

BACK TO THE FUTURE OF SOCIAL MEDIA?

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Introduction

- ▶ Early imaging of non-specific low back pain does not improve clinical outcomes and can lead to unnecessary treatment and harms [1]



- ▶ There are several *Choosing Wisely* recommendations relating to imaging in low back pain
- ▶ 2018 *NPS MedicineWise* program aimed to reduce imaging in non-specific low back pain
- ▶ Patient expectation is considered a significant driver for receiving a scan [1]
- ▶ Social media used in two main ways:
 - Survey consumers re: fact sheet
 - Disseminating program key messages

Ask a Pharmacist

- ▶ 'Ask a Pharmacist' is a service on Facebook where people can ask a medicine-related question.
- ▶ Answers by an NPS MedicineWise pharmacist in partnership with Australian Physiotherapy Association

Results



7600 reached



7 questions



100% positive comments

Can trochanteric bursitis cause lower back pain along with pain in the middle of buttocks?

And apart from steroids for pain is there any known natural remedies to help as I also have bursitis in the shoulders

User testing

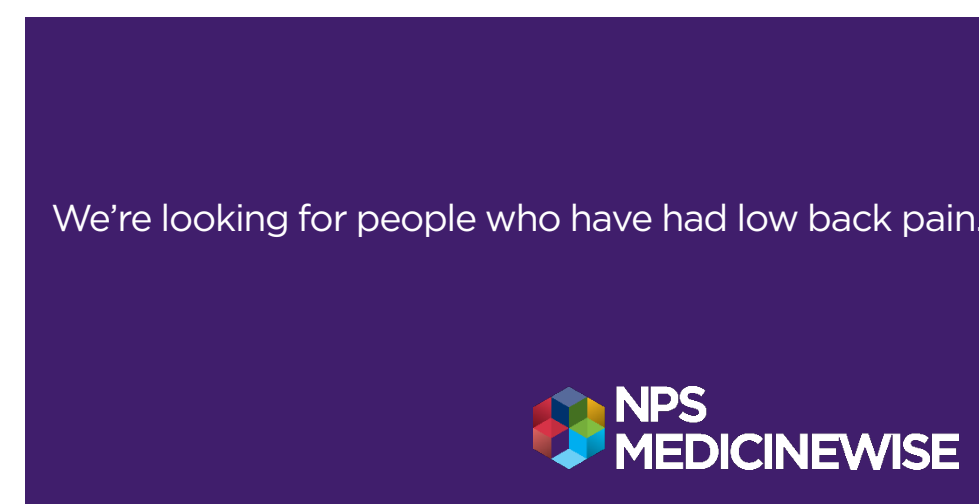
- ▶ A fact sheet, developed with *Arthritis Australia*, aims to address some of the myths about scans and low back pain
- ▶ Draft resource was tested with end users and Facebook used for recruitment

Method

Invitation via Facebook



We're looking for people that have had low back pain. Want to earn \$50 voucher? We're developing a new resource for people with low back pain. We need volunteers to review and tell us what you think of it in an interview in Sydney CBD over the next couple of weeks. If you're interested in taking part, complete this short survey. <http://bit.ly/lowbackpainsurvey>



