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# for Current Awareness within a Cancer Care Environment

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# Social Media and Grey Literature Are Healthcare Professionals Ready?



## Purpose/Reason

- Engagement, development, support
- Knowledge dissemination
- Social norms
- Marketing
- Convenient and easy access to information (one place)

## Research Findings

- Over 50% of physicians in Europe and 41% in the U.S. regularly engage/post in blogs (Graham, 2011)
- 80% of medical organizations surveyed plan to implement blogs in their information pursuits; 50% currently do so (Chu, 2011)

# Current Awareness and Health Information

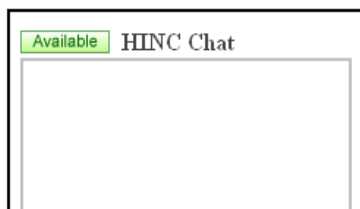
- **Open Access** movement
- **Sharing/promoting** of information
- **Improving** teaching and learning pursuits
- **Understanding** needs of users
- **Filtering & re-organizing** information
- **Aggregating** information



# What Have We Done in Integrating Social Media & Current Awareness?

Home >> Have a Question? Get Answers Fast via Chat!

Have a Question? Get Answers Fast via Chat!



Need some help? Get an answer fast!

Information about HINC Chat  
Reference

**Who staffs this service?**

Home >> Tutorials

## Tutorials

Type  
ENTER



Check out our YouTube channel for HIN tutorials and some

HIN An Introduction

HIN How to Register for a Library Account

HIN How to Renew Your Books Online

## Social Media in Library Services

- IM Chat
- Twitter
- You Tube Channel

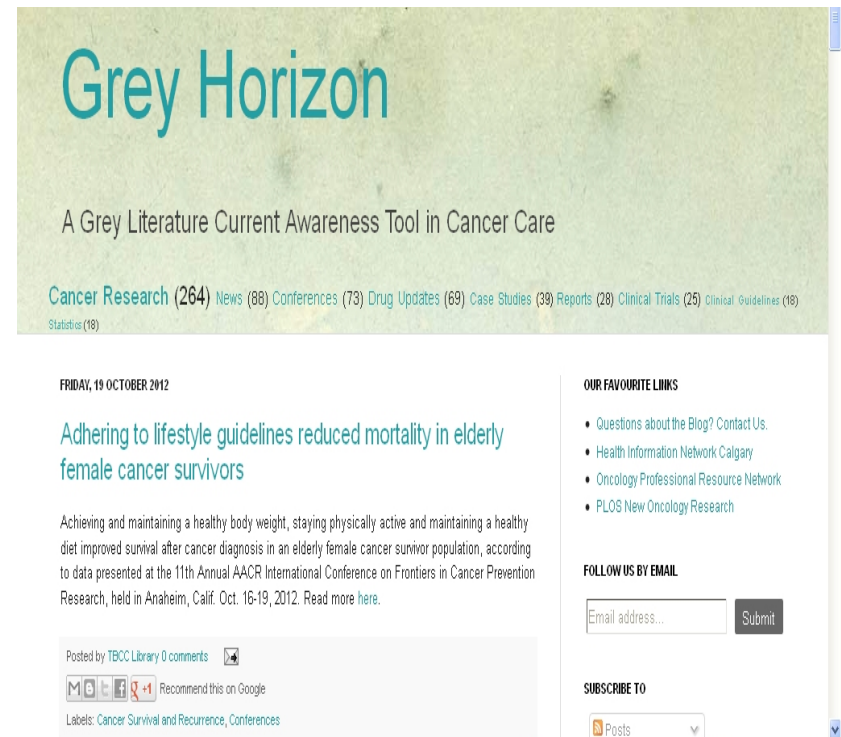
## Current Awareness in Cancer Care

- In-person training
- Virtual presence
- Subject expertise

# Grey Horizon

## Process/Methodology

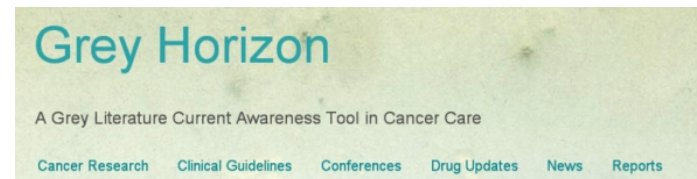
- *Blogger* as the platform
- Scope and breadth of content
- Selection of sources
- Frequency of postings
- Organization of information



# Grey Horizon

## Execution & Performance

- Soft launch
- Bi-weekly digest
- Promotion
- Project roll-out



Grey Horizon: Bi-weekly Digest    October 24, 2012

[Archiv](#)

