

Patient Preferences of Social Media Content by Sports Medicine Surgeons

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Disclosures



Mary K Mulcahey, MD, FAAOS

AAOS: Board or committee member

American Journal of Sports Medicine Electronic Media: Editorial or governing board

American Orthopaedic Association: Board or committee member

American Orthopaedic Society for Sports Medicine: Board or committee member

Arthrex, Inc: Paid consultant; Paid presenter or speaker

Arthroscopy: Editorial or governing board

Arthroscopy Association of North America: Board or committee member

International Society of Arthroscopy, Knee Surgery, and Orthopaedic Sports Medicine: Board or committee member

Ortho Info: Editorial or governing board

Ruth Jackson Orthopaedic Society: Board or committee member

The Forum: Board or committee member

Michael J. O'Brien, MD, FAAOS

Aevumed: Stock or stock Options

American Shoulder and Elbow Surgeons: Board or committee member

Arthroscopy Association of North America: Board or committee member

Exactech, Inc: Paid consultant

Smith & Nephew: Paid consultant; Research support

Southern Orthopaedic Association: Board or committee member

Wright Medical Technology, Inc.: Paid consultant

All other authors: No disclosures



Tulane Orthopaedic Surgery





Introduction



- There are nearly 3 billion users on social media
- This direct out-of-office communication has created both challenges and opportunities for physicians in connecting with their patients
- Among all orthopaedic subspecialties, sports medicine patients reportedly have the highest social media use
- **Purpose: to evaluate the influence of social media among sports medicine patients, including their preferred content, to guide surgeon utilization of platforms**





Methods



- An anonymous online, voluntary, self-administered survey containing 13 questions was distributed
- Patients ≥ 18 years of age who completed a sports medicine clinic visit with two of the co-authors (fellowship trained sports medicine surgeons) between 11/1/21 to 1/31/22





Methods



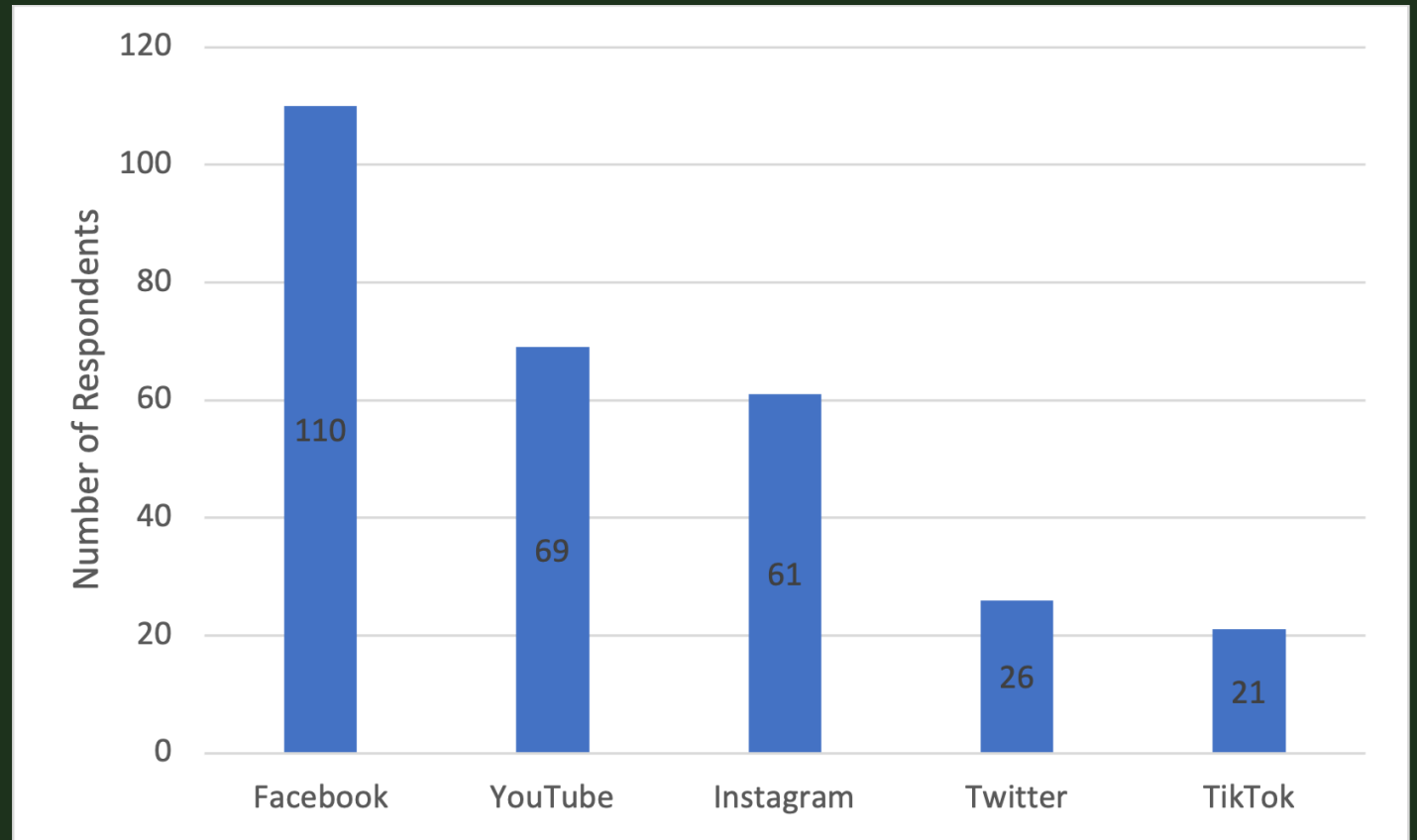
- Categorical thresholds determined based on distributions of raw data
- Binomial logistic regressions used for effects of demographic variables on outcome variables
- Univariate analysis using chi-square test and Fischer's exact test
- Ordinal variable analysis using Mann-Whitney *U* test
- Statistical significance of $\alpha < .05$





