knew the difference but it was not until my child was diagnosed type 1 that I understood the complexities
Just been to see my GP to get my fit note. Even though a simple interaction still made to feel he cares about me as a person. It matters...
Daniel Ghinn, Creation Healthcare

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