- [New safety information: Interaction of proton pump inhibitors with methotrexate](#)
- [Wide variation in mastectomy rates across Canada](#)
- [Jonsson Cancer Center researchers discover mechanism to revive hope in promising lymphoma treatment](#)
- [SAFIR01: First large scale trial of whole-genome cancer testing for clinical decision-making](#)
- [Maintenance treatment with MGN1703 following standard first-line treatment prolongs progression-free survival in patients with metastatic colorectal cancer](#)

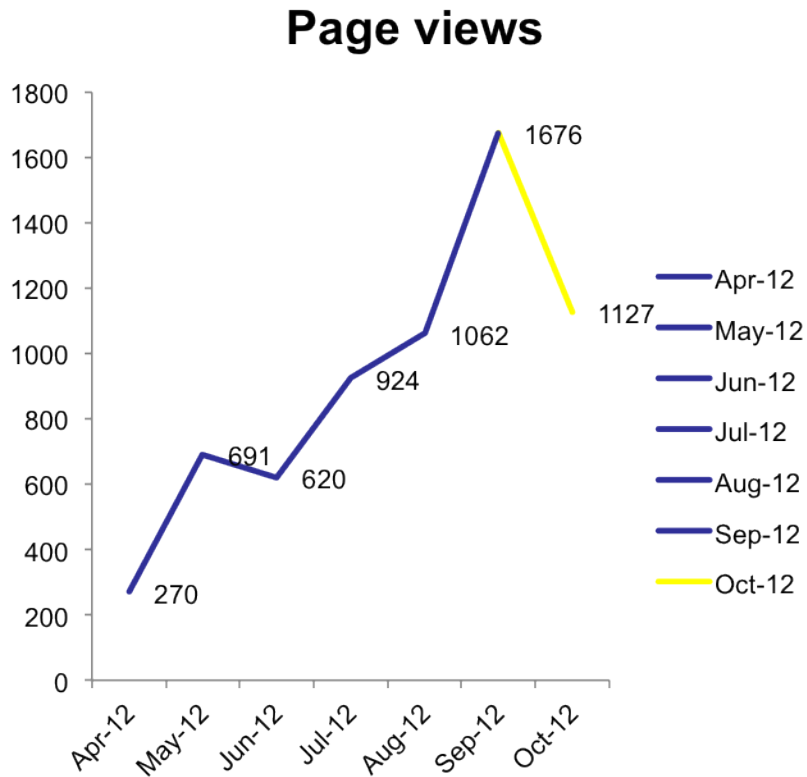
### How to access full text articles

Published articles are available to staff of Alberta Health Services Cancer Care sites at Tom Baker Cancer Centre, Holy Cross Site, Lethbridge Cancer Care, and Medicine Hat Cancer Centre through the Health Information Network (HIN).

To access full-text articles from hundreds of medical journals licensed through HIN, visit our website at <http://hinc.ualgary.ca>, select Find a Specific Article, AHS Cancer Care, and search for the journal title.

[More...](#)

# Blog Analysis - *Blogger*

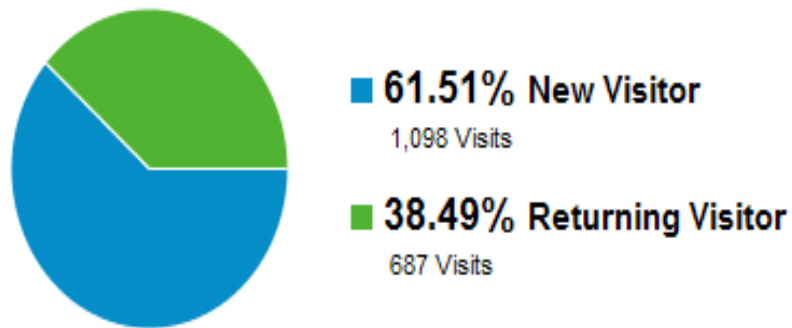


\* Page views were calculated on Oct. 22

## Most popular posts

- o **News** about a specific research conference (84)
- o A cancer **drug update** from Health Canada (56)
- o A **report** on cancer health services (53)
- o A **clinical guideline** from NICE (51)
- o **Statistics** on cancer incidence, survival and risk factors (46)

# Blog Analysis – Google Analytics



- 1785 “people” visited the site (identified by IP addresses)
- Average visit duration: 4 minutes 14 seconds

