



THE FUTURE OF SOCIAL MEDIA & ONCOLOGY

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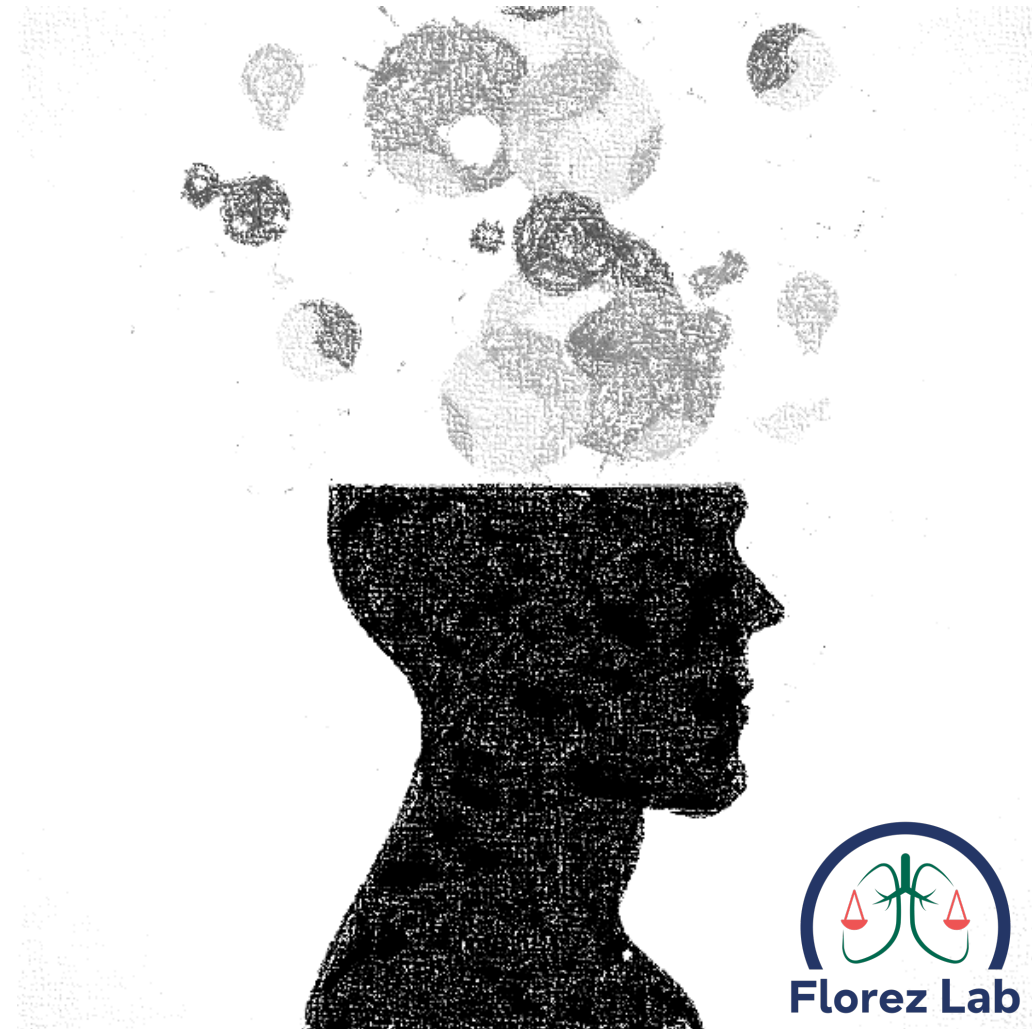
Presented by



Are YOU In or Out?



- Twitter
- Instagram
- Following a Podcast?
- Tik Tok
- WhatsApp





Narjust Florez, M.D.  @NarjustFlorezMD

Calling all my [#MedTwitter](#) Onc friends.

When you think of Social Media in Oncology,
what is the first word that comes to your mind?

