

THE ROLE AND FUTURE OF THE PHARMACIST IN SOCIAL MEDIA

Mario Botha

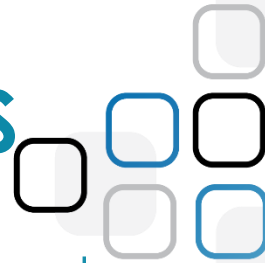
B.Pharm; MSc. Pharmaceutics

“Collaborating Across Borders”



South African Association of Pharmacists in Industry

INTERESTING SOCIAL MEDIA STATS



There are over 3 billion ~~people~~^{patients} using social media, and the number increases every year (Smart Insights, 2018).

Every second, there are 11 new ~~people~~^{patients} that use social media for the first time (Skyword, 2018).

In 2016, \$40 billion was spent on advertising via social media channels (Brandwatch, 2018).

~~Social media users~~^{patients} aged 55 and older are twice as likely to engage with brands online (Brandwatch, 2018).

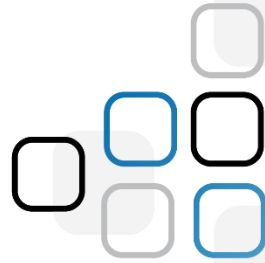
Worldwide, 47 % of adults believe that social media is an effective channel for customer service, while 53 % do not (Statista, 2018)

63% of marketers found social media to be useful for building a loyal fanbase (Bluecorona, 2017).

78% of businesses have dedicated teams for managing their social media (Digital Marketing Institute, 2019)

<https://learn.g2crowd.com/social-media-statistics>

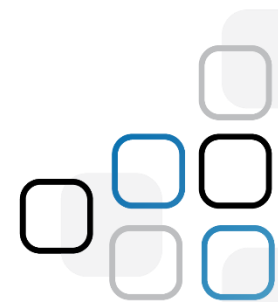
facebook Statistics



facebook is the world's third most-viewed website in the world, with **Google** taking first position and **You**Tube**** coming in second (World Economic Forum, 2017).

Facebook users aged 65 and over has doubled to 41% since 2012 (Ofcom, 2017).

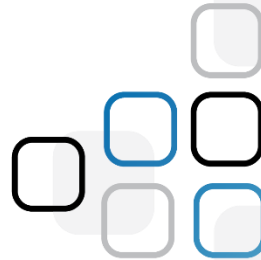
1.3 million pieces of content are shared every minute of every day on Facebook (JeffBullas, 2018).



<https://www.contentfac.com/more-people-own-cell-phone-than-toothbrush-10-crazy-social-media-statistics/>



Statistics



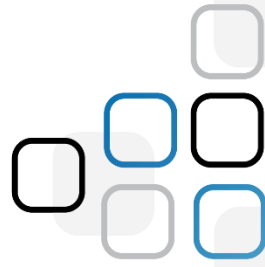
Instagram is the 2nd most common social media platform used by marketers worldwide as of 2017 (Statista, 2018).

60% of users learn about new products on Instagram (AdEspresso, 2018).



Statistics

Twitter had 326 million users in 2018 (Brandwatch, 2018).



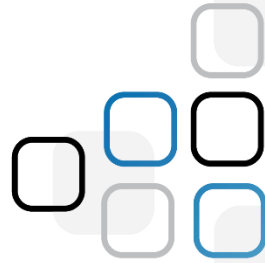
95 million photos are
uploaded to *Instagram* each
day.



<https://www.contentfac.com/more-people-own-cell-phone-than-toothbrush-10-crazy-social-media-statistics/>



LinkedIn



Two new users join LinkedIn every second.

In 2013, LinkedIn CEO Jeff Weiner said his company's goal was to acquire 3 billion users, slightly less than half the world's population.

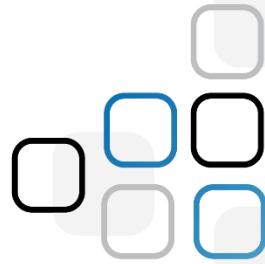
There are more than 39 million students or recent graduates on LinkedIn.

There are more than 1 million "professional post publishers" on LinkedIn.

Almost 20 million presentations have been uploaded to LinkedIn.

LinkedIn is available in 20 different languages.

Approximately 41% of millionaires use LinkedIn

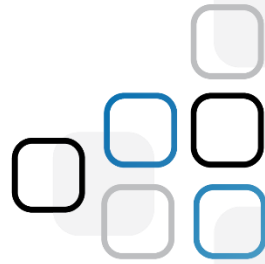


Simplilearn.com

“Social media is everywhere and impacts all walks of life.

Social networks have evolved from being a handy means for keeping in touch with friends and family, to being used in ways that have a real impact on society”

[-https://www.simplilearn.com/real-impact-social-media-article](https://www.simplilearn.com/real-impact-social-media-article)



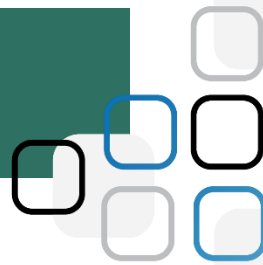
Simplilearn.com

“Social media is everywhere and impacts all walks of life.