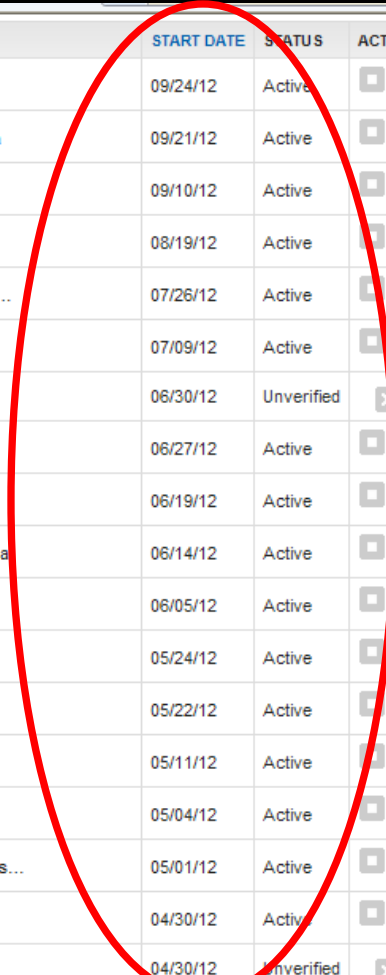
Primary Dimension: Count of Visits

Count of Visits	Visits	Pageviews	Percentage of total	
			Visits	Pageviews
1	1,098	2,094	61.51%	51.27%
2	207	498	11.60%	12.19%
3	78	196	4.37%	4.80%
4	43	131	2.41%	3.21%
5	26	65	1.46%	1.59%
6	22	55	1.23%	1.35%
7	19	78	1.06%	1.91%
8	16	43	0.90%	1.05%
9-14	63	197	3.53%	4.93%
15-25	64	208	3.59%	5.09%
26-50	62	259	3.47%	6.34%
51-100	59	182	3.31%	4.46%
101-200	28	78	1.57%	1.91%



# Blog Analysis - *Feedburner*

- 17 subscribers in total
- 12 active subscribers on average
- 35% REACH on average every week
- Additional page views calculated



EMAIL	START DATE	STATUS	ACTION
@albertahealthservices.ca	09/24/12	Active	<input type="checkbox"/> <input type="checkbox"/>
@albertahealthservices.ca	09/21/12	Active	<input type="checkbox"/> <input type="checkbox"/>
com	09/10/12	Active	<input type="checkbox"/> <input type="checkbox"/>
ertahealthservices.ca	08/19/12	Active	<input type="checkbox"/> <input type="checkbox"/>
h@albertahealthservices...	07/26/12	Active	<input type="checkbox"/> <input type="checkbox"/>
ail.com	07/09/12	Active	<input type="checkbox"/> <input type="checkbox"/>
shaw.ca	06/30/12	Unverified	<input type="checkbox"/>
albertahealthservices.ca	06/27/12	Active	<input type="checkbox"/> <input type="checkbox"/>
lbertahealthservices.ca	06/19/12	Active	<input type="checkbox"/> <input type="checkbox"/>
@albertahealthservices.ca	06/14/12	Active	<input type="checkbox"/> <input type="checkbox"/>
ertahealthservices.ca	06/05/12	Active	<input type="checkbox"/> <input type="checkbox"/>
albertahealthservices.ca	05/24/12	Active	<input type="checkbox"/> <input type="checkbox"/>
ertahealthservices.ca	05/22/12	Active	<input type="checkbox"/> <input type="checkbox"/>
lbertahealthservices.ca	05/11/12	Active	<input type="checkbox"/> <input type="checkbox"/>
ertahealthservices.ca	05/04/12	Active	<input type="checkbox"/> <input type="checkbox"/>
ien@albertahealthservices...	05/01/12	Active	<input type="checkbox"/> <input type="checkbox"/>
@albertahealthservices.ca	04/30/12	Active	<input type="checkbox"/> <input type="checkbox"/>
albertahealthservices.ca	04/30/12	Unverified	<input type="checkbox"/>

# Tweets & Staff Log: Connecting the Internal to the External



Twitter feed showing retweets from GURU, Carrie J, Amanda Wilhelm, and CME & PD. The feed includes timestamps and links to other tweets.

**GURU retweeted you** 9 Oct  
 18 Sep: Shingles patients don't have higher risk of cancer, study finds: It...  
 7 Sep: Cancer control groups hope photos will shock young people into u...  
 9 Oct: Cancer prevention: 'More testing is not always better': Last year,...

**Carrie J retweeted you** 20 Sep  
 6 Sep: IARC World cancer fact sheet: Cancer Research UK and the Inter...  
 24 Aug: Lung cancer risk prediction model: The Liverpool Lung Project (L...  
 7 Sep: View the Exploring Ways to Educate Patients Using Social Medi...  
 20 Sep: Cancer in the movies: ESMO press release: Films that feature c...

**Amanda Wilhelm and 4 others followed you** 10 Aug

**GURU retweeted you** 10 Aug  
 12 Jul: Free Online Course from Google: Become a Google power search...  
 10 Aug: Stress may promote breast cancer cell colonization of bones: A...  
 20 Jul: Study: Surgery no better than observation for localized prostate c...  
 13 Jul: Collaboration key to better health: A collaboration announced We...

