

Rural Medicine & Social Media: Patient Education, Advocacy, and Fighting Misinformation

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Associate Professor, Northeast Ohio Medical University

Family Practice Center of Salem – Salem, Ohio





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REPORT | AUGUST 19, 2020



Most Americans Think Social Media Sites Censor Political Viewpoints

Republicans are far more likely than Democrats to say major tech companies favor the views of liberals over conservatives. At the same time, partisans differ on whether social media companies should flag inaccurate information on their platforms.

Advocacy resources

Grassroots calls


Each month, NRHA's government affairs team hosts a grassroots call to deliver updates from Washington, D.C. and connect with advocates. We supply explanations behind the association's advocacy efforts and share ways for advocates to engage.

The next grassroots call will be held on **Wednesday, July 27 at 2:00 p.m. ET. [Register in advance for this meeting](#)**, and you will receive a confirmation email containing information about joining the meeting. [Click here](#) to view a recording of our May grassroots call using passcode PR*5Z7&B.

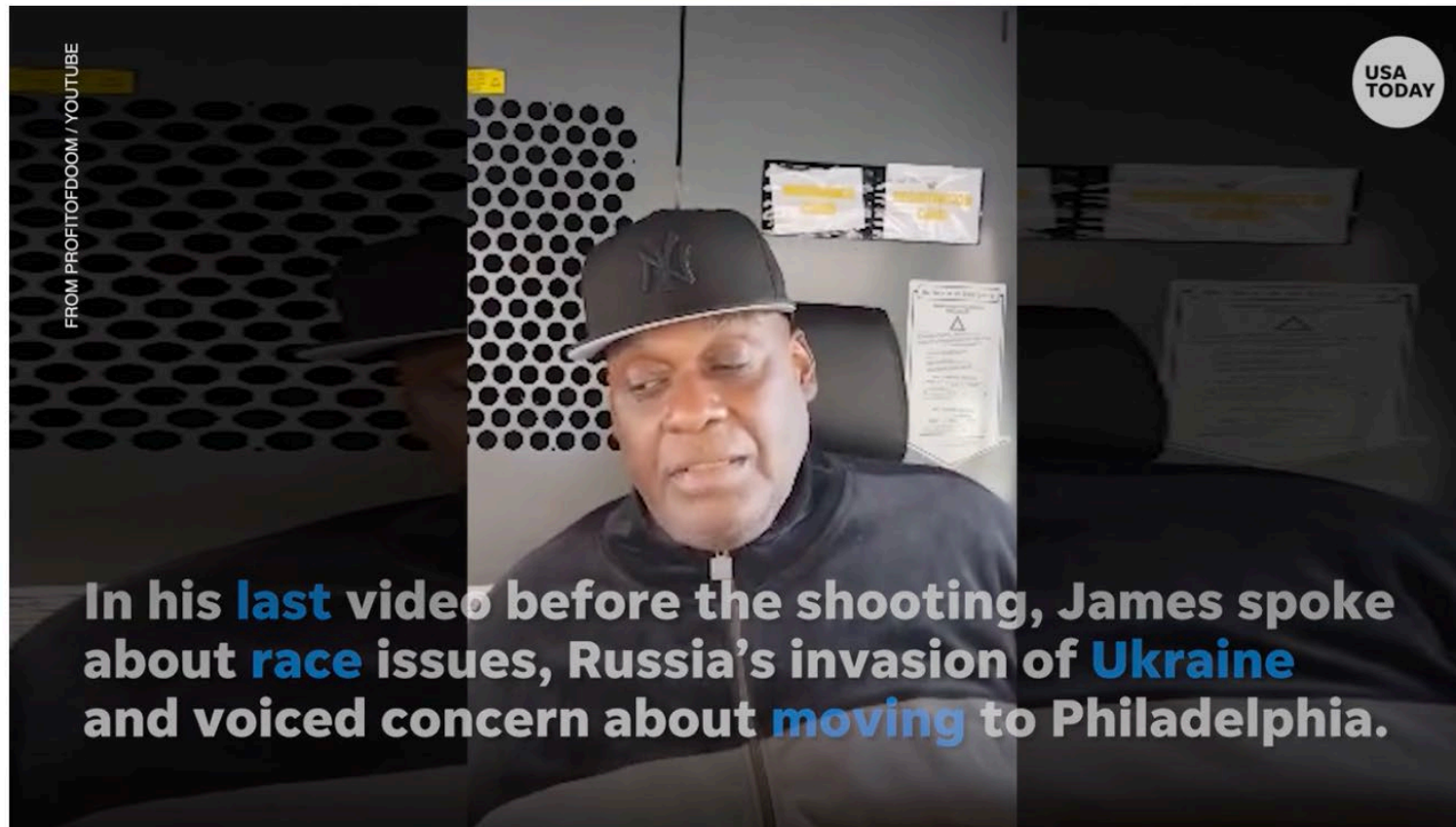


‘Like a Weapon’: Ukrainians Use Social Media to Stir Resistance

Photos and videos of the war’s horrors have spread quickly, searing into the global public consciousness and providing powerful ammunition in the information battle.

 Give this article





Brooklyn subway shooting suspect Frank James made social media posts discussing violence

Numerous videos posted to James' YouTube channel provide insight into his travels, while other videos focus on violence on the New York City subway.

Patrick Colson-Price and Scott L. Hall Patrick Colson-Price and Scott L. Hall, USA TODAY

Published 5:23 p.m. ET April 14, 2022

Ohio mayor concerned ice shanties could lead to prostitution

February 10, 2022



Hudson mayor resigns after ice fishing prostitution concerns go viral



Photo by: City of Hudson/News 5



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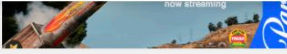
Twitter Explodes Over News That Tiger Woods is Returning to The Masters

By Amiliano Fragoso | Apr 5th, 2022, 12:31 pm

109 comments



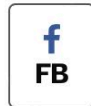
Andrew Redington/Getty Images



The Oscars slap: Social media reacts with shock, anger, and (of course) jokes

Tweets or it didn't happen, right? Viewers took to social media to process their feelings about Will Smith's attack on Chris Rock at the 2022 Oscars.

