



# Can Surgeon's Social Media Activity Impact Patient Ratings and Reviews for Sports Medicine Surgeons?

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# I (and/or my co-authors) have something to disclose.

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# Introduction

- Society perceives social media as valuable marketing tool
  - 70% perceive benefits
- Social media use in medicine correlates with higher:
  - Online reviews
  - Financial return
  - Number of online ratings
  - Academic citations
- Only 22% of specialists physicians use social media



# Clinical Problem

- Marketing benefits vs. financial and time costs
- Risk of “unprofessional” exposure



*“I don’t know which doctor to choose. One has more friends on Facebook, but the other one just retweeted my message.”*

# Objective

The purpose of this study is to examine how social media activity impacts orthopedic sports medicine physician ratings.

# Materials and Methods

- AOSSM Find a Physician tool to identify surgeons
- Surgeon ratings and reviews were compiled from:
  - Google reviews
  - Healthgrades
  - Vitals
- Google search identified physicians' Facebook, Twitter, and Instagram
- Surgeons were divided into two groups: social media users (SMU) and nonusers (NSMU)

# Results and Conclusions



# Demographics

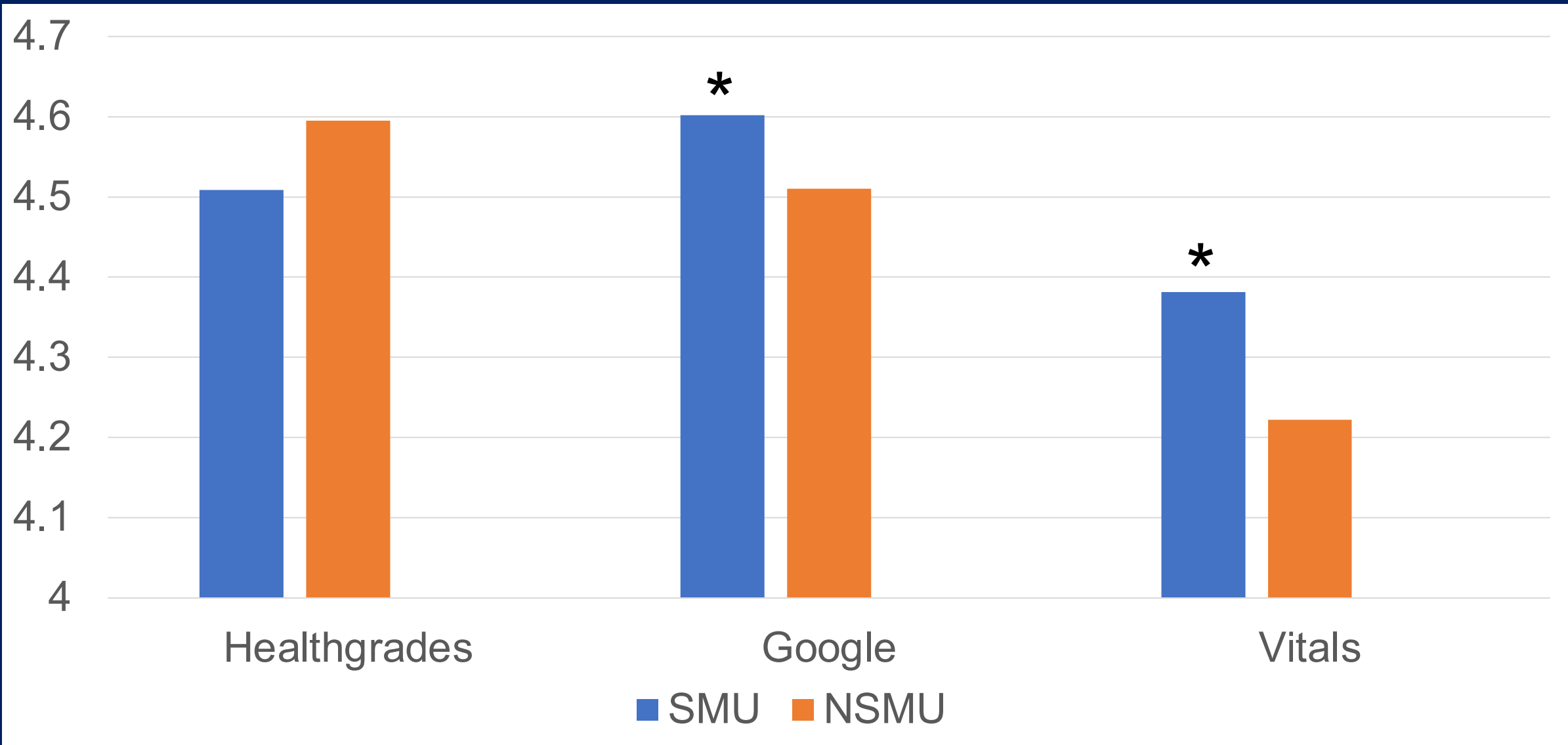
	Social Media	No Social Media	P-Value
<b>Age</b>	49.9	53.1	<b>&lt;0.001</b>
<b>Location</b>			
West	15.18%	84.82%	0.132
Midwest	19.73%	80.27%	0.197
Northeast	19.78%	80.22%	0.232
Southeast	15.98%	84.02%	0.140
<b>Southwest</b>	<b>44.44%</b>	<b>55.56%</b>	<b>&lt;0.001</b>
<b>Sex</b>			<b>0.003</b>
Male	17.17%		
Female	27.48%		
<b>Degree</b>			0.166
MD	17.61%	82.39%	
DO	23.33%	76.67%	