Low back pain factsheet

About You

1. What age group are you in? *

☐ Under 18 years

☐ 18 - 44 years

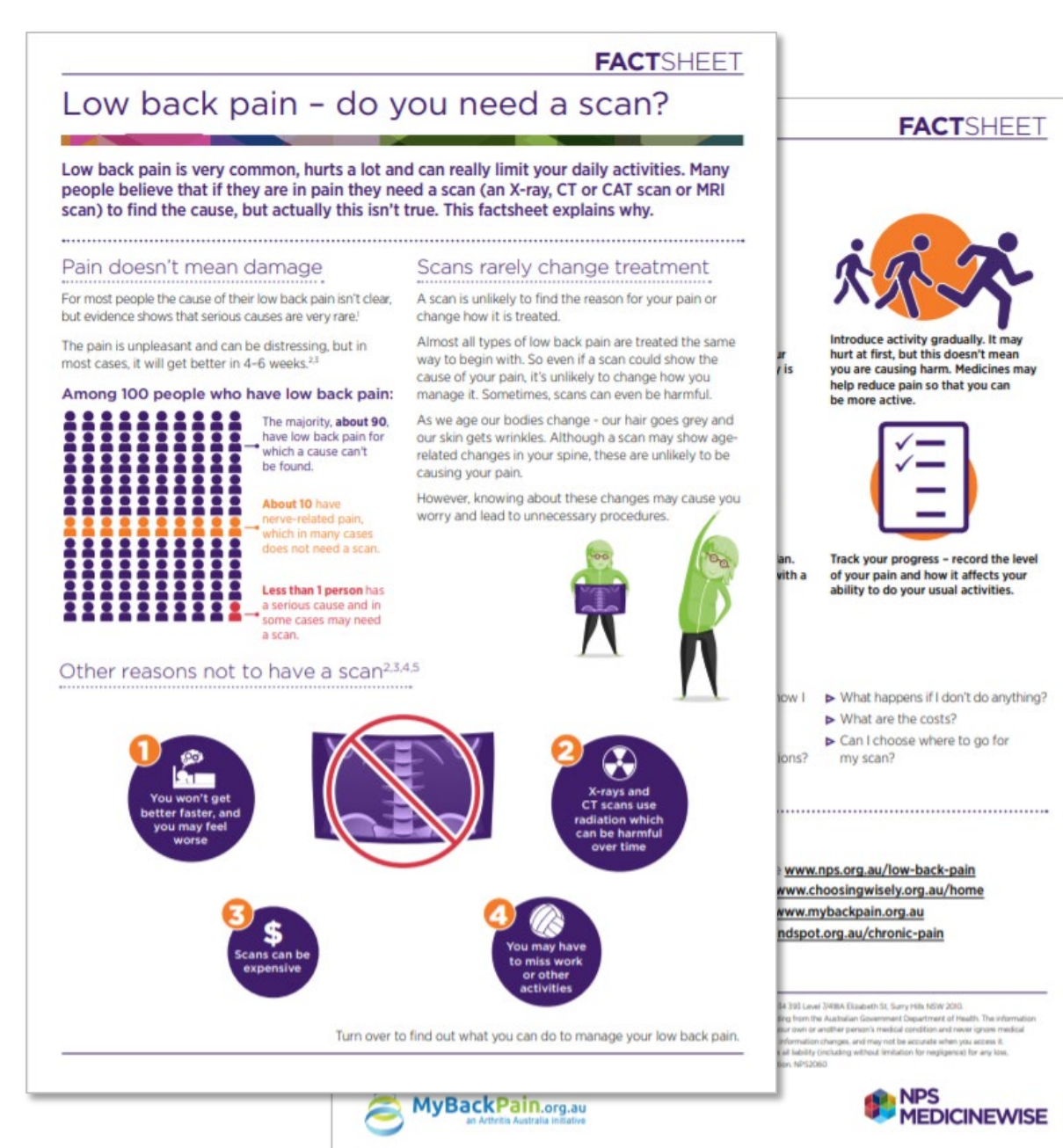
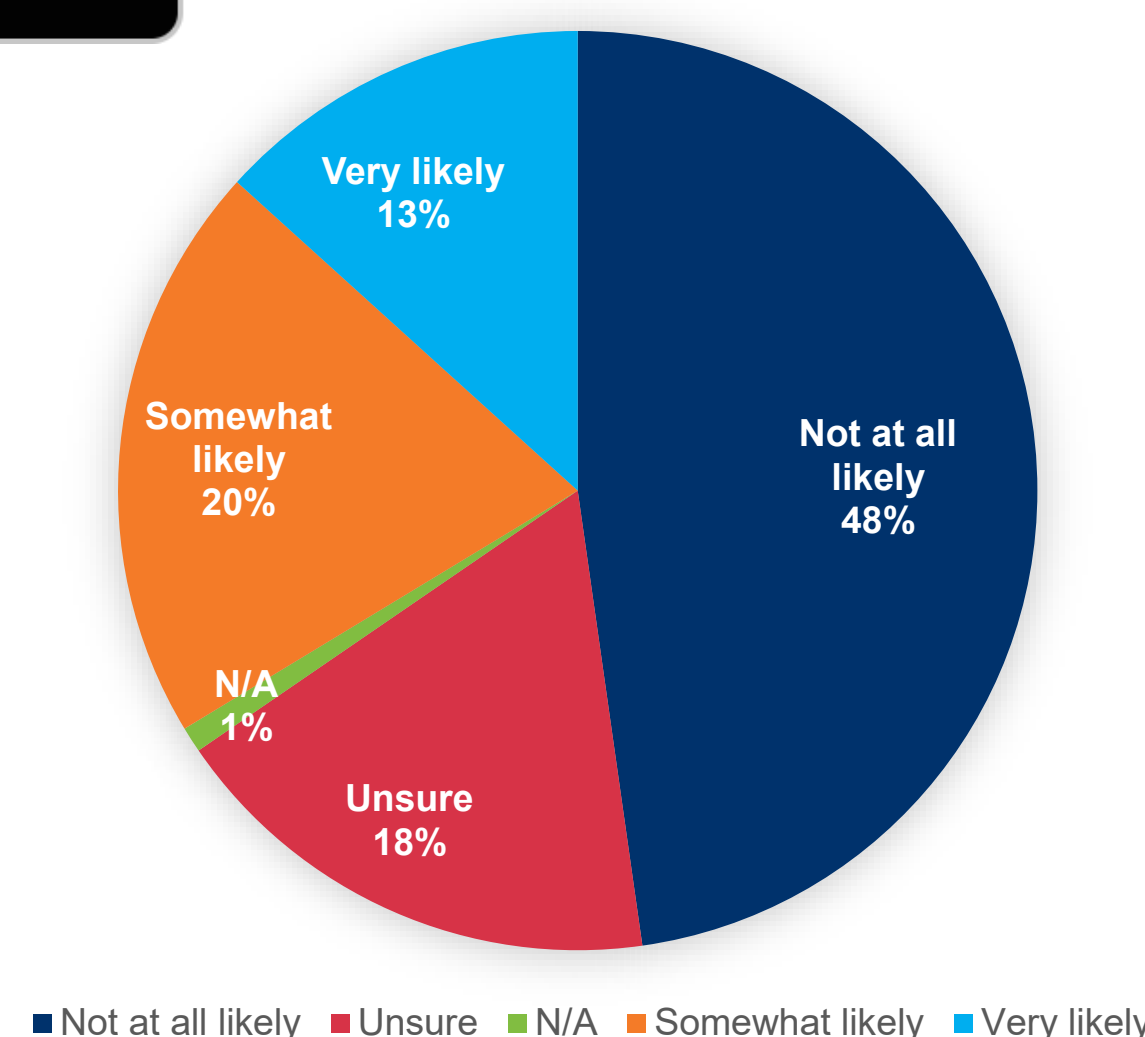
☐ 45 - 69 years