By **EW Staff** | March 28, 2022 at 10:35 AM EDT



Reasons Why You Need To Use Social Media:

1. People Are Already Using Social Media
2. Marketing To Patients/Customers/Communities
3. Patient Education
4. Correcting Misinformation

**I do NOT use Social Media to
communicate with patients**

**I do NOT use Social Media for any
clinical care**

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

LINKEDIN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

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SMARTER BUSINESS BETTER PATIENT CARE December 3, 2010

MedicalEconomics.com

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OUR PICKS FOR THE BEST
OF THIS YEAR'S NEW
PRACTICE TOOLS **PAGE 31**

Easing down the EHR road

HOW TO MAKE THE MOST
OF YOUR TRANSITION
TO ELECTRONIC
RECORDS **PAGE 43**



Do patients 'Like' your practice?

How to maximize the marketing potential
of Facebook and other social media **PAGE 22**



MIKE SEVILLA

Medical Professionals and Social Media | Mike Sevilla | TEDxYoungstown

11,720 views • Feb 6, 2015

77 10 SHARE SAVE ...




TEDx Talks
33M subscribers

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The medical profession with regard to social media is discussed.

Mike Sevilla, MD is a Family Physician at the Family Practice Center of Salem. Dr. Sevilla is a national speaker on the topics of Social Media and Medicine, including being a speaker at the Mayo Clinic Center of Social Media Summit, and the American Academy of Family Physicians Annual Scientific Assembly.



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Dr Mike Sevilla Salem Family Practice

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Reasons Why You Need To Use Social Media:

1. People Are Already Using Social Media
2. Marketing To Patients/Customers/Communities
3. Patient Education
4. Correcting Misinformation

The internet as diagnostic tool...





six until me.

Diabetes doesn't define me, but it helps explain me.

SUM Disclosure

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Diabetes365



2010 edition

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The SUM Blogroll

SEPTEMBER 05, 2011

Vlog: Name That Tune.

So I was afraid to say "Top Gun" or "Maverick" or anything related to Goose in this new Animas video because I never know where the copyright sidewalk ends (whoops), but just to confirm: [the Top Gun theme song both rules and is my new pump tune](#). Here's the full vlog over at Animas:

Name that tune



Also, [Jana started a wiki page for Animas pump tunes](#), so if you have a tune you want to share with the masses, visit her wiki and upload it! Or visit her wiki and download Top Gun. Either way, it's 'peace out' to Für Elise!

Kerri Morrone Sparling



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EXPERIENCE SOCIAL HEALTH 2011
{Philly, PA} 09-19



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on Facebook

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1,611 people like Six Until



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Diabetes doesn't define me, but it helps explain me.

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The SUM Blogroll

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Kerri Morrone Sparling



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EXPERIENCE SOCIAL HEALTH 2011
{Philly, PA} 09-19



Six Until Me.
on Facebook

[Like](#)

You
like
this.