Social networks have evolved from being a handy means for keeping in touch with friends and family, to being used in ways that have a real impact on society”

Where are the pharmacists?
What impact can you have?

[-https://www.simplilearn.com/real-impact-social-media-article](https://www.simplilearn.com/real-impact-social-media-article)



THE BLOG

How Social Media Is Shaking Up Public Health and Healthcare

🕒 01/27/2016 12:28 pm ET | Updated Jan 27, 2016



👍 Like 392



Shannon Dosemagen

Co-founder and Director of Community Engagement, Education and Outreach of Public Laboratory for Open Technology and Science



Lee Aase

Director, Mayo Clinic Center for Social Media and its Social Media Health Network



GOODLIFESTUDIO VIA GETTY IMAGES

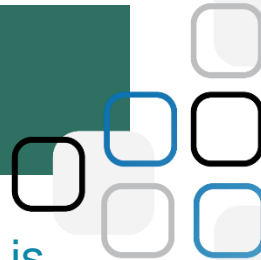
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👍 1.51 M

🐦 319 K

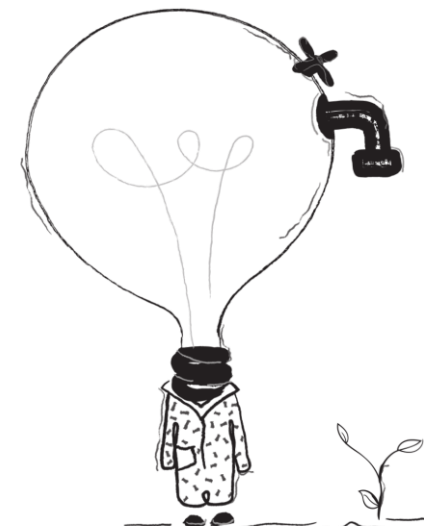


From clinical healthcare to public health campaigns, the health industry is increasingly turning to social media to support, promote and increase the spread of information and data in order to improve both personal and community health practices.

BUT!

...SM can both help facilitate information sharing and be problematic in spreading rumours during normal health events and health crises.

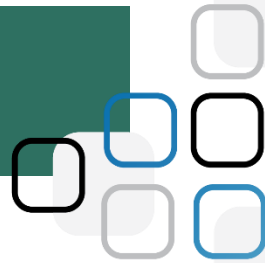
...SM is a two-way street, and allows non-experts to share information just as rapidly as health agencies, if not more so...



SM has also been used by physicians and other health professionals to achieve important objectives in clinical practice, education and research...Examples of **beneficial applications** include:

- Improving practice efficiency by providing educational videos on general topics (such as vaccines and the safety thereof)
- Giving patients new access to information while also favourably positioning the expert
- Facilitating patient-to-patient support groups that would be impractical without social networking platforms that overcome barriers of time and space
- Engaging medical professionals in online discussions, providing evidence-based perspectives on current public health challenges





- Recruiting subjects for clinical trials and improving the informed consent process
- Providing continuing education on a global scale through online learning communities

More people own a cell phone than a toothbrush.

There are over 7 billion people in the world. An estimated 3,7 billion of them own mobile phones, but only around 3,5 billion own toothbrushes.



<https://www.contentfac.com/more-people-own-cell-phone-than-toothbrush-10-crazy-social-media-statistics/>

Pharmacy and Therapeutics



P.T. 2014 Jul; 39(7): 491-499, 520.

PMCID: PMC4103576

Social Media and Health Care Professionals: Benefits, Risks, and Best Practices

[C. Lee Ventola](#)

“...many social media tools are available for Health Care Professionals (HCPs).

These tools can be used to improve or enhance professional networking and education, organizational promotion, patient care, patient education, and public health programs.

However, they also present potential risks to patients and HCPs regarding the distribution of poor-quality information, damage to professional image, breaches of patient privacy, violation of personal–professional boundaries, and licensing or legal issues.

Many health care institutions and professional organizations have issued guidelines to prevent these risks...” –
SAPC/SAHPRA/DOH/PSSA?

Pharmacy and Therapeutics



[P.T.](#), 2014 Jul; 39(7): 491-499, 520.

PMCID: PMC4103576

Social Media and Health Care Professionals: Benefits, Risks, and Best Practices

[C. Lee Ventola](#)

“...unlike physicians, **pharmacists** have been relatively **slow** to adopt social media...”

– WHY?

“...many pharmacists use Facebook although this use is most often for personal communication, more than 90 pages on Facebook are related to the pharmacy profession...”

– THE NEED FOR INTERACTION?

