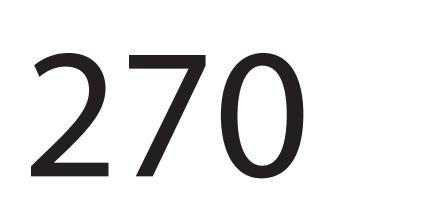
SCOLLEGE of CPHARMACY THE UNIVERSITY OF TEXAS AT AUSTIN





Background BLOG sermo™ This Week on... Pharm QD°

• Social media is "an enabler of public health engagement and

patientslikem

- improvement" through educating patients on healthcare issues, organizing communities to find and resolve health care problems, as well as offering new solutions to health problems.
- Study of pharmacists in Catalonia, Spain²
 - 93% use internet for job related purposes
 - 48 % have personal website
 - 21% have a group website
 - 16 % have a personal blog
- Reasons for internet use for professional purposes²:
 - 47% -share information with citizens
 - 19% share information with their patients
 - 9%- spread their own scientific papers to the scientific community
 - 7%- promote debate within community of pharmaceutical professionals
- Study of pharmacists in the U.S.³
 - Attendees (50) of West Virginia Pharmacy Association Convention (2009)
 - Findings: two thirds of pharmacists used some sort of social media (Facebook, Youtube , Wikipedia, Blogs)
 - About 15% of pharmacists used Facebook for professional purposes
- To our knowledge, this is the first statewide study to examine social media use and perceptions towards use for professional purposes by community pharmacists.

Key Study Objectives

- Determine the extent (how often) community pharmacists use text messaging, email, Facebook, Twitter and/or other social networks for professional communication (patients, pharmacists, other healthcare professionals).
- 2. Identify perceptions of community pharmacists towards using social media for patient-pharmacist communication.
- Determine the extent independent pharmacists have developed and employed their pharmacy websites for the provision of drug information and patient care services.

- Sample size: 1196 independent community pharmacists (random sample of ~ 50% of independent community pharmacists in Texas)
- Data collection: mail questionnaire with an option to complete online
- Survey: a 25-item survey instrument with questions addressing the objectives of the study
- Pretest for content and clarity: 10 practicing community pharmacists

Response Rate

- 16 surveys were completed online
- 297 surveys were completed via mail questionnaire
- 284 usable questionnaires were analyzed
- Response rate: ~24%

Basic Demographic Comparison between Respondents and General Sample

	Sample (1196)
% (number) Male	70 % (844)
Age (± SD)	54 (±12)
Number of years since	28.5 (±13)
graduation (± SD)	
% (number) BS Pharm	85% (1022)

Respondent/Pharmacy Characteristics

- Practice setting:
 - 45% -metropolitan
 - 18%-small urban
 - 19%- small community
 - 18%-rural
- Store owners: 60%
- Internet access in the pharmacy: 98% of the pharmacies
- Familiar with the term "social media': 91%
- Provision of MTM services: 25%
- Completion of 50% or more CE courses online: 76%
- National and/or state professional organizations: 80% of pharmacists indicated holding membership

Respondent Professional Organization Affiliation

nespondent i oressional organization / innati			
Professional Organization	% (number of respondents)		
American Pharmacists Association	34 % (97)		
(APhA)			
American Society of Health-System	4% (11)		
Pharmacy (ASHP)			
International Academy of Compounding	2.8% (8)		
Pharmacists (IACP)			
National Community Pharmacists	45% (129)		
Association (NCPA)			
Texas Pharmacists Association (TPA)	60% (171)		

Assessment of Internet and Social Network Use for Professional Purposes by Texas Independent Community Pharmacists Natalia Shcherbakova MSPharm, Doctoral Candidate¹, Marvin Shepherd PhD¹, Tatiana Makhinova BS Pharm¹

¹The University of Texas at Austin, College of Pharmacy

Methodology

Respondents (284)

70% (200)

54 (±11)

28 (±13)

83% (235)

Objective #1 Results

- To reach a healthcare professional
 - 56% used email
 - 34% used text message
 - 5% used Facebook
- To reach a patient:
 - 36% used email
 - 47% used text message
 - 7% used Facebook