1,611 people like Six Until

Facebook Statistics 2022

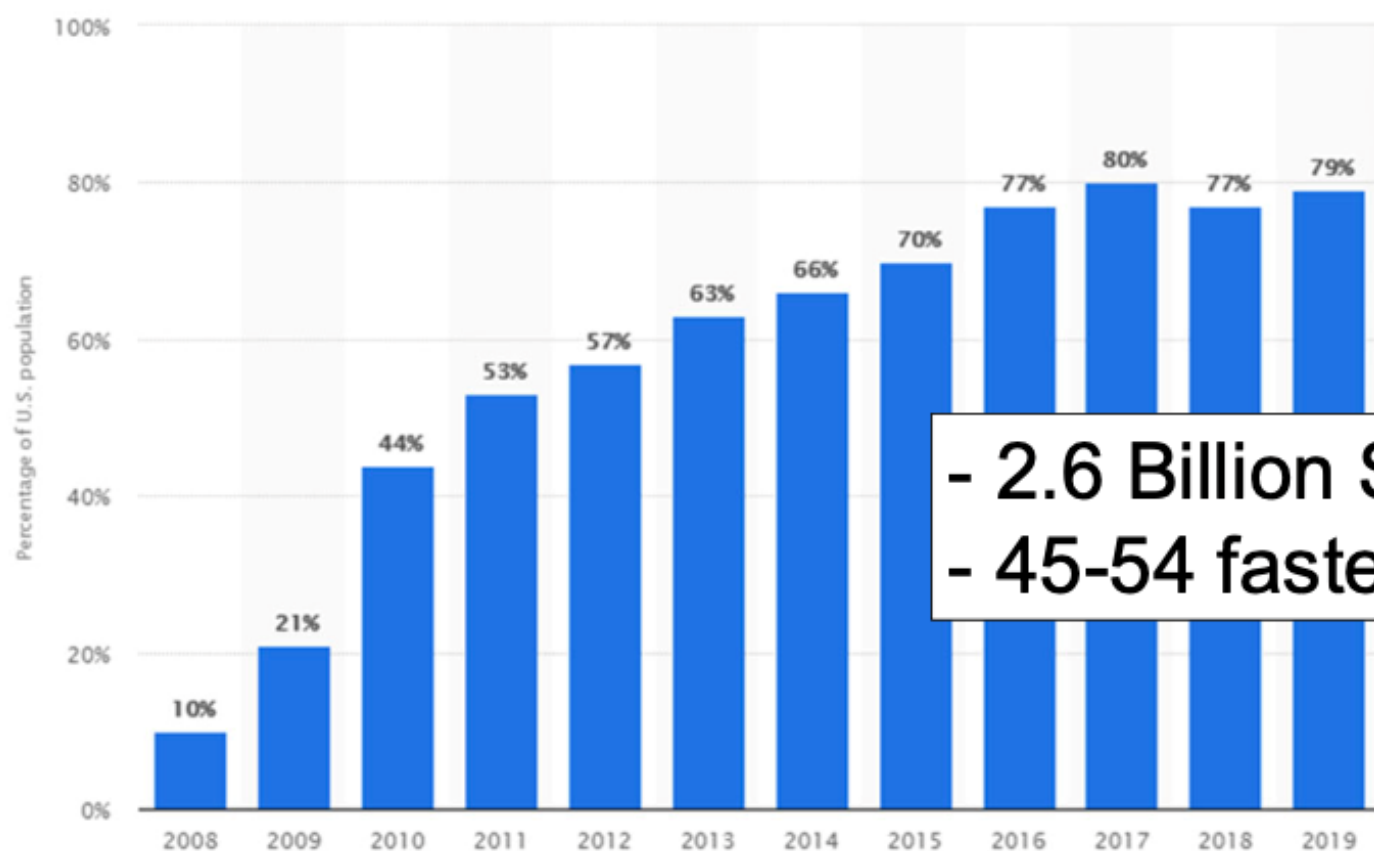


Facebook had
2.8 billion
daily active users in the third quarter of 2021



The most popular
social network globally is Facebook

Adults w socia media accounts



- 2.6 Billion SoMe
- 45-54 fastest growing

@statista 2020

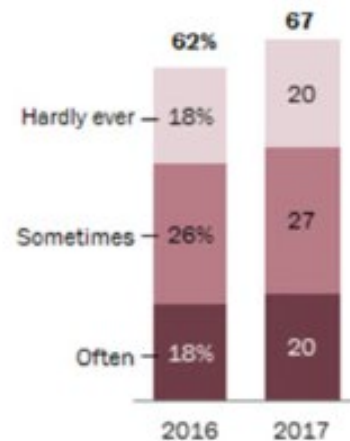
Why We Care

Pew Research Center 2017

source: <http://www.journalism.org/2017/09/07/news-use-across-social-media-platforms-2017/>

In 2017, two-thirds of U.S. adults get news from social media

% of U.S. adults who get news from social media sites ...

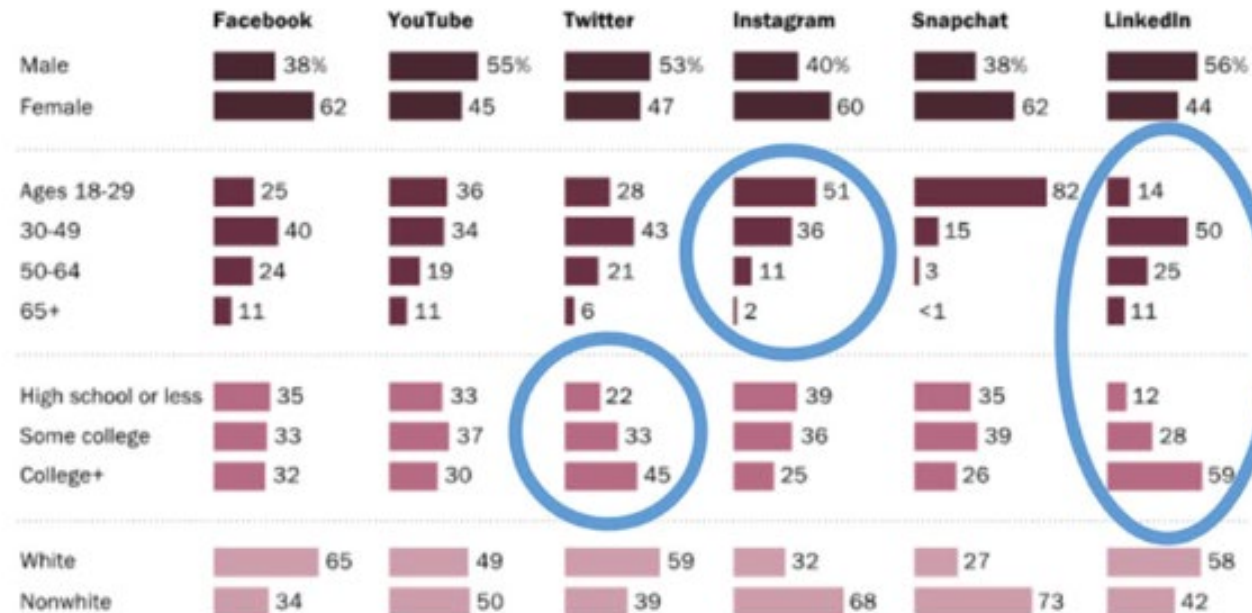


Source: Survey conducted Aug. 8-21, 2017.
"News Use Across Social Media Platforms 2017"

PEW RESEARCH CENTER

Social media news user profiles

% of each social media site's news users who are ...



Note: Tumblr, Reddit, and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white.

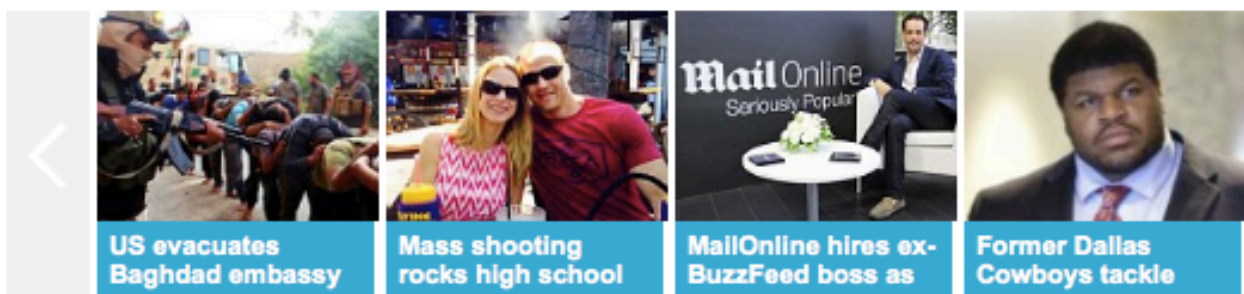
Source: Survey conducted Aug. 8-21, 2017.
"News Use Across Social Media Platforms 2017"

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Do NOT try to diagnose yourself on Wikipedia! 90% of its medical entries are inaccurate, say experts