AMERICAN SOCIETY OF HEALTH-SYSTEM PHARMACISTS (ASHP)

<http://www.ashp.org/doclibrary/bestpractices/autoitstsocialmedia.aspx>

Like other health care professionals, pharmacy professionals have adapted to advancing technology and are using social media to communicate with patients, caregivers, other health care professionals, and the public. Pharmacy professionals (including pharmacy students as professionals in training) should continue to incorporate these new tools into the armamentarium of pharmacy practice and apply them with professional judgment to pursue the goal of helping people make the best use of medications. Social media provide pharmacy professionals with opportunities to educate patients and practitioners, seek advice from and provide advice to colleagues, optimize the medication use of individual patients and populations, promote the role of pharmacists in caring for patients, and engage in debate about issues in health care practice and policy, among other things.¹⁻⁵

Social media provide pharmacy professionals with opportunities to educate patients and practitioners

RESEARCH IN SOCIAL AND ADMINISTRATIVE PHARMACY

2014 JAN-FEB;10(1):256-70. DOI: 10.1016/J.SAPHARM.2013.05.004. EPUB 2013 JUN 28.
GRINDROD K. *et al.*

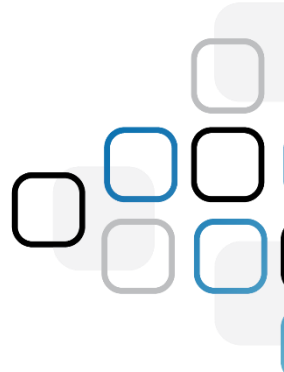
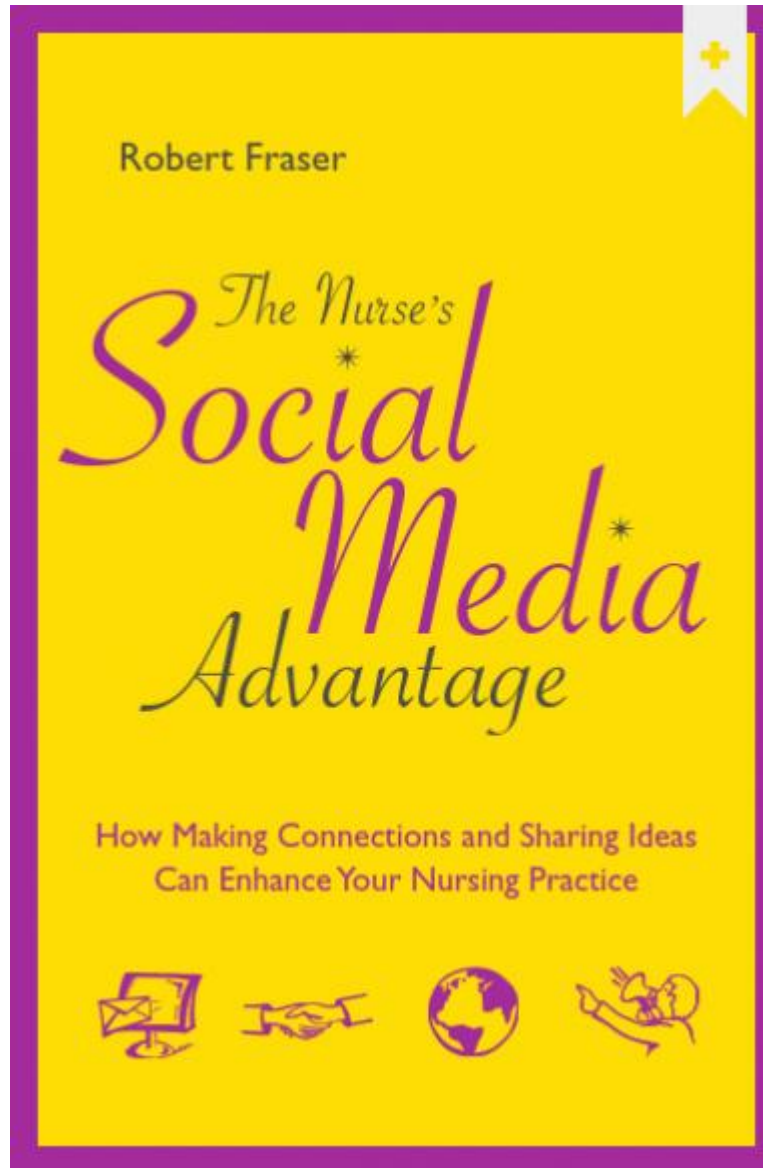
“...social media and smartphones are allowing non-experts to access, interpret and generate medical information for their own care and the care of others...”

“...few pharmacy leadership organizations are providing guidance on social media but that appears to be changing...”

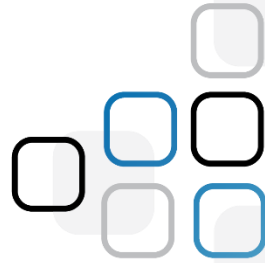
“As the control of medical knowledge shifts from health professionals to the larger social community, **pharmacists need to be present.**”

“...social media use and training in undergraduate programs is promising but **experienced pharmacists** also need to join the conversation...”

THE NURSE ...



Eric Qualman:
The Enthusiastic Pharmacist.com



***“We don’t have a choice
on whether we do social
media the question is
how well we do it”***

This is the future of pharmacy...