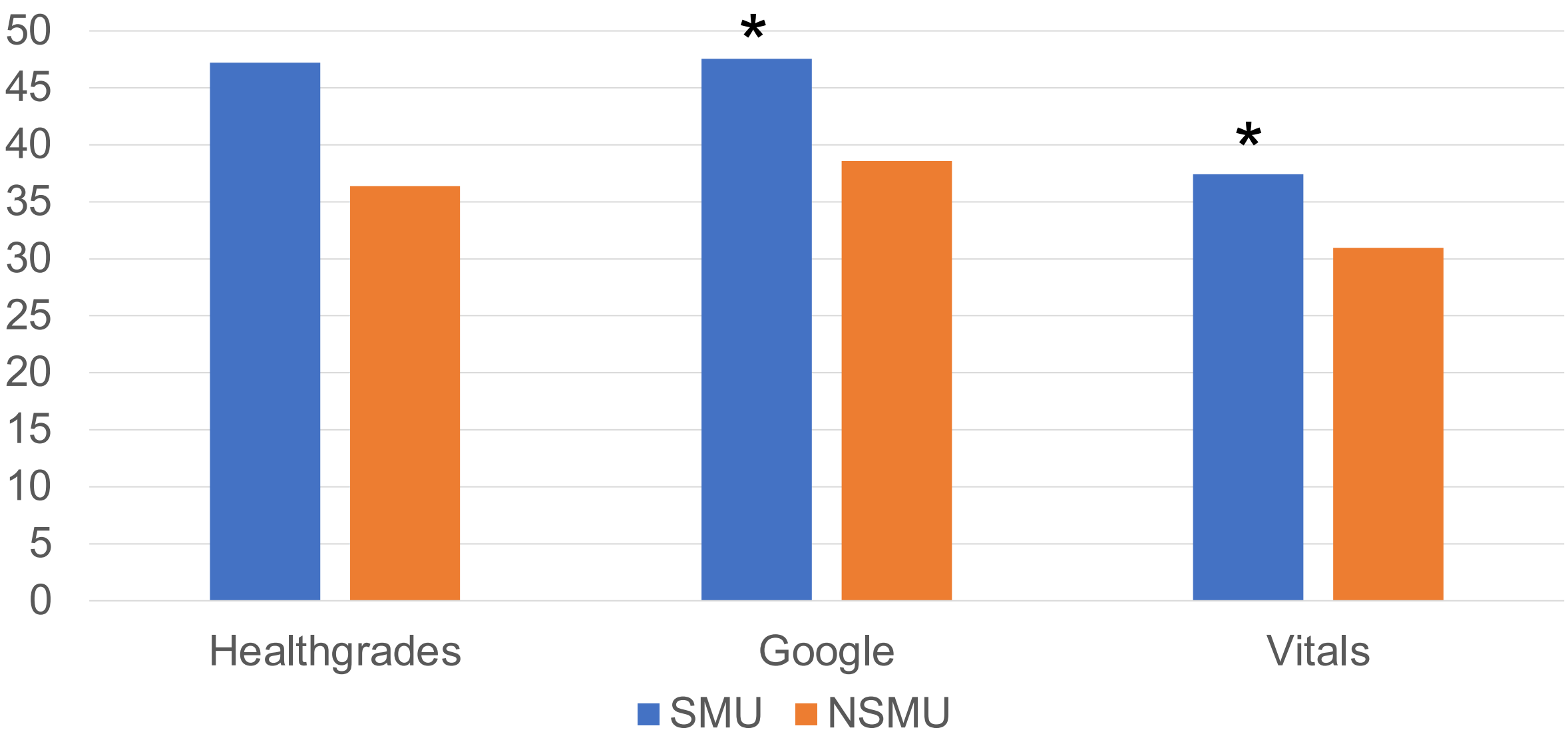
# Social Media Use

	n (%) or median (Range)
<b>Number of Social Media Platforms Used</b>	
0	<b>1575 (82.1)</b>
1	207 (10.7)
2	93 (4.8)
3	44 (2.3)
<b>Social Media Platform Used</b>	
Twitter	179 (9.3)
Facebook	<b>207 (10.8)</b>
Instagram	138 (7.2)
<b>Number of Social Media Followers</b>	
Twitter (n=176)	458 (1-10,700)
Facebook (n=207)	414 (0-18,286)
Instagram (n=138)	<b>642 (6-67,466)</b>

