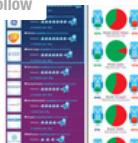




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How physicians engage with social media

Curated by **Dimitra Kontochristou**



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5 ways Social Media can Help with Abysmal Clinical Trial Recruitment



From [trialx.com](#) - May 22, 2012 9:14 PM

" 5 ways Social Media can Help with Abysmal Clinical Trial Recruitment..."

In the past year, buzz has been generated around clinical trials and social media. Mainly around particular clinical trials being

conducted via various social media platforms such as the ALS clinical trial that PatientsLikeMe concluded a few months ago [1] (we actually blogged about this as well), or the recent National Coalition for Women with Heart Diseases Trial for SCAD. [2]

Google+ has been the recipient of attention in the hopes that it can provide a better platform for pharmaceutical engagement. [3]

The Mayo Clinic now has a Center for Social Media which is actually pretty cool. [4]

Most of the buzz is about gathering data via social media, or simple engagement which is fantastic but social media and clinical trial advertising and recruitment is also a big deal a potentially important way to boost clinical trial recruitment which is indeed abysmal.

Here are some revealing facts that social media can help combat: According to CenterWatch, 94% of people recognize the importance of participating in clinical research in order to assist in the advancement of medical science. Yet 75% of the general public state they have little to no knowledge about the clinical research enterprise and the participation process. More than half of respondents to a 2005 CISCRP survey on clinical trial registry users would have greater trust in clinical research information if the results were made available on a public website registry. [5] According to an article in Fierce Biotech, "Nearly 85% of patients in a recent survey stated they were unaware that clinical trials were a possible treatment option, and 31% of physicians surveyed did not refer patients to trials due to, among other things, lack of information." [6] Half of the trials sponsored by the National Cancer Institute fail to reach the minimum needed for a meaningful result [6].

We've written a few blogs about social media and clinical trial recruitment here and here and here, and an article featured in the ACRP's Monitor about using social media to help boost clinical trial recruitment. Social Media is revolutionizing the way we communicate.

Here are 5 things we as clinical trial marketers and advertisers can do now to help revolutionize and boost clinical trials accrual:

Advertise and explain clinical trials in plain language via social media Recruit for your clinical trials on Facebook, Twitter, Google+ and other platforms Publish results of your trials and market via social media Let patients comment on and share their experience via a moderated system. Get your IRB on board with all this!

Let's work together to have clinical research not be a decade behind in this technology.



Scooped by **Dimitra Kontochristou**

Twitter Provides New Outlet for Health Data Sharing, Article Says

Scoop.it!

From [www.ihealthbeat.org](#) - May 22, 2012 9:11 PM

Twitter Provides New Outlet for Health Data Sharing, Article Says

More hospitals, health care professionals and patients are turning to the online social media tool Twitter to disseminate and collect health information, according to an article published recently in Telemedicine and e-Health, USA Today's "Science Fair" reports.

In the article, author Mark Terry cites 10 medical uses for Twitter recommended by Phil Baumann, a health and social media blogger and former clinical nurse. According to Baumann, medical professionals and patients can use Twitter for:

Biomedical device data capture and reporting; Diabetes management; Diagnostic brainstorming; Disaster alerts and response; Disease tracking and resource connection; Dissemination of infant care information; Drug safety alerts from FDA; Post-discharge consultations and follow-up; Shift-bidding for health workers; and Smoking cessation support.

In addition, services such as TrialX use Twitter to help patients connect with clinical trials (Vergano, "Science Fair," USA Today, 8/24).

Concerns

Despite Twitter's potential to transform health care communication, experts warn that the tool has certain limitations.

They recommend that Twitter users exercise caution in order to preserve patient confidentiality and ensure the accuracy of data sources (United Press International, 8/25).

Read more: <http://www.ihealthbeat.org/articles/2009/8/26/twitter-provides-new-outlet-for-health-data-sharing-article-says.aspx#ixzz1vc6QC547>

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