Results

Usage of Social Media by Sports Medicine Patients





Results

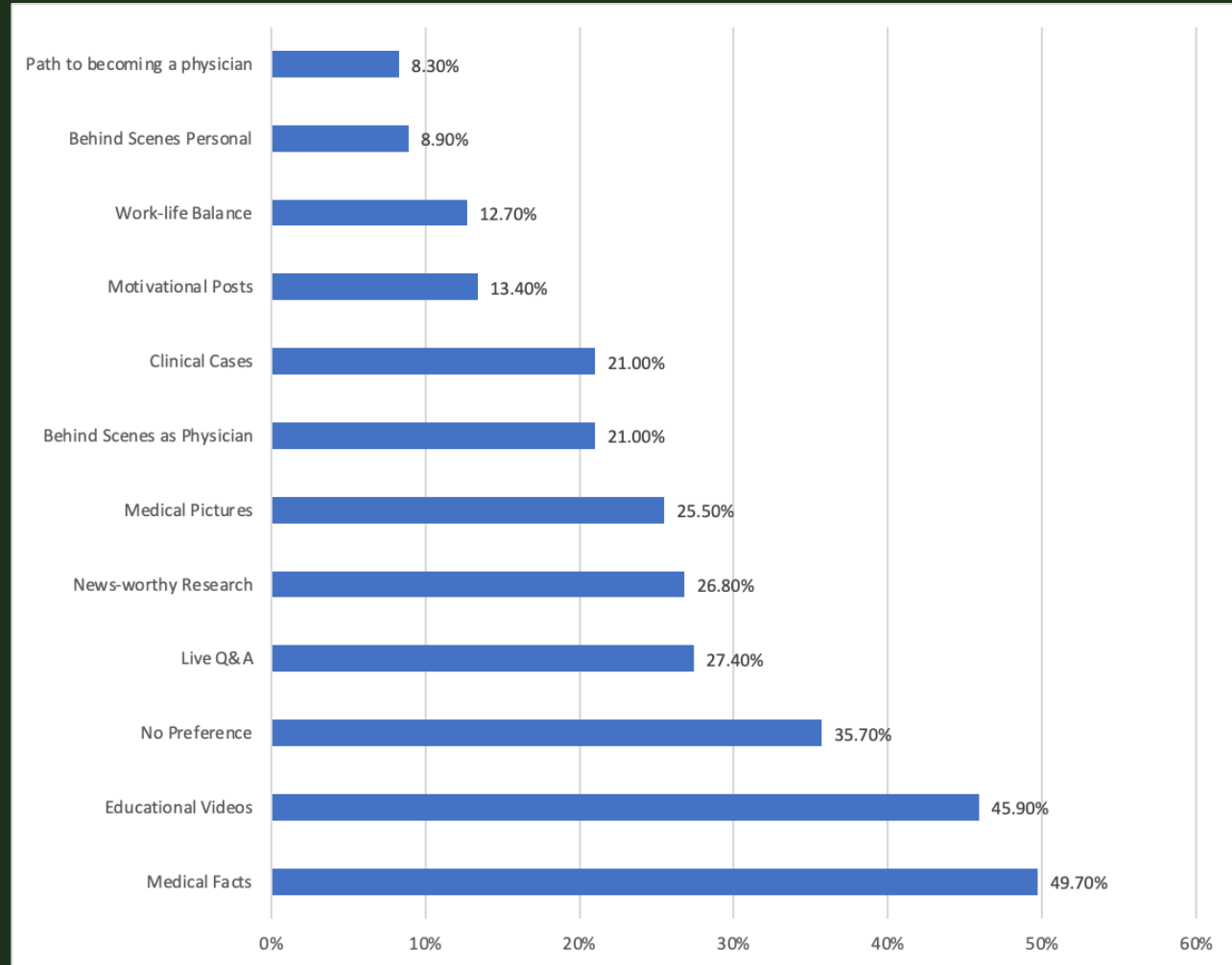
- 159 responses, response rate of 29.5%.
- Most common platforms:
 - Facebook (110; 84%)
 - YouTube (69; 53%)
 - Instagram (61; 47%)





Results

Social Media Content Preferences of Sports Medicine Patients





Results



- Most participants indicated that...
 - It did not make a difference if their sports medicine surgeon was on social media (N=99, 62%)
 - They would not travel further to see a physician who was active on social media (N=85, 54%)
- Significantly more respondents **>50 years** used **Facebook** to follow their physicians (47 of 60, 78%, $p = .012$)
- Seventy-eight (50%) patients noted that they were interested in seeing **medical facts**, while 72 (46%) were interested in seeing **educational videos**





Conclusion



- Sports medicine patients prefer to see educational videos and medical facts from their surgeons on social media, most predominantly on Facebook
- Sports medicine surgeons may use these findings to evolve their social media presences to fulfill patient interest in education about sports medicine injuries and recovery





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Thank you!

Feel free to contact our team with any questions:

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