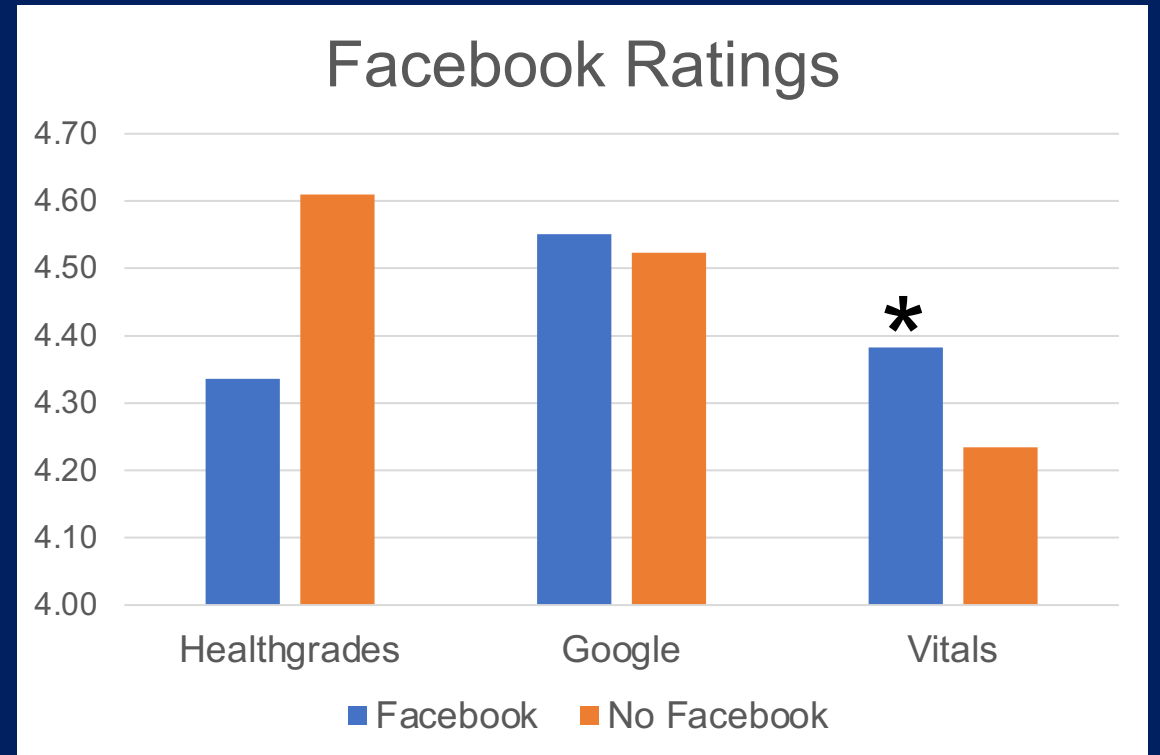
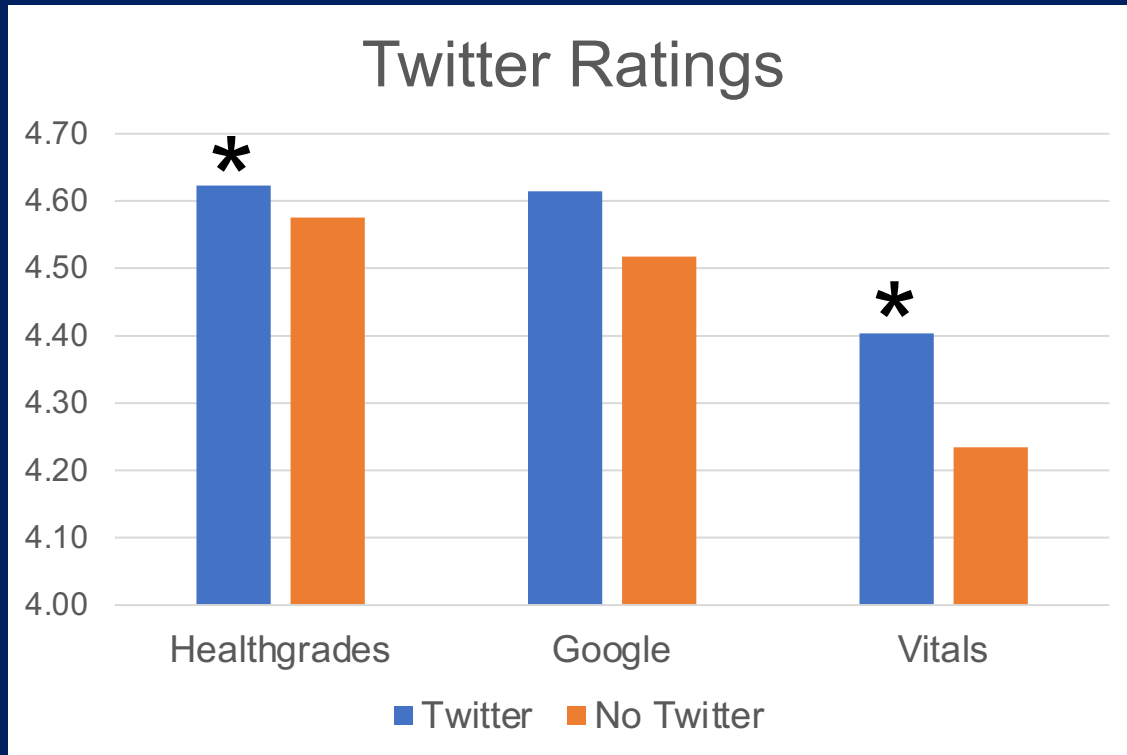
# Number of Ratings - Social Media User



