

Social Media Project

Project Key Aspects

Jennifer Pisano, MD

Specific Aims

- Broaden awareness of our Antimicrobial Stewardship Program
- Increase the use of stewardship-sponsored pathways and order sets
- Quantify Internal Medicine house staff engagement in antimicrobial stewardship-related social media activities
- Measure change in antibiotic-specific knowledge and its application to patient care derived from Facebook and Twitter messaging.

Methods

- Target group: Internal Medicine Residents
 - Consent to survey or survey + intervention
- Pre and post-intervention surveys
 - Demographics, confidence in using antibiotics, most useful sources of guidance in antibiotic choices, basic antibiotic knowledge, level of current social media usage
- 6 month intervention period
 - Daily posts/tweets via Twitter and Facebook,
 - Basic medical trivia focused on antimicrobial use and infectious diseases
 - Standard posts that guide antimicrobial use and encouraged use of pathways and order sets focused on community-acquired pneumonia
 - Engagement encouraged using daily rewards
 - \$5 coffee cards chosen randomly from correct answers by daily respondents
 - All respondents were entered into a monthly drawing once for each day for a larger prize (\$100 amazon gift card)



UCM ASP
@chicagoabx

University of Chicago Medicine Antimicrobial Stewardship Program
Chicago, IL · facebook.com/UCMASP

387 TWEETS 105 FOLLOWING 81 FOLLOWERS

 [Edit profile](#)



University of Chicago Medicine Antibiotic Stewardship Program

331 likes · 6 talking about this

Health/Medical/Pharmaceuticals
Antibiotic Stewardship programs help to curb antibiotic resistance, decrease healthcare costs, and prevent errors through optimization of antimicrobial use.

[About](#) · [Suggest an Edit](#)

[Photos](#) [Likes](#) [Twitter](#)

Daily tweets on Twitter and posts on Facebook were sent out to all participants



UCM ASP @chicagoabx 20h

MonQ! What abx do NOT have drug levels monitored at UCM: Posaconazole, voriconazole, vancomycin, daptomycin, tobramycin, or all available?

[Collapse](#) [Reply](#) [Delete](#) [Favorite](#) [More](#)

6:13 PM - 21 Oct 13 · Details

Reply to @chicagoabx



[@chicagoabx](#) daptomycin?

Expand

20h



[@chicagoabx](#) dpto level

Expand

20h



[@chicagoabx](#) daptomycin

Expand

4h



UCM ASP @chicagoabx 5m

Yes [@leahjwitt](#) [@justinboike](#) [@Ritapita1985](#) Posaconazole, voriconazole, vancomycin& tobramycin therapeutic drug monitoring (TDM) is done at UCM

[Expand](#)



UCM ASP @chicagoabx 4m

Remember to check a baseline and weekly CKs on daptomycin!

[Expand](#)

55 residents participated representing 50% of the residency program.
41% (n=23) had ≥ 1 interaction with our ASP via social media and 18% (n=10) had >5 interactions.

Results

- Confidence in antibiotic choice and duration in outpatient ($p=.05$ and $p<.01$) and inpatient ($p=.05$ and $p<.01$) areas significantly improved after the intervention period.
- Significant increases in the number of residents knowing how to access the website ($p=.01$), pathways ($p<.01$), drug dosage reference ($p<.01$), and antibiotic use criteria ($p<.01$) were seen as a result of the intervention.
- More residents indicated that they used the community acquired pneumonia pathway “always” after the intervention ($p<.01$), there was no significant change in the proportion of respondents that used the community acquired pneumonia order set (5.4% vs. 13.5%, $p=0.259$)
- Knowledge-based test scores significantly improved [12 (8-13) vs. 13 (11-15), $p=0.048$] as a result of the intervention.

Conclusions

- Social media is a valuable tool to reach resident trainees and reinforce the use of pathways and tools the ASP would like to support as part of clinical care
- Analysis is ongoing to measure if clinical care was impacted comparing residents who participated in the intervention to those that did not in the treatment of community acquired pneumonia