[@StephenVLiu](#) [@GlopesMd](#) [@drteplinsky](#)
[@DrSGraff](#) [@drdonsdizon](#) [@DrChoueiri](#)
[@fumikochino](#) [@CharuAggarwalMD](#)
[@DrSteveMartin](#)



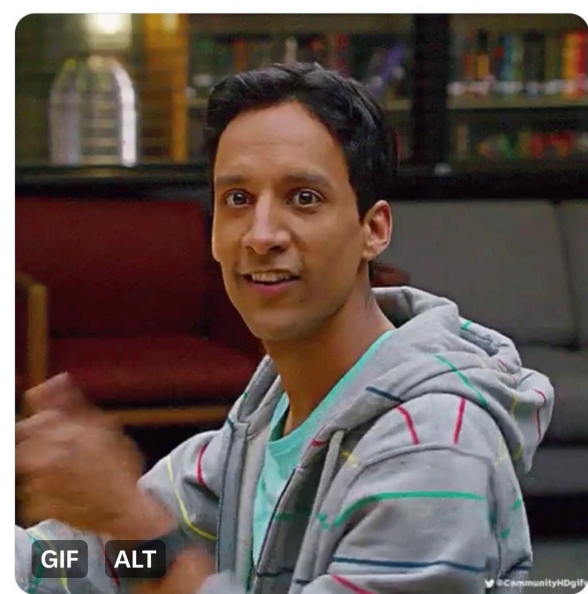
Sumanta K. Pal, MD, FASCO  @mo... · 2h ...

Insight.

   4  201 



Fumiko Ladd Chino, MD  @fumiko... · 2h ...



Tian Zhang, MD, MHS @TiansterZhang · 1h ...

Solidarity

   1  116 



Jarushka Naidoo @DrJNaidoo · 2h

Friends



Eleonora Teplinsky, MD  @drteplin... · 1h ...

Powerful, change, opportunity

   3  111 



Susannah Koontz, PharmD, BCOP  · 1h ...

Engagement

   2  77 




Mike Thompson, MD, PhD, FASCO · 1h ...

Sharing

   1  121 



Arturo Loaiza-Bonilla, MD MEd  · 2h ...

[@drdonsdizon](#) Twitter handle

   3  146 



Jean Parks @geekbabe · 1h ...

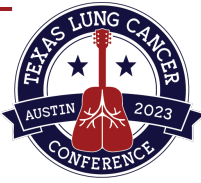
Your cat is beautiful 🐾 As a cancer patient, I think social media makes Oncologists less scary, Oncologists are some of my favorite people on the platform [#medtwitter](#)

   3  68 



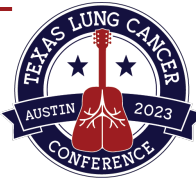
Tara Herrmann, PhD @TaraHerrman... · 2h ...

Community



Patient Care

Why Do People with Cancer Participate in Social Media?



EDUCATION!

- Shared decision making
- Information about new research and clinical trials
- Community
- Peers
- Advocacy groups
- Physicians and other healthcare providers

Connecting with Patient Advocacy Groups



ALK
POSITIVE



EG
FR_{esisters}

PATIENTS driving RESEARCH to SAVE LIVES



Patient Education Reimagined



"Discover The Hidden Secret 10 Step Formula That Cures Any Form Of Cancer - GUARANTEED!"

- ▶ Why the \$40 billion cancer industry is a **SCAM**
- ▶ Why **doctors don't know**, and are never taught, how to get you well from cancer
- ▶ The **CAUSES** of cancer and how YOU can **REVERSE** them - and GET WELL!
- ▶ The proven 10 Step Formula that cures **ANY form of cancer**
- ▶ How anyone can carry out this **natural**, simple, inexpensive plan at home

Dear Truth Seeker,

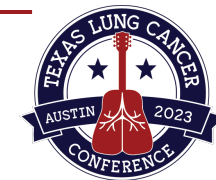
That headline promises a great deal, doesn't it?

But all those **Benefits** are possible...natural, low-cost **cancer remission**. Being able to live a free and **healthy** life again. If you or a loved one has cancer, you are lucky to be here.

WARNING: Chemotherapy, Radiation and Drugs help not at all to fight cancer!

Fight Misinformation!