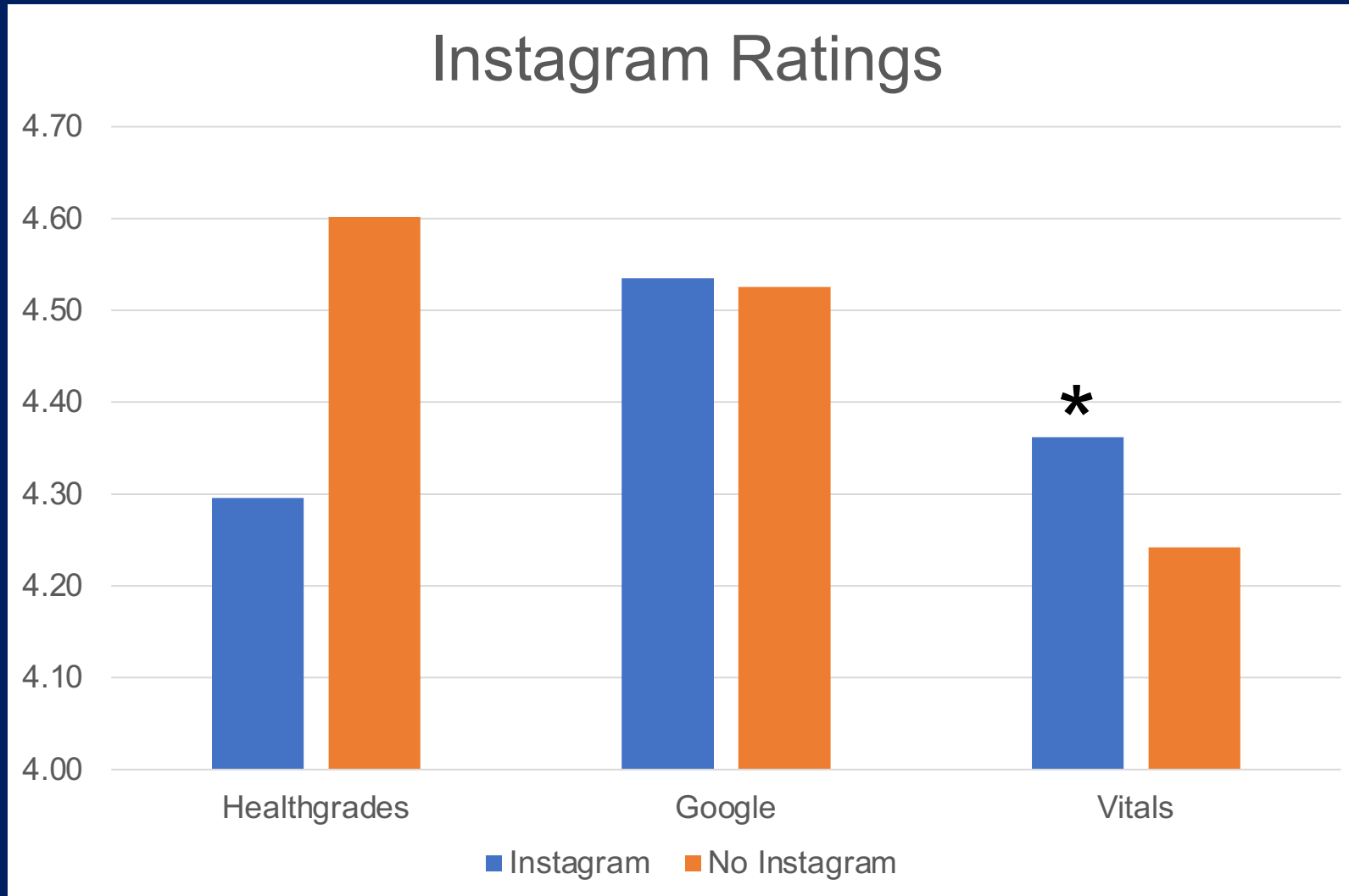
# Number of Ratings – Social Media