[HTTP://WWW.THEENTHUSIASTICPHARMACIST.COM/PHARMACISTS-
USING-SOCIAL-MEDIA-TOOLS-FOR-THE-FUTURE/](http://www.theenthusiasticpharmacist.com/pharmacists-using-social-media-tools-for-the-future/)

PHARMACIST: SCOPE OF PRACTICE



South African
Pharmacy Council



For the Public

Overview >

Apply for Pharmacy Licence >

Lodging a Complaint >

Recent Judgements >

Overview

Overview

Pharmacist

Support Personnel

Pharmacist

Pharmacy is a dynamic, information driven, patient-orientated profession whereby the pharmacist, through his competence and skills is committed to meeting the health care needs of the people of South Africa by being the:

- custodian of medicines;
- formulator, manufacturer, distributor and controller of safe, effective and quality medicine;
- advisor on the safe, rational and appropriate use of medicine;
- provider of essential clinical services including screening and referral services;
- provider of health care education and information;
- provider of pharmaceutical care by taking responsibility for the outcome of therapy and by being actively involved in the design, implementation and monitoring of pharmaceutical plans;
- provider of cost-effective and efficient pharmaceutical services.

The profession is committed to high standards of competence, professionalism and co-operation with other health care personnel in order to serve the interests of the patient and the community.

[Pharmacist:Scope of Practice](#)

PHARMACIST: SCOPE OF PRACTICE

advisor on the safe, rational and appropriate use of medicine;

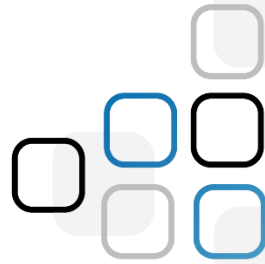
provider of health care education and information;

provider of pharmaceutical care by taking responsibility for the outcome of therapy and by being actively involved in the design, implementation and monitoring of pharmaceutical plans;

...to serve the interests of the patient and the community;

Pass or fail?

SOCIAL MEDIA AND THE PHARMACY PROFESSION



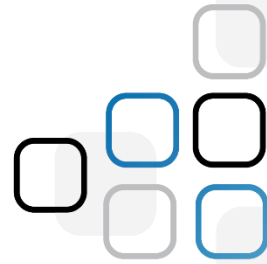
A joint initiative: Pharmacy Council of New Zealand, the Pharmaceutical Society of New Zealand, The University of Auckland School of Pharmacy, New Zealand's National School of Pharmacy, University of Otago, and the EVOLVE Intern Training Programme

Key Points:

- Maintain professional boundaries
- Ensure content is appropriate
- **Patient confidentiality!**
- Do not post informal, personal or derogatory comments about patients, colleagues, peers or employers on public internet forums
- Know your privacy settings on social media
- Be conscious of your online image
- Remember: You are never “under the radar” – **SOMEONE IS WATCHING**



Things not to do on Social Media Platforms...



I thought this was an ornament until I had to weigh Morphine powder using it..



All South African Pharmacists.....

Is this acceptable...



Who can relate?



Like

Comment

Is this acceptable...

Pharmacy [redacted]
Closed group

Discussion

Members

Events

Videos

Photos

Files

Search this group

Shortcuts

[redacted] 20+

[redacted] 20+

[redacted] 3

[redacted] 20+

[redacted] 20+

See more

Live Reply 11 September at 20:00

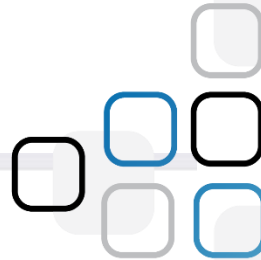
[redacted]

Some bites / bumps you need to know about

各類叮咬傷的腫脹狀況

	蜘蛛			蚊子	
	蜱蟲			蜜蜂	
	螞蟻			男人	

Is this acceptable...



Pharmacy [redacted]