When Interacting with People with Cancer in Social Media



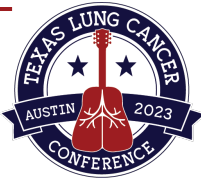
Stop




Ask



Listen



Research



**The largest
focus group in
the world is
found on-line**

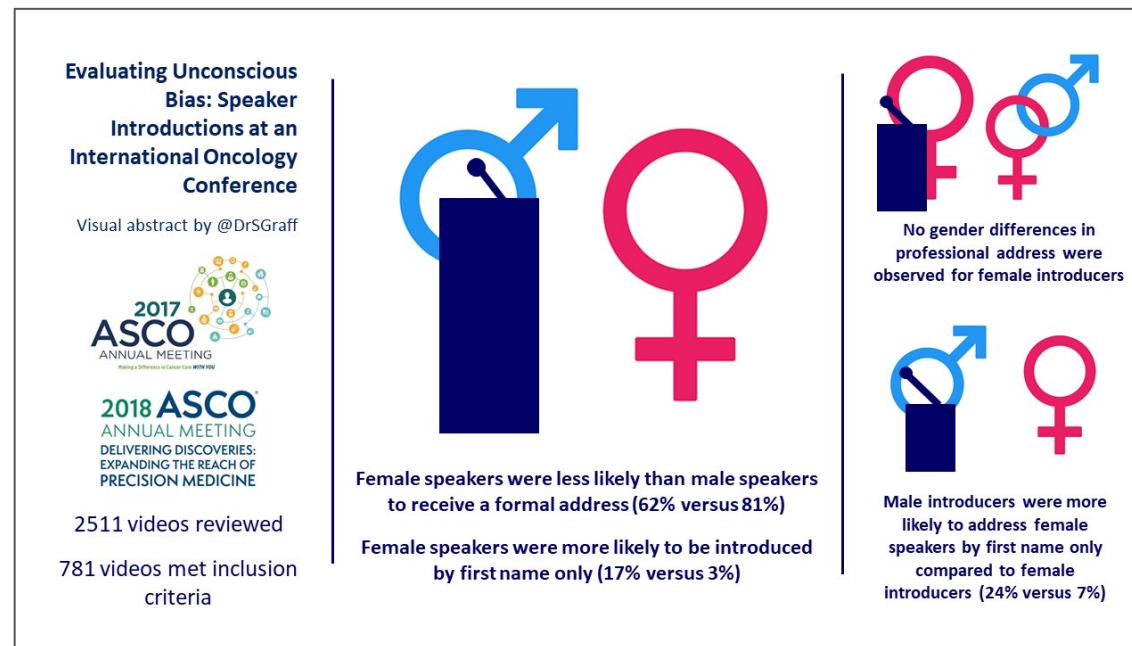
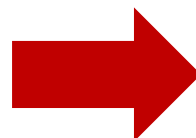
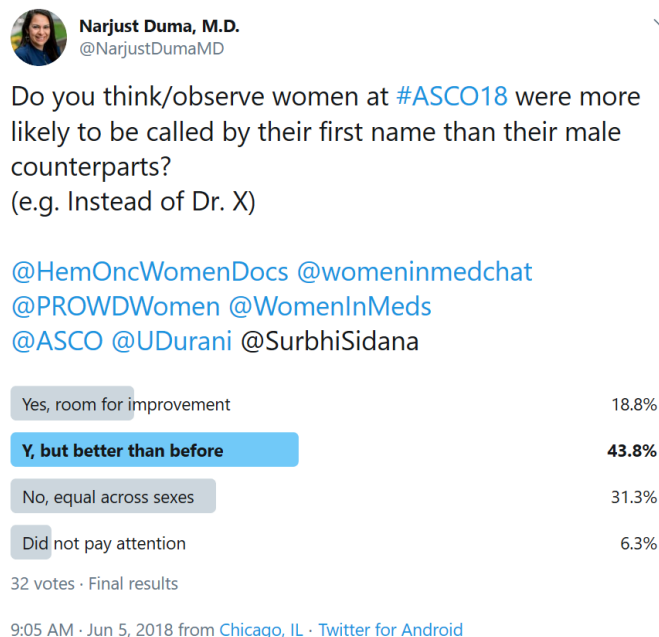
Clinical Trials and Social Media

Twitter is a cost-effective means of recruitment, enabling engagement with potentially difficult-to-reach populations - Improving disparities (potentially)



**Crowdsourcing
Clinical Trials**

O'Connor et al. Leading Global Nursing Research, 2013
Thompson et al. ASCO educational book, 2019
Katz et al. ASCO Connection, 2014



original reports

Evaluating Unconscious Bias: Speaker Introductions at an International Oncology Conference