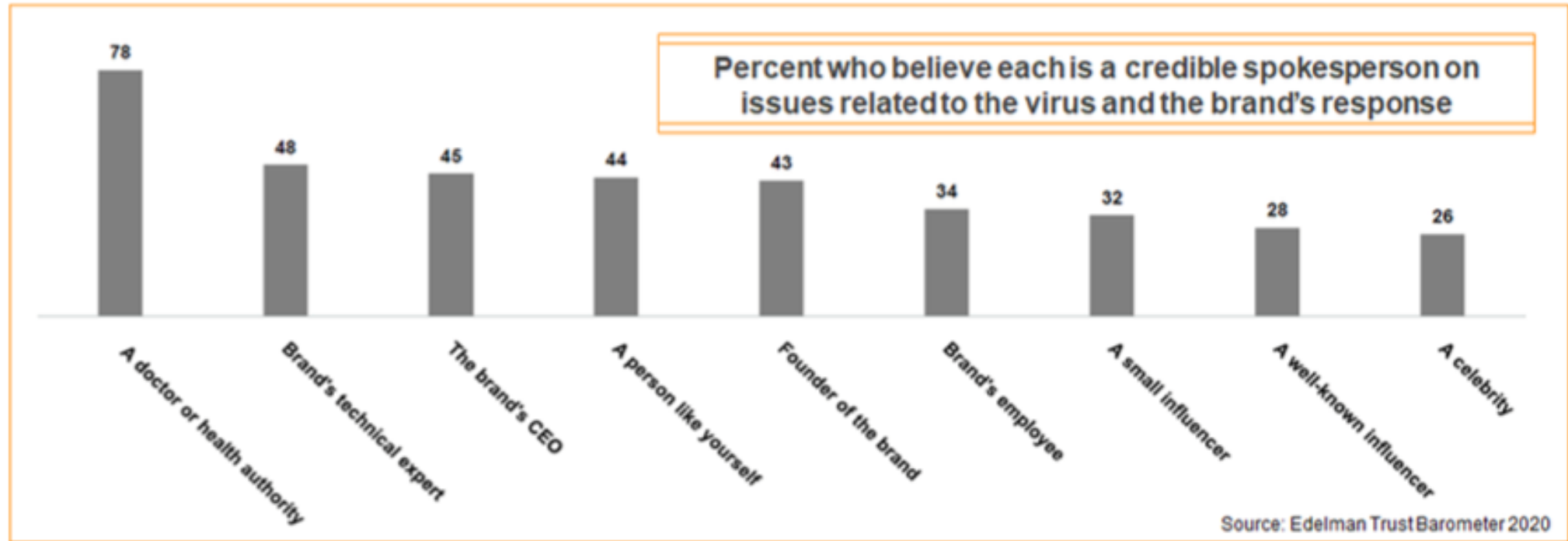
- Problem caused by allowing ordinary users to create, delete and edit pages
- Drug companies have been accused of deleting data about side effects
- Researchers from Campbell University, US, said medical staff also use site

By [SOPHIE FREEMAN](#)

PUBLISHED: 16:41 EST, 26 May 2014 | UPDATED: 03:58 EST, 27 May 2014

Who do People Trust?

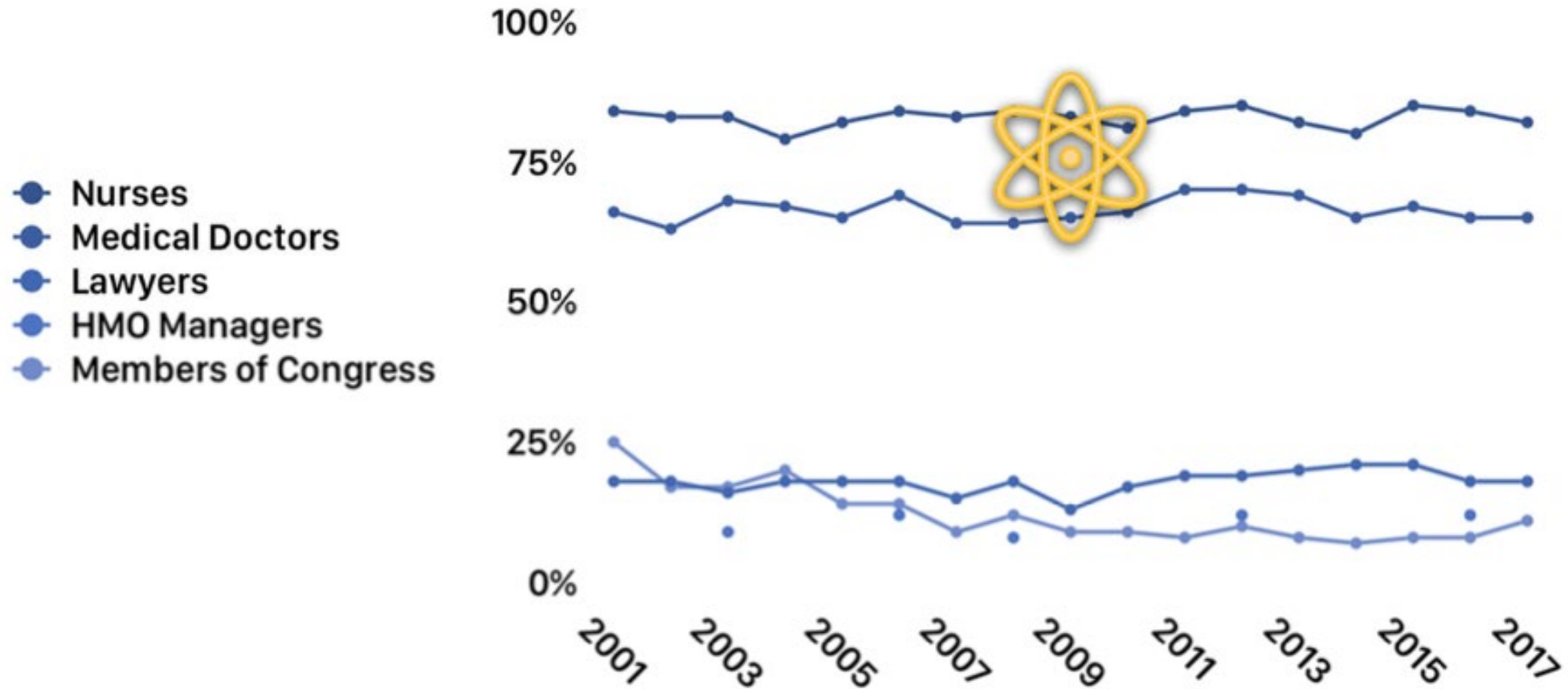
In today's health climate, the most trusted brand spokespersons are doctors, technical experts, and brand leadership when it comes to issues related to health and the virus.



Gallup: 2001-2017

source: <http://news.gallup.com/poll/200057/americans-rate-healthcare-providers-high-honesty-ethics.aspx>

"How would you rate the honesty and ethical standards of people in these fields?"





