

DIABETES CLINIC MINUTE: IMPROVING PATIENT SELF-MANAGEMENT THROUGH THE USE OF MASS MEDIA

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Introduction

- Patients have constant access to health information through online platforms such as blogs, online newspapers, social media, and other online apps.
- With so much information available, it can be difficult to distill information down to what is relevant, safe, and applicable. As a result, patients often present to their doctor's office with questions about their own health.
- Patients in our 29203 zip code were noted for having one of the highest rates of diabetes-related amputations in the country.

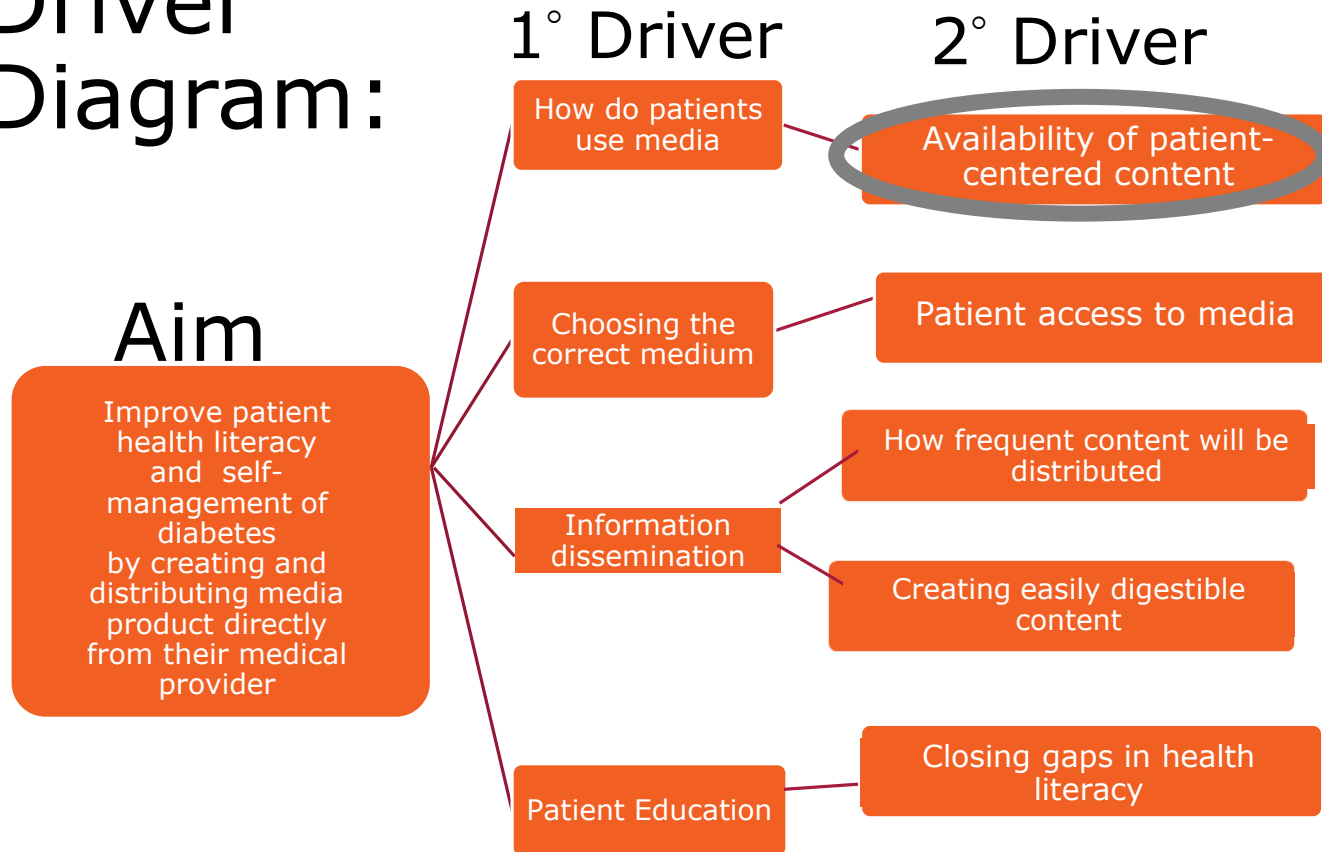
Background

- The use of social media as an adjunct to traditional chronic disease management has been an area of growing research for the last several years
- So far, literature indicates that using social media improves outcomes of chronic diseases and that patients managing chronic disease often use social media as a primary source of health information (Merolli, et. al)
- Despite social media emerging as a leading source of information, health professionals still serve as the #1 source for information about their diseases (Lui, et. al)

