

DOCTOR - PATIENT RELATIONSHIP & SOCIAL MEDIA



PRESENTED BY

ANUPAM DAS

B.Sc. (MICROBIOLOGY), MBA – HEALTHCARE MANAGEMENT

BACKGROUND

- In recent years, Social Media has made a significant impact on every aspects of everyone's life, healthcare has not been excluded from this anyway.
- People use social media to share opinions, seek information, and share stories about their experiences. The increasing usage of social networks among both practitioners and patients has proven to cast both positive and negative impact on the overall healthcare quality.



IS SOCIAL MEDIA CHANGING DOCTOR & PATIENT RELATIONSHIP...???

Surveys Reveal Age-related Differences in Communication Preferences

- Younger patients appear to be more comfortable communicating with their doctor directly on social media and looking up health information online.
- Many older patients seem to be more comfortable speaking with their doctor through the traditional mode of communication, although some also use online patient portals to communicate and for



TRANSFORMATION OF DOCTOR & PATIENT RELATIONSHIP...!!

Three significant ways social media is transforming the Doctor & Patient Relationship:

- ▶ Patient Empowerment
- ▶ Real-Time Information & Instantaneous Feedback
- ▶ Improved Doctor & Patient Relationship



PATIENT EMPOWERMENT

Social media puts more control in patients' hands by giving them access to expansive information, allowing them to be informed and educated advocates of their own care.

In addition, patient can seek out information about diseases and treatment options.



REAL-TIME INFORMATION & INSTANTANEOUS FEEDBACK

This is an important feature of social media because it allows patients to have constant access to care via social networks and live chats.

For instance, if a medication is recalled or an outbreak detected, doctor can share this information to their patients within seconds.



IMPROVED DOCTOR & PATIENT RELATIONSHIP



Social media encourages a two-way dialogue, this dialogue is helping to break down the barrier between physicians and patients.

Few doctors and patients use instant messages or video chat instead of direct face to face interaction. Doctors also share link about healthcare information in social media. By increasing availability and access, some patients in turn feel closer to their doctor, that their input is more valid, and that they are a part of the treatment plan.

POSITIVE IMPACT OF SOCIAL MEDIA

- ▶ **Enhancement of Patient Knowledge:** Social media has become a popular tool for patients to expand their knowledge about their condition and treatment options. By increasing their knowledge, patients come more prepared to the consultations.
- ▶ **Harmonious Doctor & Patient Relationship:** Social media often empowers patients to follow doctor's recommendations and stick with the proposed treatment plan, especially if they become part of a social media support group.



NEGATIVE IMPACT OF SOCIAL MEDIA

- Privacy & Confidentiality of Patient:** There is a real ethical concern that doctors who have social media relationships with patients may access private information that is not intended for them. There is also a concern about patient confidentiality in terms of what other people may be able to access.
- Increase in Switching of Doctors:** Patients now pay more attention to negative reactions shared by other users. And can choose to switch doctors after participating in an online discussion with another patient.



Rank	Doctor	Rating
1	Dr. A	4.9%
2	Dr. B	4.5%
3	Dr. C	4.3%
4	Dr. D	4.1%
5	Dr. E	3.9%
6	Dr. F	3.7%
7	Dr. G	3.5%
8	Dr. H	3.3%
9	Dr. I	3.1%
10	Dr. J	2.9%
11	Dr. K	2.7%
12	Dr. L	2.5%

NEGATIVE IMPACT OF SOCIAL MEDIA

- ▶ **Suboptimal interactions between doctors and patients:** Social media and online publishers have given us access to an enormous amount of scattered health information. Millennials, in particular, are more inclined to follow online health advice and rely on information shared by their peers, instead of scheduling necessary appointments with specialists.
- ▶ When patients bring social media content to consultation, along with their strong opinions on the matter, doctors are forced to spend time on sorting and verifying that information. As a result, doctors feel that their expertise is being challenged and that can impact their behavior with the patient during the session. Negative reactions from the doctor can affect the patient's subjective well-being, making them feel



CONCLUSION

- Despite potential hazards of social media use among doctors and patients raising concerns around professional boundaries and ethical conduct, social media has largely augmented communication and interaction.
- In addition, social media has been a strong influence in providing care in a more modern and engaging way. The lack of clear boundaries on the use of social media between patients and doctors poses significant threats to patient confidentiality and invasion of privacy for both parties. Finding a balance in this delicate matter is challenging, but not impossible, and a clear understanding



CONCLUSION

- As a patient one should always treat the information found online in an objective manner. While these may be useful to provide a general idea of the health facility or doctor, guiding you to the right questions to do during visits, they should not be treated as the ultimate source of truth to question the doctor's experience it must always be tested live.
- In the coming years we will see more health related apps, more health blogs, and more Web-based technologies that either replace or enhance conventional care. The revolution is here and it's happening now – social media is



REFERENCES

- ▶ **3 ways social media is transforming the doctor-patient relationship**, By Chris Foster.
- ▶ **Three Ways Social Media is Transforming the Doctor-Patient Relationship**, By Sepi Macdonell
- ▶ **Is social media changing the doctor-patient relationship?**, By Preeti Malani, MD, MS, M.S.J., Institute of Health Policy & Innovation.
- ▶ **How Social Media Usage Affects Doctor To Patient Relationships**, By Andrew Arnold.
- ▶ **Social media use in healthcare: A systematic review of effects on patients and on their relationship with healthcare professionals**, By [Edin Smailhodzic, Wyanda Hooijsma, Albert Boonstra and David J. Langley](#) BMC Health Services Research
- ▶ **Goold SD, Lipkin M. The doctor-patient relationship: Challenges, opportunities, and strategies**, J Gen Intern Med.
- ▶ **The use of social media in healthcare: Organizational, clinical, and patient perspectives**. By Househ M. Stud Health Technol Inform.

THANK YOU