☐ 70 years or older

0%

Complete online survey

Analyse feedback



Adapt product

Results

- ▶ Spent \$200 to increase targeted reach
- ▶ 222 consumers responded to the survey, with 65% completion rate
- ▶ After reading the factsheet 47% were 'not at all likely' to expect a scan
- ▶ To view the final fact sheet visit www.nps.org.au/professionals/low-back-pain#resources

Videos

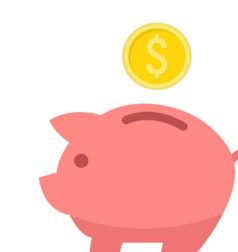
- ▶ *NPS MedicineWise* developed a series of short videos for Facebook and Twitter
- ▶ Promoted activity and a scan is not necessary
- ▶ Each were short, to the point and optimised for mobile viewing
- ▶ Video content developed to adhere to Facebook guidelines (e.g. no personalised health information)
- ▶ Reached consumers with a mix of paid and organic posts



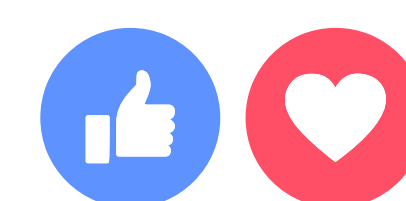
Results



145,000 video plays



2c per play



305 'likes', comments & shares (reactions)



Facebook reactions overwhelmingly positive

Lessons learned

- ▶ Social media is a valuable tool for user testing fact sheets
- ▶ Short, mobile enabled videos provide significant reach for program key messages
- ▶ Reach can be enhanced greatly with a small budget

References

1. Maher, C, Underwood, M, Buchbinder, R (2017). Non-specific low back pain. *Lancet*; 389: 736-747.