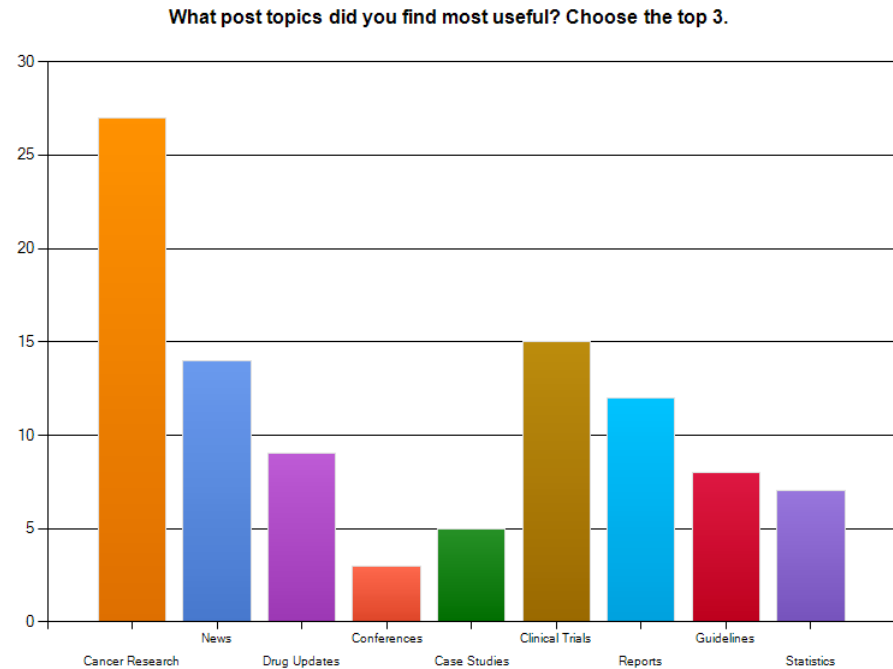
**CME & PD retweeted you** 23 Jul

A520						
1	Sources	Publication Date	Date Checked	Yes/No posted	Initials	Time Spent
476	UBC Centre for Health Services	28-Sep-12	12-Oct-12	Yes	MT	4 min
477	IHE		12-Oct-12	No	MT	1 min
478	MASCC	26-Sep-12	12-Oct-12	Yes	MT	4 min
479	Health of Nations		12-Oct-12	No	MT	2 min
480	Globe and Mail news		15-Oct-12	No	MT	1 min
481	American Cancer Society		15-Oct-12	No	MT	1 min
482	Globe and Mail news	15-Oct-12	15-Oct-12	Yes	MT	5 min
483	Health Canada	15-Oct-12	15-Oct-12	Yes	MT	7 min
484	National Cancer Institute	15-Oct-12	15-Oct-12	Yes	MT	3 min
485	ESMO	15-Oct-12	15-Oct-12	Yes	MT	3 min
486	Globe and Mail news		16-Oct-12	No	MT	1 min
487	National Cancer Institute	16-Oct-12	16-Oct-12	Yes	MT	8 min
488	ESMO		16-Oct-12	No	MT	1 min
489	IARC	16-Oct-12	16-Oct-12	Yes	MT	5 min
490	Utoday	15-Oct-12	16-Oct-12	Yes	MT	3 min
491	Natural Standard	15-Oct-12	16-Oct-12	Yes	MT	3 min
492	Natural Standard		17-Oct-12	No	MT	3 min
493	Globe and Mail news	17-Oct-12	17-Oct-12	Yes	MT	8 min
494	Health Canada		17-Oct-12	No	MT	2 min
495	Cancer View Canada (clinical trials)	16-Oct-12	17-Oct-12	No	MV	1 min
496	Cancer Compass	16-Oct-12	17-Oct-12	Yes	MV	10 min
497	Natural Standard	18-Oct-12	18-Oct-12	Yes	MT	3 min
498	Canadian Cancer Society		18-Oct-12	No	MT	1 min
499	American Cancer Society		18-Oct-12	No	MT	1 min

# Post-Survey

## Four sections:

- Grey literature awareness and current awareness (CA) efforts
- Experience with the Blog
- Experience with bi-weekly digests
- Additional comments about CA services



# Discussion/Future Directions



- Subject-based blogs work well with CA service
- Blogs work well for grey literature
- Enhanced collaboration and information sharing
- Constant and various methods of marketing/promoting
- Thorough project planning (staff time, workload and user expectations)
- Expansion of other subject blogs