User



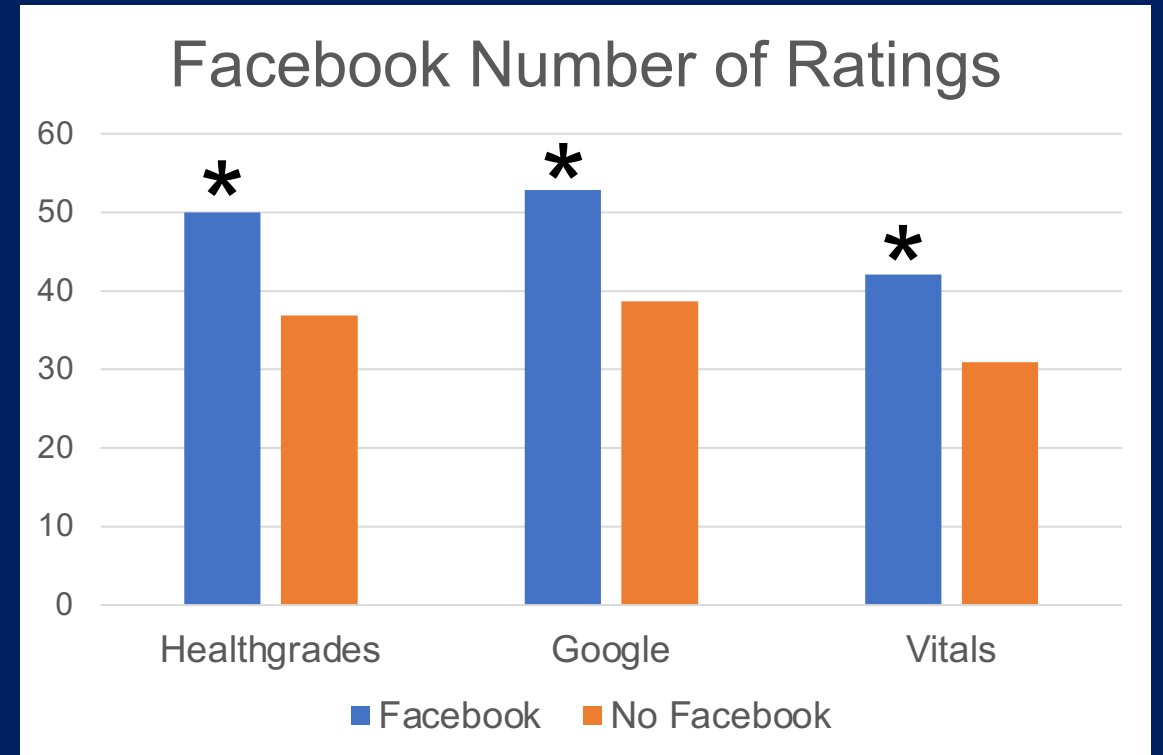
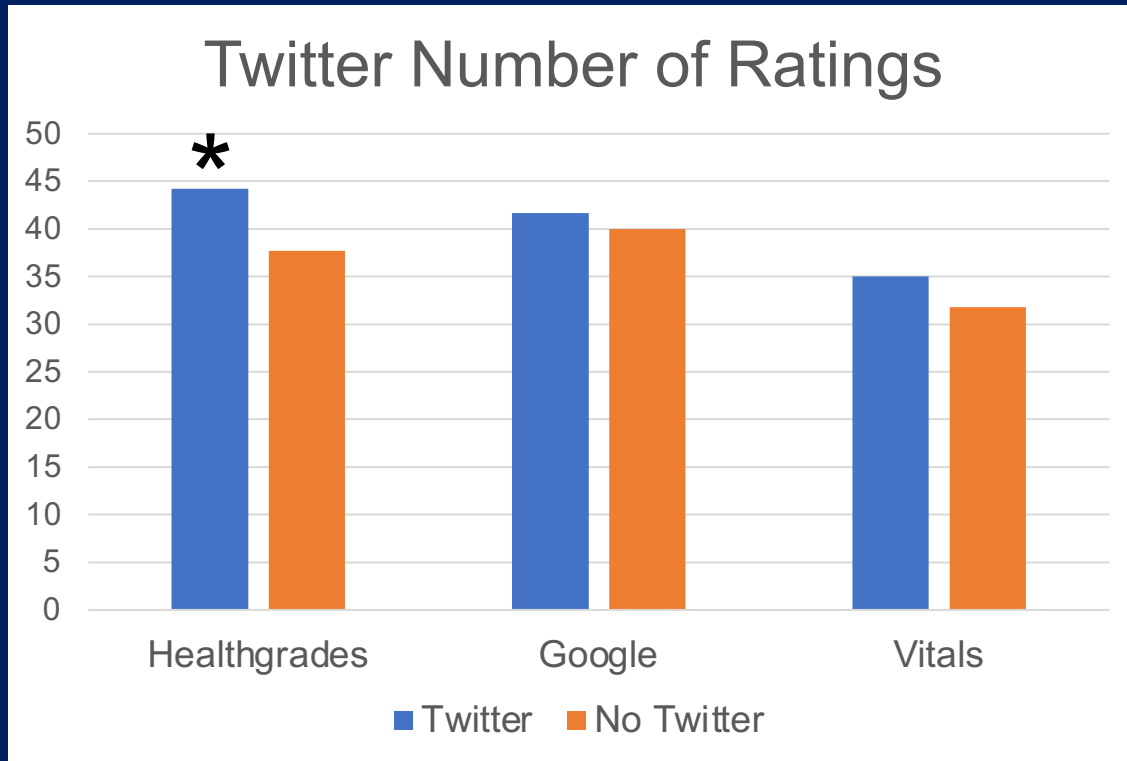
# Average Physician Rating Based on Social Media Use