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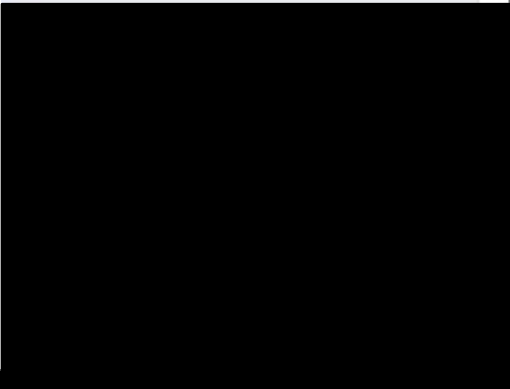
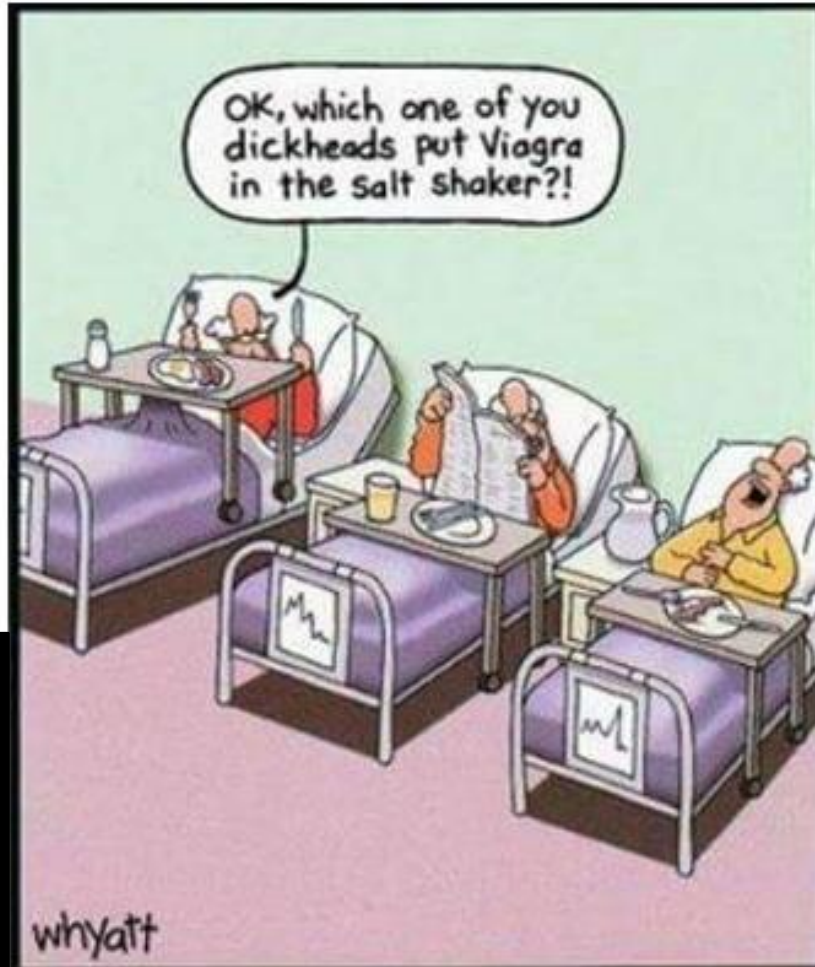
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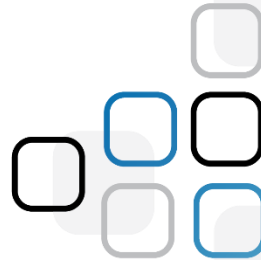
Shortcuts



Is this acceptable...

The image shows a screenshot of a Facebook group post. The group name is partially visible as "Pharmac...". The post is from a user whose name is redacted. A large black rectangular redaction box covers the majority of the post's content. The text "Don't let your 'Dear Healthcare Provider' letter become an 'Oh dear, what now....'" is overlaid in white on this redacted area. Below the redaction, the date "April 2019" is visible. The text of the post begins with "Dear Healthcare Provider" and "Down-Schedule to Schedule 2". Further down, it says "inform you that" and "been down-schedule". A line of text reads "and can be dispensed as an OTC (Over-the-counter) topical antibacterial cream or ointment without the requirement of a doctor's prescription." Below this, it says "are available in 15g pack sizes." At the bottom of the visible text, it says "option for treatment of skin infections caused by Gram-positive organisms, particularly *Staphylococcus*."

Is this acceptable...



Social media storm...

great...just great 😊

Like · Reply · 2w

View 3 more replies

Because mupirocin doesn't already have a 40% resistance rate and we obviously need more antibiotic resistant bacteria 😞😞

Like · Reply · 2w

Like · Reply · 2w

Like · Reply · 2w

Hey! We've got a resistance problem to Mupirocin. What do we do? Let's increase the use of another topical antibacterial so we can try stave off the mupirocin problem a little longer but ultimately screw everything up 😞

Like · Reply · 2w

Do you think any GP considers resistance? They prescribe what the patient ask for. Nothing prevents you from giving

Is this acceptable...

Anyone want to get stock? 😂

200 mg N-aseethemanager

OTT[®] 200

EXTRA strength to defizz situations with EXTRA clients

The Passive Aggressive Pharmacist
40 Effervescent tablets

The Passive Aggressive Pharmacist

April 21 at 9:00 PM

👍 Like Page

New launch!!

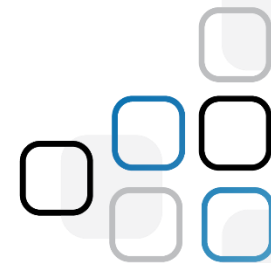
When the client is O(ver) T(he) T(op), administer OTT STAT! It's available OTC, to take up to TDS PRN.

When thy want to see the manager, dosage can be doubled.

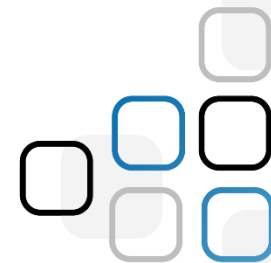
Safe from 2 years of age, in pregnancy, breastfeeding and the elderly.




Do not apply to burns.



*** I wish this was a real thing...



Is this acceptable...



 **Aptekers Pharmacists**  

 · 

PRAYERS IN THE HOLY WEEK


Wednesday in Holy Week

Matthew 26:27-56; 1 Corinthians 1:18

Lord God,...

[Continue Reading](#)

Facebook users asking and giving advice...