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[mikesevill.com/](#) - [Cached](#)

Michael Sevilla MD
Last Name: Sevilla Degrees: MD Title: Family Physician & Social Media Enthusiast
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[exlpharma.com/speakers/michael-sevilla](#) - [Cached](#)

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Education information for Dr. **Michael J. Sevilla**, including Medical School ...
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Michael Sevilla, MD - Family Doctor in SALEM, OH 44460
Michael Sevilla, MD is a Family Doctor at 2370 E BLVD SALEM, OH. Wellness.com provides reviews, contact information, driving directions and the phone number ...
[www.wellness.com/dir/.../michael-sevilla-family-practice-ctr-md](#) - [Cached](#)

Marketing

70% US Healthcare organizations and doctors' offices

81% Patients research their doctor



Community engagement

Social media in nursing education: responsible integration for meaningful use. Peck JL
J Nurs Educ. 2014 Mar; 53(3):164-9.

The use of social media in healthcare: organizational, clinical, and patient perspectives. Househ M
Stud Health Technol Inform. 2013; 183():244-8.



Daniel Cabrera

@CabreraERDR

 Follow

Happy to say @MayoClinic leading the way:
#SoMe scholarly work now part of academic
promotion
#FOAMed #meded



RETWEETS

79

LIKES

103



3:39 PM - 23 May 2016



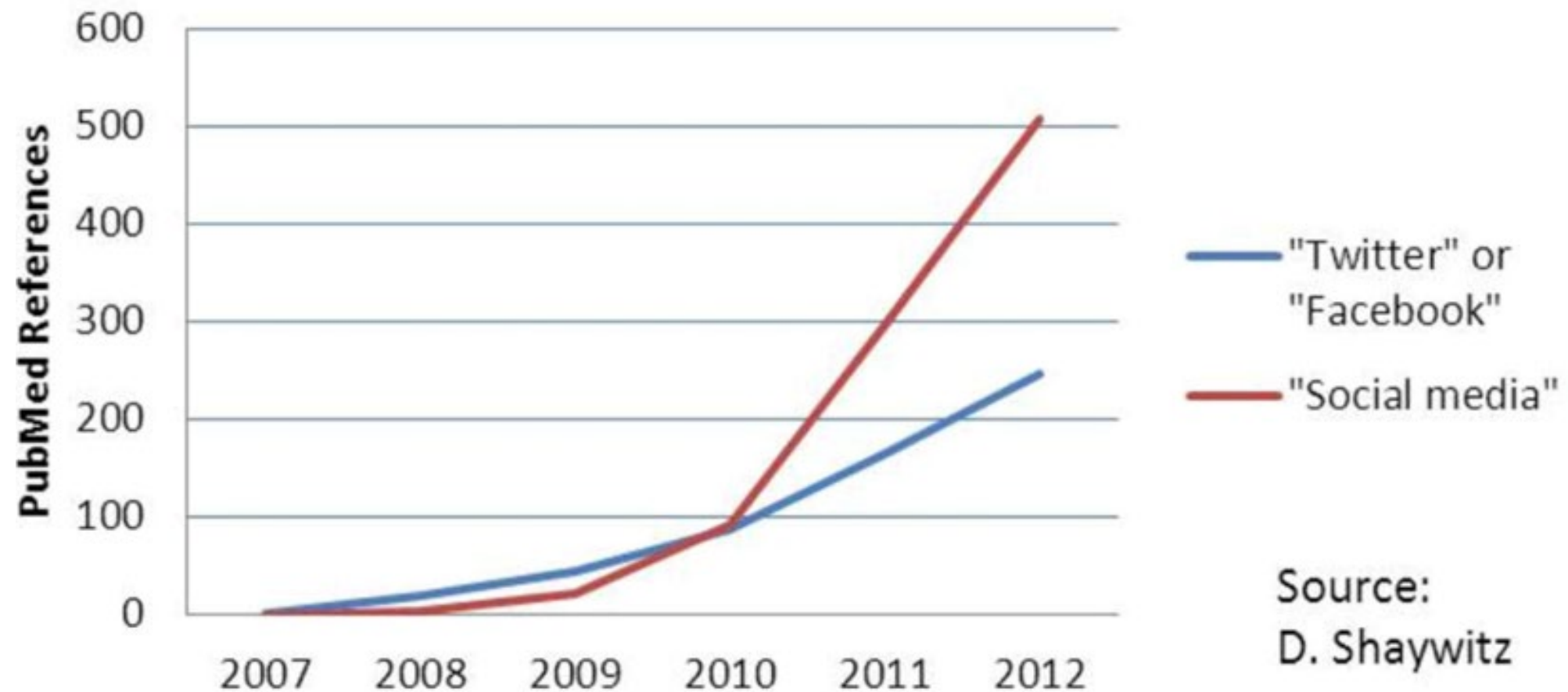
79



103



Increased Social Media Citations in PubMed, 2007-2012



Using Social Media For Advocacy

Advocacy campaigns

Our advocacy campaigns allow you to send pre-drafted messages to your elected officials on behalf of the association's rural health priorities. By participating in our campaigns, you can ensure your voice is heard by those with the power to enact change. All current campaigns can be found [here](#).

Urge Congress to Extend Critical Medicare Programs

Urge Congress to Extend Critical Medicare Programs

Ask Congress to extend the Medicare Dependent Hospital (MDH) and Low-Volume Hospital (LVH) designations, the Conrad 30 J-1 Visa waiver program, and increased payments for rural ground ambulance services. As rural hospitals and providers begin to rebound from the COVID-19 pandemic, lifeline programs cannot lapse.

Urge Congress to Extend Relief from Medicare and PAYGO Sequestration

Urge Congress to Extend Relief from Medicare and PAYGO Sequestration

Urge Congress to extend relief from Medicare sequestration until the end of the Public Health Emergency and permanently waive the four percent PAYGO sequester triggered by passage of the American Rescue Plan Act. Sequestration deducts 2% from Medicare reimbursements to hospitals, estimated to result in \$228.5 million in losses for rural hospitals. On top of sequestration, PAYGO cuts will begin on January 1, 2023, further reducing payments to rural providers. Contact your elected officials to urge them to continue sequestration and PAYGO relief.