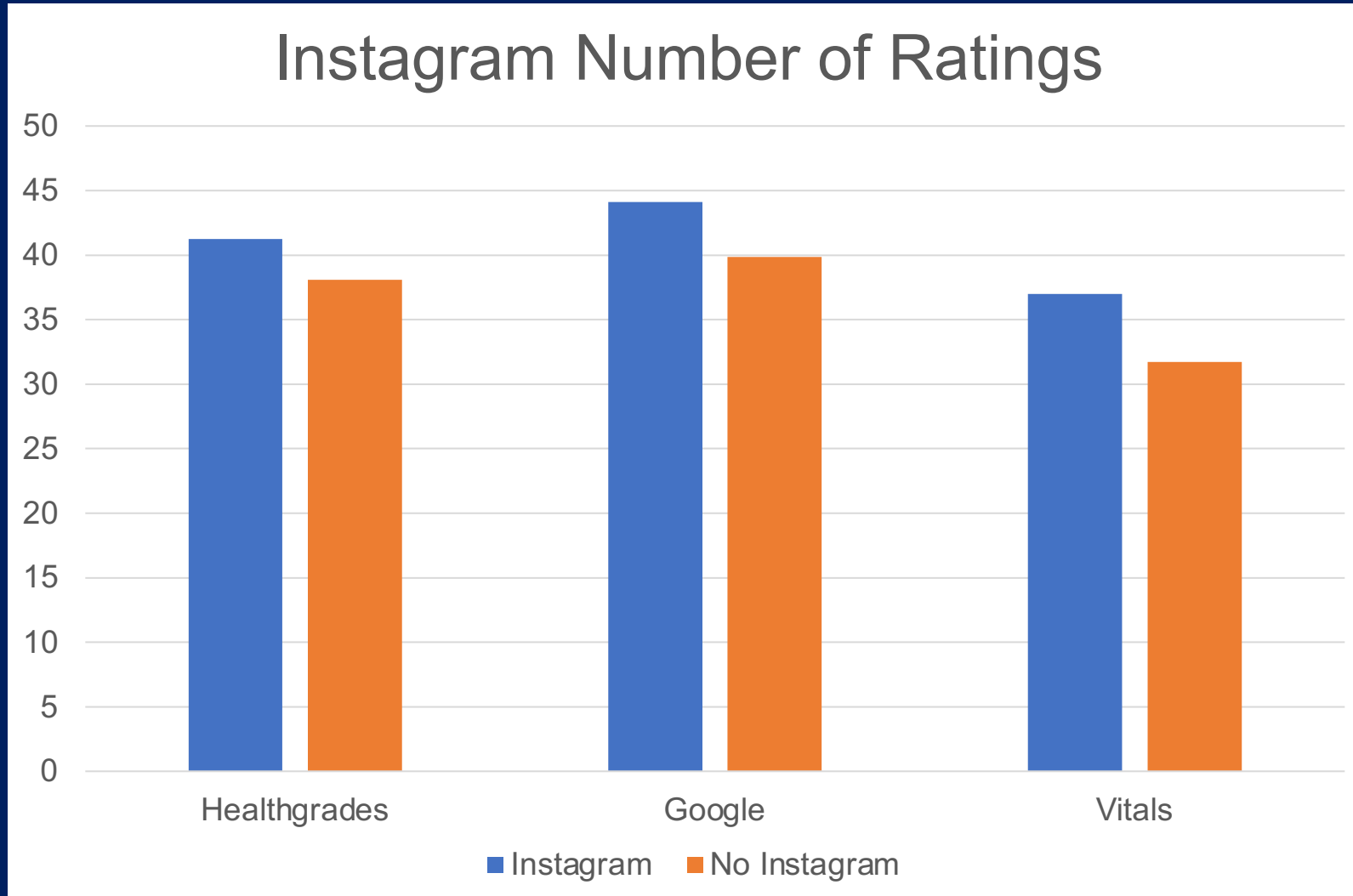
# Average Physician Rating Based on Social Media Use