Narjust Duma, MD¹; Urshila Durani, MD, MPH²; Cynthia B. Woods, MD³; Lionel A. Kankeu Fonkoua, MD²; Joselle M. Cook, MD²; Christopher Wee, MD²; Harry E. Fuentes, MD, MSc²; Miguel Gonzalez-Velez, MD⁴; Martina C. Murphy, MD⁵; Shikha Jain, MD⁶; Ariela L. Marshall, MD²; Stephanie L. Graff, MD⁷; and Miriam A. Knoll, MD⁸

SHAWL Study

Sexual Health Assessment in Women with Lung Cancer



SHAWL Study Team



Narjust Duma, MD
Principal Investigator
Dana-Farber Cancer Institute



David Kushner, MD
Professor in Gynecologic
University of Wisconsin



Mary Jo Fidler, MD
Associate Professor of Medicine
Rush Medical Center



Ivy Elkins
Lung cancer advocate
Co-founder of EGFR Resisters



Jill Feldman
Lung cancer advocate
Co-founder of EGFR Resisters



Lori Seaborne, PA
Certified Sexuality Counselor
University of Wisconsin



Christine Heisler, MD
Advanced Pelvic Surgeon
University of Wisconsin



Jennifer C. King, PhD
Chief Scientific Officer
GO2 Foundation



Amy Moore, PhD
LUNGevity
Foundation



Jacinta Wiens, PhD
Merck Pharmaceuticals



Rashmi Acharya, MS
Science & Research
GO2 Foundation



Carbone Cancer Center
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH





77% of patients reported moderate to severe sexual dysfunction



SoMe Data Limitations

US/Europe
Centric

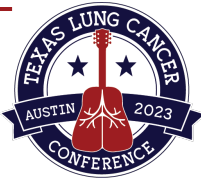
Younger
Population

Limitations in
Geotagging

Social Media
Reality



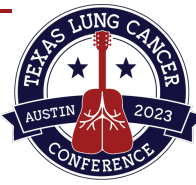
Paul MJ et al. 5th International Assn for the Advancement of AI Conference on Weblogs and Social Media, July 2011 (Barcelona)



Community - Advocacy



The Many Faces of Lung Cancer



RAZIA, 37
NEVER-SMOKER
SYMPTOMS:
PERSISTENT CHEST & RIB PAIN
DIAGNOSIS:
STAGE IV LUNG CANCER

A woman is holding a large chest X-ray in front of her. The X-ray shows two red spots in the lungs, indicating cancer. The woman has a serious expression.

Razia isn't alone.

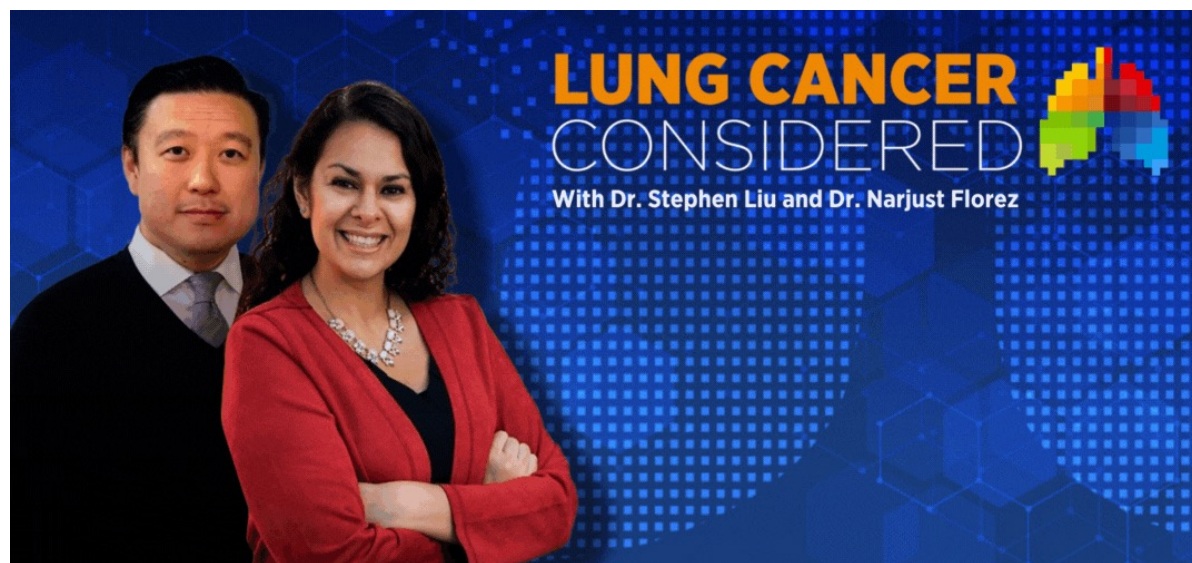
Unfortunately, 57% of lung cancers aren't diagnosed until stage IIIb or IV. Symptoms can include a persistent cough, breathlessness, recurrent chest infections, back or shoulder pain, hoarseness or swelling in the face or neck. If you see persistent or unexplained symptoms, please consider a CXR or referral on the Lung Cancer Pathway.