Matthew McConaughey tells the story of those killed in Uvalde in emotional plea for action on guns



By [Kate Sullivan](#), CNN

Updated 7:29 AM ET, Wed June 8, 2022



MORE FROM CNN



Cyclist Daniel Oss withdraws from Tour de France after breaking neck in high-speed crash with fan













Uncle of Highland Park shooter asked if he would have signed gun card. Hear his reply

Power and Reach of Social Media











The #AAFPNC Influencers

Top 10 by Mentions

	@aafp 1,046
	@umnfamilymed 858
	@kpsdfmr 846
	@alexmmtri 545
	@reneecrichlowmd 413
	@kdakis 409
	@afppodcast 346
	@scheck_josh 340
	@familydocwonk 307
	@drkkyu 294











 Tweet

Top 10 by Tweets

	@kpsdfmr 474
	@alexmmtri 421
	@doctorakelso21 350
	@aafp 278
	@drkkyu 247
	@richmonddoc 240
	@megglemei 226
	@kmot_07979 211
	@acquah_seun 197
	@aafpprez 184

 Tweet

Top 10 by Impressions

	@aafp 8.5M
	@richmonddoc 2.0M
	@drmikesevilla 1.7M
	@aafpprez 1.1M
	@kpsdfmr 984.2K
	@familydocwonk 973.2K
	@drkkyu 946.6K
	@2healthguru 886.0K
	@alexmmtri 698.3K
	@healthisprimary 533.8K

 Tweet

The Numbers

26.160M Impressions

9,575 Tweets

1,035 Participants

66 Avg Tweets/Hour

9 Avg Tweets/Participant

 Tweet

 Like

Twitter data from the #AAFPNC hashtag from Sun, July 23rd 2017, 11:55PM to Sat, July 29th 2017, 11:55PM (America/Chicago).

● ● ●
symplur



ThisIsOurShot

October 25 at 8:00 AM · 🌐



Great news about the COVID-19 vaccine for kids!

[#thisisourshot](#) [#vacunateya](#) @vacunate_ya

Pfizer-BioNTech's COVID-19 Vaccine for Children



Lower 10 microgram dosing



90% effective against symptomatic COVID-19



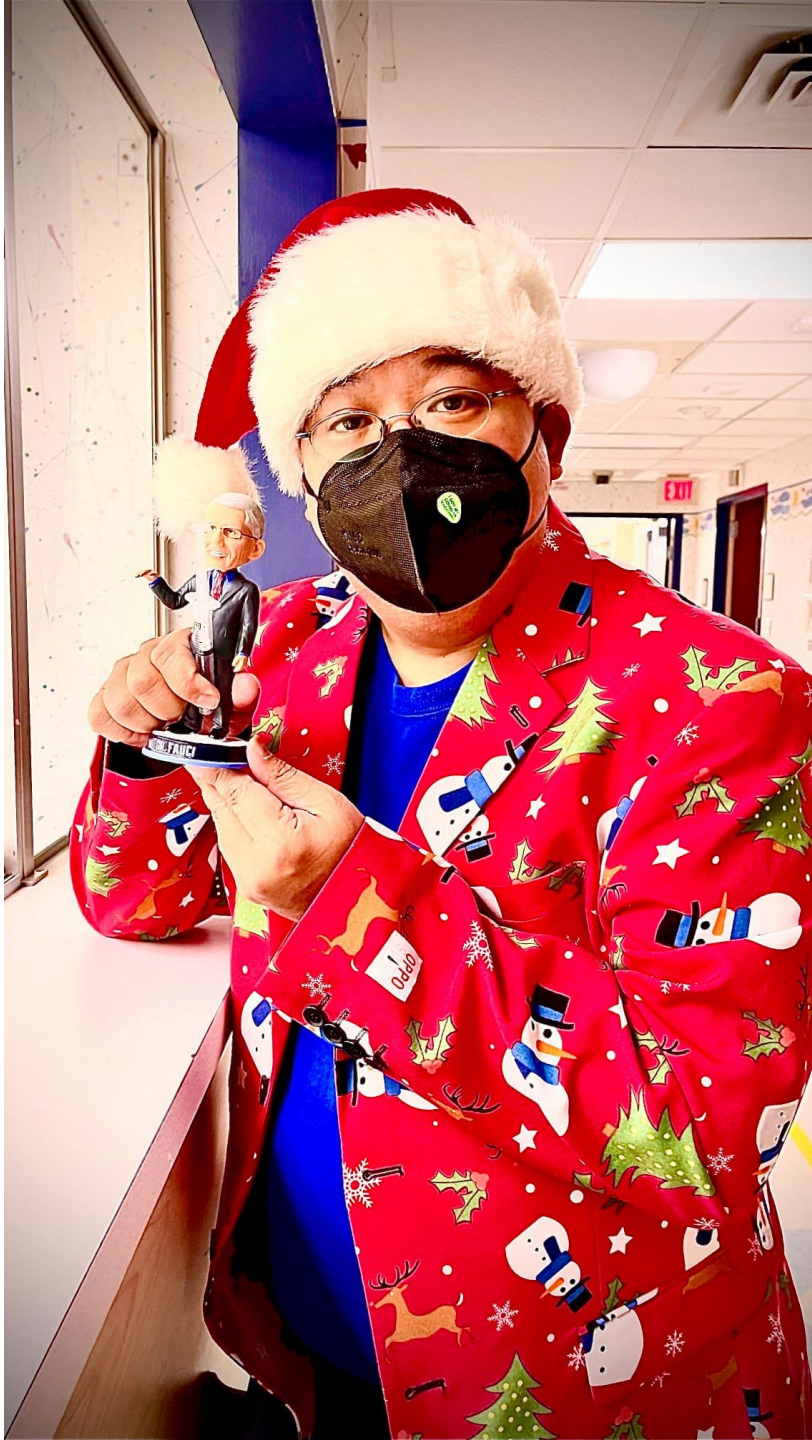
**No safety issues identified
(including myocarditis, clots, and deaths)**



**The FDA panel will meet 10/26 to hopefully
authorize by early November. (which means
children could be fully vaccinated by
Christmas!)**

**While children are at a
lower risk for severe disease or
death from COVID-19 than adults,
long-term complications are
possible (like MIS-C) and risk
reduction is important especially
in crowded schools.**