Objectives / Aims

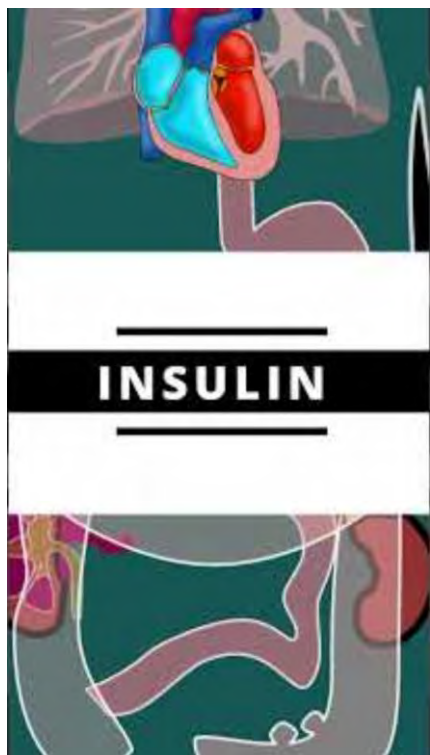
- The aim of this project is to provide a singular, reliable source of information to help improve our patients' health literacy in regards to diabetes self-management by creating a series of videos that is easily accessible and digestible for patients who receive diabetes care at the Family Medicine Center.

Driver Diagram:

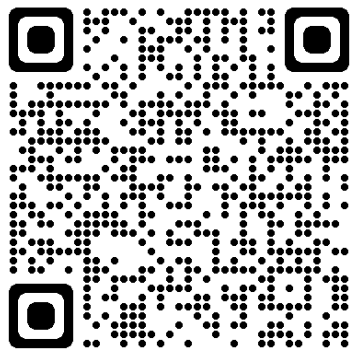


Methods

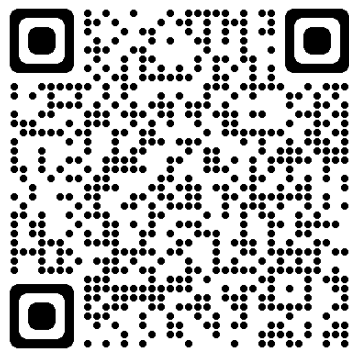
- A video series was produced to focus on diabetes and diabetic care topics.
- The videos were then shared with Family Medicine Center physicians.
- A survey was administered to assess physician's opinions on video quality and content.
- Participants were also surveyed on perceived feasibility of the videos as adjuncts to routine diabetic care.



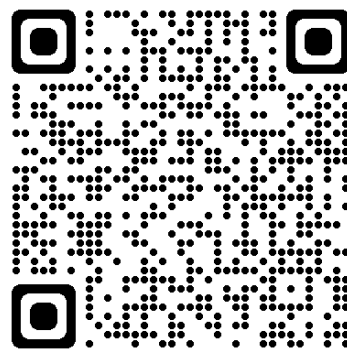
Videos



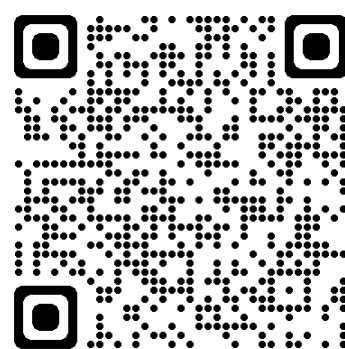
Diabetes complications
with Dr. Harrison



Intro to Diabetes
with Dr. Stubbs



Injectable Medications
with Dr. Bryson



Hemoglobin A1c with
Dr. Wright

Results

- There are over 40 physicians who see patients at the FMC; this number consists of 30 resident physicians
- 24 physicians participated in the survey
- Results indicated that over 95% of physicians surveyed believed that the videos were educational and would be helpful to their patients.
- However, 20.8% of physicians did not believe that the videos would be feasible to incorporate into their routine visits.
- Comments indicated that physicians were most concerned about how videos could be accessed and presented during a visit.

Discussion

- Providing videos to patients that are produced directly from their primary care physician's office could provide a reliable resource in an online format that is convenient and familiar.
- Physicians feedback was overall in favor of implementing this series into routine diabetes care

Future Directions

- Further literacy analysis of video script to ensure appropriate literacy level for patient population
- Plans also include surveying FMC patients for quality
- Further refinement of this video series could improve diabetes outcomes for our patients
- This series could also inspire additional projects for other common chronic diseases with an end result of improving patient self-management of their chronic conditions.
- Future series could focus on hypertension, asthma, osteoarthritis, and other commonly managed conditions

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References

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- Mark Merolli, Kathleen Gray, Fernando Martin-Sanchez, Health outcomes and related effects of using social media in chronic disease management: A literature review and analysis of affordances, *Journal of Biomedical Informatics*, Volume 46, Issue 6, 2013, Pages 957-969, <https://doi.org/10.1016/j.jbi.2013.04.010>. (<https://www.sciencedirect.com/science/article/pii/S1532046413000671>)