Pharmacist Use of Internet for Professional **Activities***

Type of	Several times a day	Once a day	3-4 times a week	1-2 times a week	Less than 1- 2 times a week	Never or hardly ever
Patient-related Use						
Communicating with patients about information related to their drug therapy via text, email or social media	6.4% (18)	2.8% (8)	5.7% (16)	3.9% (11)	9.9% (28)	71.4% (202)
Administrative Use			·			
Searching information related to managed-	14.2%	4.3%	10.3%	10.6%	30.5%	30.1%
care policies and procedures	(40)	(12)	(29)	(30)	(86)	(85)
Searching formulary status of patients'	7.8%	3.2%	9.3%	10.3%	27.8%	41.6%
drugs (tier 1, 2, 3, etc)	(22)	(9)	(26)	(29)	(78)	(117)
Searching drug recall information	3.2%	4.6%	5%	11%	39%	37.2%
	(9)	(13)	(14)	(31)	(110)	(105)
Searching drug shortage information	8.2%	8.9%	7.1%	15.6%	27.7%	32.6%
	(23)	(25)	(20)	(44)	(78)	(92)
Searching drug prices	38.1%	7.4%	8.8%	7.7%	8.5%	29.2%
	(107)	(21)	(25)	(22)	(24)	(82)
Searching wholesale deals	17.3%	7.4%	7.4%	6.7%	14.4%	45.4%
	(49)	(21)	(21)	(19)	(41)	(129)
Searching availability of products at wholesalers	52.5%	10.9%	8.8%	3.5%	7.7%	14.8%
	(149)	(31)	(25)	(10)	(22)	(42)
Drug/disease related Use					·	
Searching for drug-related information	35.9%	13%	18.7%	12%	14.4%	6%
	(102)	(37)	(53)	(34)	(41)	(17)
Searching for disease-related information	28.2%	12%	16.5%	13.7%	19.4%	10.2%
	(80)	(34)	(45)	(39)	(55)	(29)

*Percent of respondents (number of respondents).

Frequency of Suggesting Patients to Go Online for **Health-related Information**

I advise patients to go online for health-related information	Percent of respondents (number of respondents)
Several times a day	8.2% (23)
Once a day	3.9% (11)
2-4 times a week	13.9% (39)
Less than 1-2 times a week	33.1 % (93)
Never or hardly ever	40.9% (115)

Types of Online Accounts Maintained at Independent Pharmacists

Percent of respondents (number of respondents)		
54.6% (154)		
5.8% (16)		
40.2% (113)		
28.6% (80)		
9% (25)		
2.1% (6)		
3.6% (10)		

Results

Objective #2 Results

Independent Pharmacists' Perceptions towards Use of Social Media

Statement	Likert Scale Score (±SD)*	% somewhat agree or agree (number of respondents)	
Social media can be effectively used by pharmacists to improve patient communication	3.8 (±1.1)	71% (199)	
Social media needs to be used more at my workplace in communicating with patients	3.2 (±1.3)	<mark>45% (</mark> 125)	
Social media needs to be used more at my workplace in communicating with other healthcare professionals	3.1 (±1.3)	43% (122)	
Social media is not useful for patient- pharmacist communication	2.7 (±1.3)	24% (66)	
Social media takes too much time to communicate with patients.	3.1 (±1.2)	40% (111)	
Social media has a potential to become an established channel for patient-pharmacist communication	3.5 (±1.2)	60% (169)	
Social media may improve patients' quality of life	3.4 (±1.1)	53% (148)	
Social media may improve patients' knowledge	3.9(±1.1)	75% (210)	
Social media may facilitate drug therapy	3.5 (±1.2)	60% (168)	
Social media may cause patients to challenge pharmacists' knowledge	3.1 (±1.3)	43% (120)	
Social media may enhance pharmacist/patient relationships	3.6 (±1.2)	63% (178)	
Social media changes the way patients and pharmacists interact	3.8 (±1.1)	65% (182)	

*Likert scale: 1 -- 'disagree', 2-'somewhat disagree', 3-'neither agree nor disagree', 4 --'somewhat agree', 5 – 'agree.' Cronbach's Alpha (12 items)= 0.89

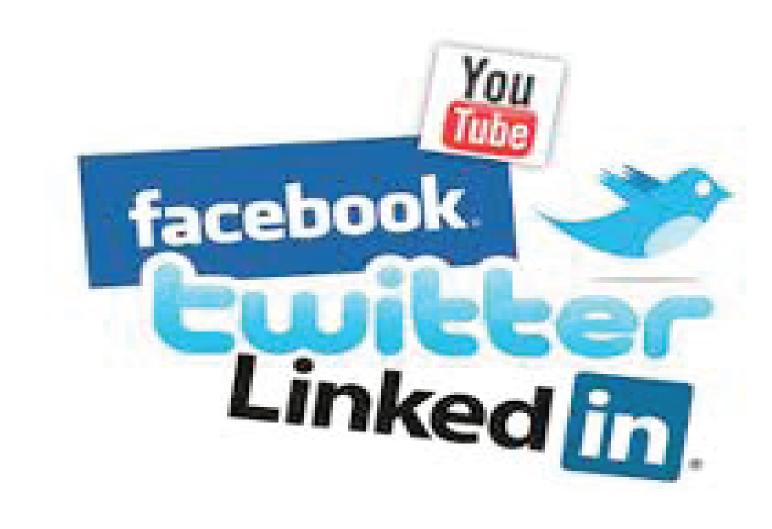
Objective #3 Results

Information Resources Provided on the Websites **Maintained by Independent Pharmacies**