Mammas 24/7 ✓
@Mammas247
71K followers

Mammas 24/7 is DIE grootste afrikaanse ondersteuningsblad vir mammas in Suid Afrika. Vi...

- Home
- Videos
- Events
- Shop
- Posts
- About

Followed by eadmi, Helms, Cindy and 66 others



Mammas 24/7

1 hr · 🌐



ASB HELP!!! Mammas wat swanger is en wat griep/verkoue het. Wat vat julle? Sinupret, panado en strepsils doen nie meer die ding nie. Eks raadop en voel goor!!

Equazen #EyeQ, die klinies nagevorsde omega aanvulling vir jou en jou gesin!... See More

👍 2

14 Comments

👍 Like

💬 Comment

➦ Share



Most Relevant ▾



Write a comment...



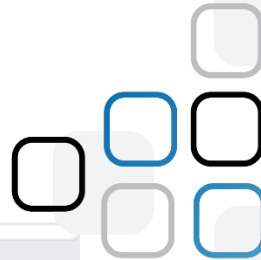
👑 Top Fan

Spuut Andolex en drink ACC 200 en berocca

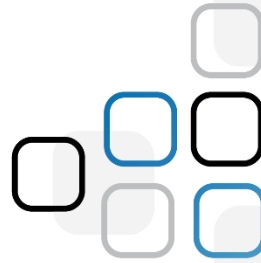
Like · Reply · 14m

👑 Top Fan

Jy mag een ACC200 ook elke 12ure drink en Andolex die groen een sonder alkohol in jou keel spuit



GUIDANCE? RULES?



SAHPRA
SOUTH AFRICAN
HEALTH PRODUCTS
REGULATORY AUTHORITY



health

Department:
Health
REPUBLIC OF SOUTH AFRICA





Van Zyl GMP International. Dr AJ van Zyl

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- Reviews
- Videos
- Posts
- Community
- Info and Ads



Like Follow Share ...

Create Post

Write a post...

Photo/Video Tag Friends Check in ...

4.7 out of 5 - Based on the 100 people

Community

Invite your friends to like this P

18,741 people like this

19,683 people follow this

f Apteker

Mario Home

Page Messages **99+** Notifications **91** Insights Publishing Tools Settings Help

Apteker
@mariobotha.apteker

- Home
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- Photos
- Events
- Notes

Onthou: dit is baie belangrik om met jou eie dokter en apteker oor jou gesondheid te gesels, omdat hulle jou die beste ken... Die raad op hierdie blad is maar slegs my eie opinie, en moenie aangesien word as die enigste behandeling vir jou probleem nie. Gaan sien asb. jou dokter ook vir sy/haar opinie.

Liked Message More

Status Photo/Video Offer, Event+

Write something...

Public Figure

Search for posts on this Page



Facebook page interface for 'Apteker' (@mariobotha.apteker). The page features a cover photo with a health-related message in Afrikaans: 'Onthou: dit is baie belangrik om met jou eie dokter en apteker oor jou gesondheid te gesels, omdat hulle jou die beste ken... Die raad op hierdie blad is maar slegs my eie opinie, en moenie aangesien word as die enigste behandeling vir jou probleem nie. Gaan sien asb. jou dokter ook vir sy/haar opinie.' The page has 13K likes and 11 likes this week, as indicated by a red circle around the notification '13K likes +11 this week' and the name 'Juanli Theron and 270 other friends'.



>13k likes



Apteker

Published by Mario Botha Ferreira [?] · September 6, 2018 · 🌐

'n Berig oor diklofenak. Gesels met jou dokter hieroor voor jy jou voorskrif sommer net verander en/of oor alternatiewe behandeling.

See Translation

Bekende pynstiller 'kan tot hartsiektes, beroerte lei'

Elsabè Brits

'n Pynstiller wat algemeen gebruik word vir inflammasie word verbind met 'n verhoogde risiko vir kardiovaskulêre siektes en beroerte.

Dié navorsing oor die aktiewe bestanddeel diklofenak is pas in die vaktydskrif die *British Medical Journal* bekend gemaak. Dit is 'n anti-inflammatoriese middel wat nie steroïede bevat nie en in verskeie lande is dit oor die toonbank beskikbaar.

In Suid-Afrika is dit egter 'n skedule 3-middel en kan dit net op voorskrif verkry word. Dit word oor die wêreld heen gebruik.

Volgens die studie is dit vergelyk met parasetamol, naprokseen en ibuprofen, asook die gebruik van geen pynstiller nie. 'n Databasis van 6,3 miljoen mense is gebruik wat van 1996 tot 2016 gestrek het. Die gebruik van diklofenak is verbind met hartaanvalle, beroerte, onreëlmatige hartklop en bloeding in die boonste gedeelte van die spysverteringskanaal.

Die risiko daarvoor het toegeneem 30 dae nadat daar met die middel begin is. Die resul-

tate is deur waarnemings verkry en die aanbeveling is dat 'n groot kliniese studie nie gedoen kan word nie omdat dit oneties sou wees.