For more information: lungcancerseethroughthesymptoms.uk

Regd. lung cancer charities



And A Podcast Too!





WHAT?

WHERE?

WHO?

WHEN?

WHY?

HOW?

Time to Google Yourself!

The Google logo, consisting of the word "Google" in its characteristic multi-colored font.

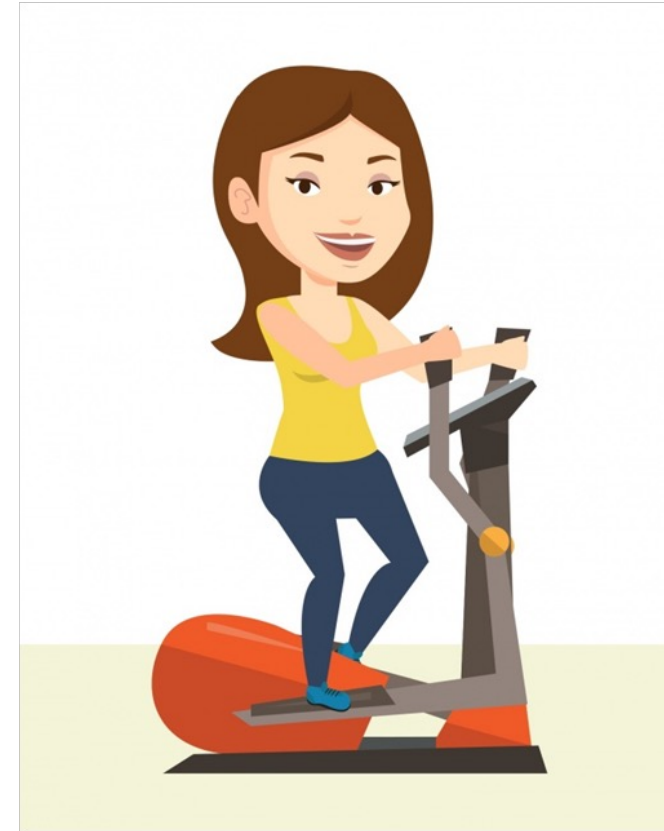
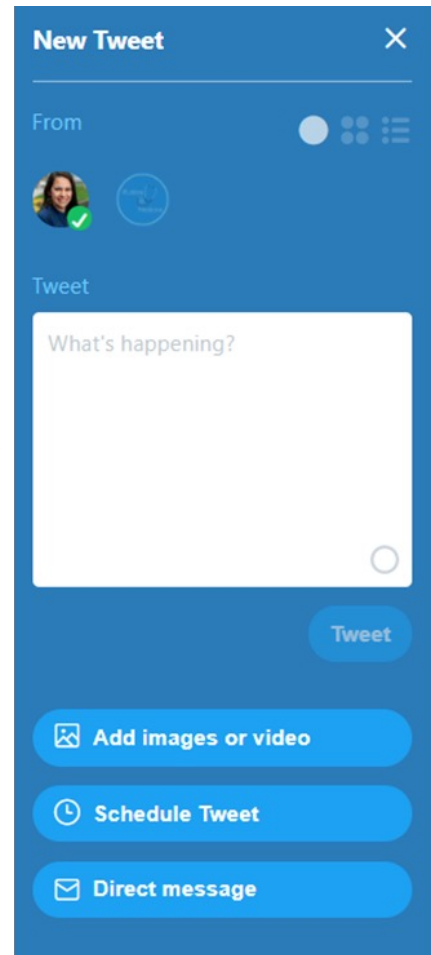
🕒 Narjust Florez



You are online... even if you aren't!

Time? Check Twitter Now!

Tweet Deck





Thank You!