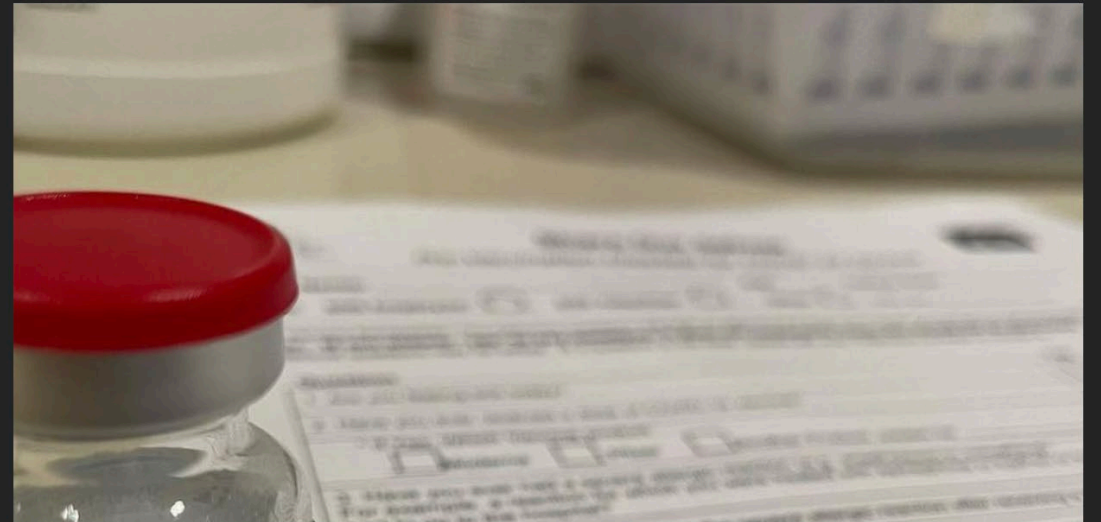


Jay W. Lee is at Share Our Selves.
October 29 at 4:15 PM · Costa Mesa, CA · 🌐



Boosted. 🦠💪

#NoMoreVariants #ThisIsOurShot #CovidBeGone #MakeHealthPrimary #GetVaccinated
#WeCanRestoreTheOC #FMRevolution #FMRising





[#YouMightBeAFamilyDoc](#) if you help with adolescent sports physicals in the morning, see patients in the hospital & office in the afternoon, then check in with a hospice pt/family at night [@AlexMMTri](#) [@familydocwonk](#) [@OhioAFP](#) [@aaafp](#) [#FamMedRocks](#) [#FMRevolution](#)

×



GIF



intolerableinsolence

@golfhack1217



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.@drmikesevilla how bout you take the
#Offitchallenge and not post a pic of you
faking a vaccine injection #vaxshill



RETWEETS

9

FAVORITES

8





Joe Gooding
@joegooding



Follow

@golfhack1217 @ShantelWireman1
@drmikesevilla << ass clown. If he's a real
doc I feel for his victims, er patients who are
harmed by vax. 🤔

RETWEET
1

FAVORITE
1



8:33 PM - 17 Sep 2015



Joe Gooding
@joegooding



Follow

@golfhack1217 @ShantelWireman1
@drmikesevilla Fav a tweet about vax
injured... He should burn his license. If he has
one. #vaxshill

RETWEET
1

FAVORITE
1



8:35 PM - 17 Sep 2015



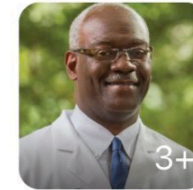
Emily Porter, M.D.

@dremilyportermid



Google had to shut down this page, but not because he was murdered, but because the day he died, he Dr. Phillips got hundreds of 1-star reviews saying how he deserved to die for not being empathetic enough, patient is always right, etc. They have since been deleted but holy hell.

Preston J. Phillips, MD



4.1 ★★★★★ (42)

Orthopedic surgeon in Tulsa,
Oklahoma

OVERVIEW

REVIEWS

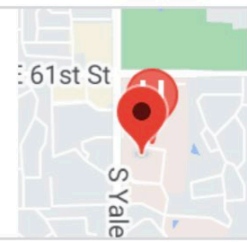
PHOTOS



Permanently closed



6475 S Yale Ave suite 200, Tulsa,
OK 74136



Dangers of Social Media

Doctor busted for patient info spill on Facebook

Though probably inadvertent, physician's post led to identification of patient

 Tweet 161

Below:  Discussion  Related

 Associated Press

updated 4/18/2011 6:45:54 PM ET

PROVIDENCE, R.I. — A physician practicing in Rhode Island hospitals has been reprimanded by regulators after she inadvertently identified a patient through a Facebook post.

Rhode Island's medical licensing board has also ordered Dr. Alexandra Thran to pay a fee and attend a continuing education course.

Nursing student expelled for Facebook photo: the problem beneath the problem.

[View full article on incident.](#)

I have had a few days to weigh all of the issues surrounding the expulsion of a nursing student for the "lack of professional behavior" of posting a photograph on facebook. I am putting the discussions regarding "was this a HIPAA violation" and "did the school do the right thing" on the back-burner for now to focus on another point of view. In my research and data gathering on the subject from many different perspectives I believe I have found one very important root cause not being addressed. It seems there is a huge generational misunderstanding taking place here.




About



My name is Sarah Beth. As a young nurse, I've become more and more excited about the potential of the growing ranks of my generation of nurses who are dedicated, energized, and bring a fresh set of ideas to the profession. With a new knowledge base and a love of technology, we have the power to change the system. Get excited.

The ideas and thoughts presented on this site are my own.



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If you owe less than \$300,000 on your home, use Obama's free refi program before it expires in 2016. You'll be shocked when you see how much you can save.

18-25

26-35

36-45

46-55

56-65

Over 65

TAP YOUR AGE:

Morning Mix

'I am ashamed,' doctor says after camera captures her attacking Uber driver

By Peter Holley January 27



A Miami woman was not charged after attacking an Uber driver on Jan. 17. After this video of the attack surfaced, she was identified as a fourth-year neurology resident within the Jackson Health System and has been removed from clinical duties pending investigation. (Gillian Brockell/The Washington Post)

The pandemic: Has it caused mental illness in kids or made it worse?

By John Duffy, CNN

🕒 Updated 8:20 AM ET, Fri June 3, 2022

The New York Times

'It's Life or Death': The Mental Health Crisis Among U.S. Teens

Depression, self-harm and suicide are rising among American adolescents. For one 13-year-old, the despair was almost too much to take.