Luidens die studie is die aanbeveling dat waarskuwings op die verpakking aangebring moet word en dat die middel selgs onder 'n dokter se toesig gegee moet word.

Daar is wel gevalle waar die middel sommige mense se lewensgehalte verbeter, al is daar gevare, maar daar is min bewyse dat dié middel eerste gegee moet word voor die ander middels.

Dit blokkeer die produksie van chemiese stowwe in die liggaam wat verantwoordelik is vir pyn, swelling en inflammasie.

Diklofenak is die aktiewe bestanddeel in A-Lennon Diclofenac, Adco-Diclofenac, Arthru-Derm, Austell-Diclofenac, Be-Tabs Diclofenac, Cataflam D, Dicloflam, Diclohexal, Fortifen SR, Infla-Ban, Merck-Diclofenac, Panamor, Sandoz Diclofenac, Veltex, Voltaren, Voltaren Optha, Adco-Clofelam, Diclohexal-K, Dynak 50, K-Fenak, Voltaren Acti-Go en Arthrotec, berig Health24.com.

111,636

People Reached

19,391

Engagements

Boost Post



154

55 Comments 1.7K Shares

Like

Comment

Share

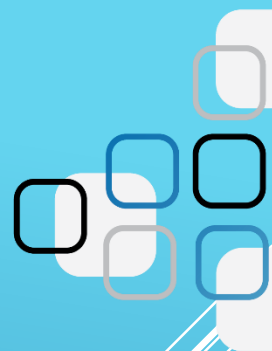


111 636
people
reached

55
comments

1,7k shares

19 391
engagements





Apteker

@mariobotha.apteker

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Manage Tabs

+ Add Shop Section

Promote

Liked Message More

As Tramadol gebruik, lees hier!!



Prescription painkiller Tramadol 'claiming more lives than any other drug'

Prescription painkiller Tramadol, taken by thousands of people every day, is claiming more lives than any other drug – including heroin and cocaine –...

ITV.COM

26,288 people reached

Boost post

Like Comment Share

Marietjie van Schalkwyk, Sarie Greeff and 109 others

Chronological

344 shares

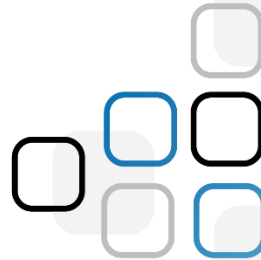
View 18 more comments

111 likes

344 shares

20 comments

26288 people reached





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Promote

Liked Message More

gewigsverlies of vir jou spierbou.



'I wouldn't wish this on anyone'

A 27-YEAR-OLD WA man who nearly died after consuming two weight loss products has warned others about the dangers of some popular dietary supplements.

PERTHNOW.COM.AU

82,080 people reached

Boost post

Like Comment Share

Petro Jones, Jackie de Bruyn and 175 others

Chronological

568 shares

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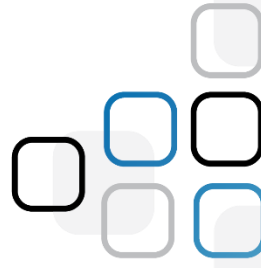
Jenny Greeff Dis bad ek bly eerder n plompie teminse is ek gesond

177 likes

568 shares

13 comments

82080 people reached



8 SOCIAL MEDIA CHALLENGES

1. Patient confidentiality and personal privacy



2. Keeping the public accurately informed



3. Responding publically and in a timely manner



4. Social Media Storm preventions



8 SOCIAL MEDIA CHALLENGES (CONT.)

5. Security



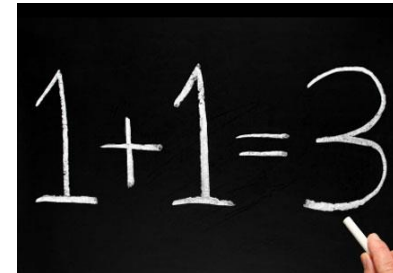
6. Usability of Information

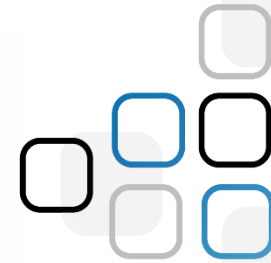


7. Manipulation of Identify



8. Misinformation





Top tips for pharmacists using social media

If you are new to social media our [top tips for pharmacists](#) section is a great place to get started. [Find out more](#)



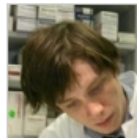
Social media as a professional tool

There are many ways in which you can engage with and lend support to the pharmacy profession through social media. [Find out more](#)



Social media ethical and professional challenges

Using social media can present challenges for health professionals. RPS's Neal Patel has some advice on SoMe etiquette. [Find out more](#)



Social media to support your professional development

Using social media is a great way to keep up to date with practice developments and find out about professional development opportunities. [Find out more](#)



1. Have a strategy.
2. Beware of your boundaries.

3. Look before you leap.

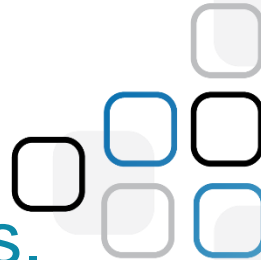
4. Keep it legal.