# Number of Patient Ratings Based on Social Media Use



# Number of Patient Ratings Based on Social Media Use



# Impact of Physician Media Activity on Rating

	Google Ratings	Healthgrades Rating	Vitals Rating
<b>Twitter</b>			
# Followers	0.159	0.765	<b>0.037</b>
Avg # Likes	0.958	0.765	0.994
Avg # Comments	0.988	0.720	0.574
Avg Post Frequency	0.137	<b>&lt;0.001</b>	0.836
% Professional	0.294	0.476	0.442
Post Content	0.771	0.273	0.635
<b>Facebook</b>			
# Followers	<b>0.033</b>	<b>0.018</b>	0.075
Avg # Likes	0.254	0.262	0.995
Avg # Comments	0.729	0.894	0.560
Avg Post Frequency	0.741	0.834	0.222
% Professional	0.510	0.762	0.957
Post Content	0.739	0.340	0.088
<b>Instagram</b>			
# Followers	0.268	0.430	0.290
Avg # Posts	0.705	0.608	0.290
Avg # Likes	0.114	0.294	0.164
Avg # Comments	0.403	0.983	0.790
Avg Post Frequency	0.507	0.115	0.210
% Professional	0.526	0.900	0.466



# Significance

- Ratings improved across all PRWs with social media use
- The number of ratings increased with social media use
- More followers and higher Twitter post frequency increased ratings
- Surgeons may focus their efforts on specific social media platforms and activities to improve their patient ratings





**Thank you!**