Pharmacy Website content	% among those maintaining a pharmacy website (number of respondents)		
Tips on how to use medicines	22.9% (65)		
Tips on being compliant	19.7% (56)		
Drug coverage information (copayments, deductibles)	6% (17)		
Links to other health resources	32.4% (92)		
OTC sales announcements	16.5% (47)		
Medical device sales announcements	10.2% (29)		
Other item sales announcements	16.9% (48)		
Opportunity to schedule an appointment with a pharmacist	11.3% (32)		

Types of Online Accounts Independent Pharmacists Use Personally

Online Account	I do not have this account	Several times a day	Once a day	1-2 times a week	About once a month	Never or hardly ever
Facebook	30%	14%	11%	15%	9%	19%
	(85)	(41)	(31)	(42)	(25)	(55)
Twitter	57%	2%	1%	2%	3%	31%
	(163)	(6)	(3)	(5)	(9)	(87)
LinkedIn	47%	0.7%	2%	4%	12%	32%
	(132)	(1)	(6)	(11)	(33)	(90)
YouTube (personal account where you upload your own videos)	50% (143)	0.5% (1)	2% (5)	7% (20)	8% (23)	28% (80)
PharmQD	52% (148)		2% (6)	5% (15)	5% (13)	31% (89)
Personal website	53%	3%	3.5%	2.5%	5%	30%
	(149)	(9)	(10)	(7)	(15)	(84)
Personal blog	60% (171)				1% (3)	34% (97)



Some Qualitative Data

- "The use of smart phones will increase use of social media exponentially over next 5 years. The problem is to get seniors to adopt the use of social media to improve their healthcare knowledge."
- "It depends on the pharmacy location. When a pharmacy is located at a low income area, all Medicaid or welfare, they cannot afford having a computer or they do not have access to internet on a daily basis to check their email, Facebook or Twitter. This pharmacy is located in a low income area, contacting and communication with patients only by phone."
- "I use YouTube to show how to use inhalers and website to help on disease education."
- "All this stuff is good, I am just a dinosaur."
- "Many of my customers have my cell phone number and I'm frequently 4 to 5 times a week answering drug questions over texts."
- "I would like to use social media in my pharmacy more. However, I do not have time and none of my employees seem to have the knowledge."

SCULLEGE of PHARMACY THE UNIVERSITY OF TEXAS AT AUSTIN

Conclusions/Implications

Overall, Texas independent pharmacists 'use of social media for professional purposes is moderate with 56% and 36% of pharmacists using email for communication with healthcare professionals and patients, respectively. In addition, 34% and 47% of the pharmacists use text messaging for healthcare professional and patient communication, respectively. Due to overall positive perceptions towards use of social media in a professional setting (over 70% of pharmacists think that social media can effectively be used to improve patient communication), its use may be further expanded through pharmacist training and education.

About 50% of independent pharmacists maintain pharmacy websites with the following resources most frequently available: links to other health resources (32.4%), tips on how to use medicines (22.9%) and tips on being compliant (19.7%).

This study is the first statewide assessment of social media use and perceptions towards use among community pharmacists. More studies in other states as well as nationwide are warranted to better understand the patterns of internet and social media use in daily professional activities of community pharmacists.

References

- 1. Cain J, Romanelli F, Fox B. Pharmacy, social media, and health: Opportunity for impact. J Am Pharm Assoc (2010). Nov-Dec;50(6):745-51.
- 2. Lupianez-Villanueva F, Mayer MA, Torrent J. Opportunities and challenges of Web 2.0 within the health care systems: an empirical exploration. Inform Health Soc Care. 2009 Sep;34(3):117-26.
- 3. Alkhateeb FM, Clauson KA, Latif DA. Pharmacist use of social media. Int J Pharm Pract. 2011 Apr;19(2):140-2.

Acknowledgements

These individuals assisted at different stages of the project: Dawn Kim, Marc Fleming, Rene Acosta, Nathan Pope, Scott Maitland, Janine O'Dea, Alexandra Tungol, Danijela Stojanovich, Susan Rush, Garyn Shuler, Dorinda Martin, Jeff Warnken, Renee Garza, Tammy Gray, Dr. Kenneth Lawson, Dr. Carolyn Brown, Busuyi Olotu, Julieta Scalo, Haesuk Park, Jordi Calveras, Maryam Ali, Alex Loh, Mick Normington, Omar Al-Hinai.

The authors thank Community Pharmacy Foundation for financial support of this study.



Access Our Poster Here:

