Canadian Agency for Drugs and Technologies in Health

Health Technology Inquiry Service

Health Technology Assessment HTA

TITLE: Podcasts and Social Media for Improving Patient Compliance and Physician Prescribing: Clinical Effectiveness

DATE: 6 August 2010

RESEARCH QUESTIONS:

1. What is the clinical effectiveness of using podcasts and social media for knowledge transfer to improve the appropriate use and compliance of adult patients taking medication?

2. What is the clinical effectiveness of using podcasts and social media for knowledge transfer to healthcare professionals to improve appropriate prescribing of medications and usage of guidelines?

METHODS:

A limited literature search was conducted on key health technology assessment resources, including PubMed, the Cochrane Library (Issue 7, 2010), University of York Centre for Reviews and Dissemination (CRD) databases, EuroScan, international health technology agencies, and a focused Internet search. The search was limited to English language articles published between January 1, 2005 and August 4, 2010. No filters were applied to limit the retrieval by study type. Internet links were provided, where available.

RESULTS:

HTIS reports are organized so that the higher quality evidence is presented first. Therefore, health technology assessment reports, systematic reviews, and meta-analyses are presented first. These are followed by randomized controlled trials and non-randomized studies.

One relevant systematic review was identified pertaining to the clinical effectiveness of using podcasts and social media for knowledge transfer to healthcare professionals. No relevant health technology assessment reports, randomized controlled trials, or non-randomized studies were identified and no relevant information pertaining to the clinical effectiveness of using

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podcasts and social media for knowledge transfer to improve the appropriate use and compliance of adult patients taking medication was identified. Additional information that may be of interest has been included in the appendix.

Health technology assessments
No literature identified.

Systematic reviews and meta-analyses

1. Wilson P, Petticrew M, Booth A. After the gold rush? A systematic and critical review of general medical podcasts. J R Soc Med [Internet]. 2009 Feb [cited 2010 Aug 4];102(2):69-74. Available from: http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2642869 PubMed: PM19208871

Randomized controlled trials
No literature identified.

Non-randomized studies
No literature identified.

Guidelines and recommendations
No literature identified.

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APPENDIX – FURTHER INFORMATION:

Randomized studies not specific to compliance or prescribing

2. Scanfeld D, Scanfeld V, Larson EL. Dissemination of health information through social networks: twitter and antibiotics. Am J Infect Control. 2010 Apr;38(3):182-8. PubMed: PM20347636

Review articles

3. Bennett GG, Glasgow RE. The delivery of public health interventions via the Internet: actualizing their potential. Annu Rev Public Health. 2009 Apr 29;30:273-92. PubMed: PM19296777

4. Moorthy D, Cappellano KL, Rosenberg IH. Nutrition and Crohn's disease: an update of print and Web-based guidance. Nutr Rev. 2008 Jul;66(7):387-97. PubMed: PM18667014

Additional references

5. Keelan J, Pavri V, Balakrishnan R, Wilson K. An analysis of the Human Papilloma Virus vaccine debate on MySpace blogs. Vaccine. 2010 Feb 10;28(6):1535-40. PubMed: PM20003922

6. Price B. Disseminating best practice through a Web log. Nurs Stand. 2010 Mar 24;24(29):35-40. PubMed: PM20426369

7. Robinson M, Robertson S. Young men's health promotion and new information communication technologies: illuminating the issues and research agendas. Health Promot Int. 2010 Apr 28. PubMed: PM20427372

8. Public hearing on promotion of FDA-regulated medical products using the Internet and social media tools [Internet]. Rockville (MD): U.S. Food and Drug Administration; 2010. [cited 2010 Aug 4]. Available from: http://www.fda.gov/aboutfda/centersoffices/cder/ucm184250.htm

9. Abidi SS, Hussini S, Sriraj W, Thienthong S, Finley GA. Knowledge sharing for pediatric pain management via a Web 2.0 framework. Stud Health Technol Inform. 2009;150:287-91. PubMed: PM19745315

10. Burrell AR, Elliott D, Hansen MM. ICT in the ICU: using Web 2.0 to enhance a community of practice for intensive care physicians. Crit Care Resusc. 2009 Jun;11(2):155-9. PubMed: PM19485881

11. Medical industry is utilizing social media to proactively communicate with patients to help them maintain complicance and adhere to medications [slides on the Internet]. Valley Forge (PA): Lorél Marketing Group; 2010. [cited 2010 Aug 4]. Available from: http://www.slideshare.net/LorelMarketingGroup/medical-industry-is-utilizing-social-media-to-proactively-increase-patient-compliance