"From 2015 to 2019, prescriptions for antidepressants rose 38 percent for teenagers compared with 15 percent for adults."

DEPRESSION, SUICIDE RATES RISING

"LIFE OR DEATH": THE MENTAL HEALTH CRISIS AMONG U.S. TEENS

Published April 23, 2022 Updated April 26, 2022

One evening last April, an anxious and free-spirited 13-year-old girl in suburban Minneapolis snarled furiously from a chair in the living room.

CNN

SMERCONISH

'It's life or death': Teen mental health in crisis 06:09

MORE FROM CNN



A swimmer was infected with a brain-eating amoeba after visiting an Iowa beach



Cyclist Daniel Oss withdraws from Tour de France after breaking neck in high-speed crash with fan

BLACK BIRD

Start Watching

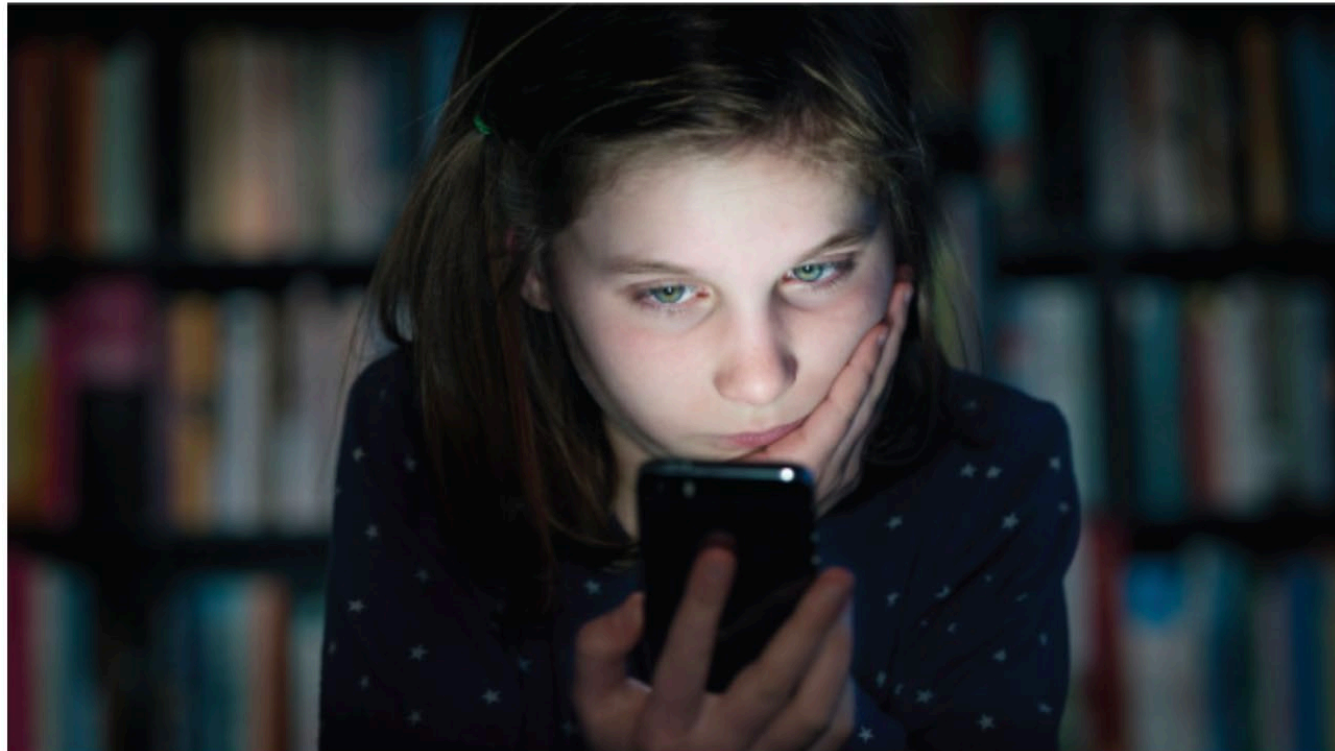
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A Majority of Teens Have Experienced Some Form of Cyberbullying

59% of U.S. teens have been bullied or harassed online, and a similar share says it's a major problem for people their age. At the same time, teens mostly think teachers, social media companies and politicians are failing at addressing this issue.

BY **MONICA ANDERSON**



Social media addiction linked to cyberbullying

March 30, 2021 • by Kathryn Kao



Social Media Tips For Success

Authentic



AAFP @aafp · Jun 26

Vaccination is one of the best tools we have to defeat the [#COVID19](#) pandemic. Family physicians are the other. Take a look at the resources we've put together to help you address your patient questions and concerns about **COVID-19** vaccines. ow.ly/XFqU50FewZg



Natasha Bhuyan, MD @NatashaBhuyan · Dec 21, 2020

Vaccinated! Grateful for scientists, public health officials, and the thousands who enrolled in vaccine trials.

The vaccine is safe, effective, and will save lives. I hope you all join me in getting vaccinated these coming months. [#ThisIsOurShot](#) [#COVIDVaxSelfie](#)



Your Personal Brand

- **Be Engaging and Active**
 - Don't just share other's content, develop your own
 - Prioritize one or two social channels - Twitter and LinkedIn
 - Bonus for Instagram and Facebook
- **Share Your Story**
 - Share stories or events
 - Media exposure
 - Show your #FMRevolution pride

Social Media Do's

1. Identify yourself and speak in the first person
2. Take responsibility and follow institutional guidelines
3. Respect Copyright, HIPPA and privacy laws
4. Stay up to date on current events
5. Add value
6. Be accurate
7. Know your fellow Social Media users
8. Use good judgement
9. Be professional
10. Have fun and learn

County-level COVID-19 Community Levels

JULY 7, 2022

Over 73% of the U.S. population is in an area with a **medium** or **high** COVID-19 Community Level.

	% of Counties	% of Pop.
Low	41.3%	26.4%
Medium	37.8%	41.6%
High	20.7%	31.9%

Percentages do not sum to 100% because of rounding.



Source: U.S. Centers for Disease Control and Prevention (CDC)

Thank You!

Mike Sevilla, MD

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