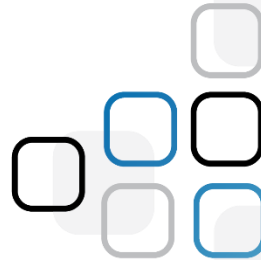
5. If in doubt, don't do it.

6. Don't provide specific patient advice "in the open".

7. Ensure your time spent is worth while.

8. Have some fun.





GUIDELINES? RULES?



health

Department:
Health
REPUBLIC OF SOUTH AFRICA

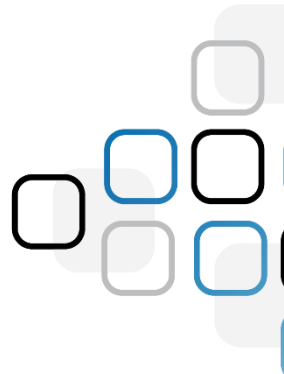


THINGS TO CONSIDER

1. NHI

**THE ROLE OF THE PHARMACIST IN
THE NHI...**

**AND HOW SOCIAL MEDIA AND
AN E-PRESENCE CAN BENEFIT THE
PHARMACIST**



THINGS TO CONSIDER

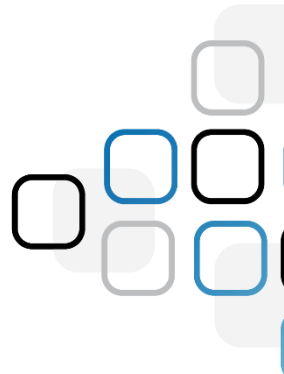
2. E-PROFESSIONALISM

YOUR CURRENT E-PROFILE(S)

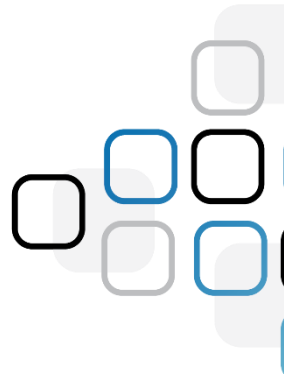
YOUR AIM AND OBJECTIVES

YOUR SCOPE

THE OUTCOME



THINGS TO CONSIDER



3. CURRENT GUIDELINES

**HOW DO YOU AND YOUR E-
PRESENCE FIT IN AND ADHERE TO
CURRENT GUIDANCE
DOCUMENTS AND LEGISLATION**

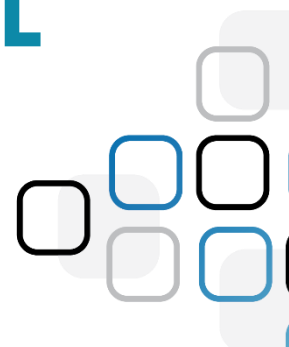
THINGS TO CONSIDER

4. SOCIAL MEDIA T's AND C's

**HOW DO YOU FIT IN AND
ADHERE TO CURRENT TERMS AND
CONDITIONS?**

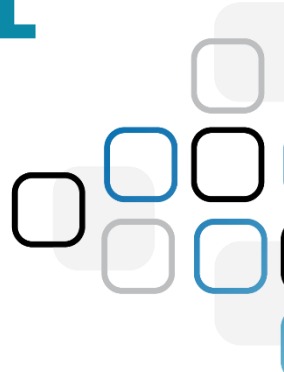


TOP TIPS FOR USING SOCIAL MEDIA



- BE PROFESSIONAL
- DO NOT GIVE OUT MEDICAL ADVISE IN “THE OPEN”
- MAKE IT CLEAR: YOUR VIEWS ARE YOUR OWN
- DO NOT USE SOCIAL MEDIA WHEN YOU ARE ANGRY, EMOTIONAL OR DRUNK

TOP TIPS FOR USING SOCIAL MEDIA



- FOLLOW OTHER PHARMACISTS AND MORE IMPORTANTLY
- FOLLOW OTHER HEALTH CARE PROFESSIONALS
- HAVE A PLAN



Before you...



THINK!!

T = is it True?

H = is it Helpful?

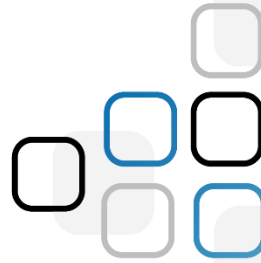
I = is it Inspiring?

N = is it Nice?

K = is it Kind?



THANKS!!



**LEANNE BLUMENTHAL FOR
THE INVITATION**

SAAPI EXCO

KARINA NEL - KONFPRO



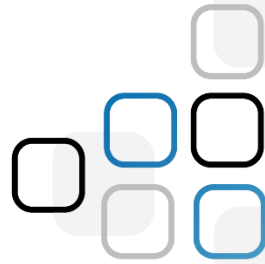
**“Social Media isn’t a fad, it’s a
fundamental shift in the way we
communicate.”** <https://youtu.be/N4znQDyz038>

THANK YOU!



Questions?

REFERENCES



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All other references present on the slides.