# PancChat: The #PancChat Initiative

## Introduction

### Background

Twitter provides a platform for health care stakeholders to disseminate information about diseases to patients, caregivers, and healthcare professionals. Until recently, efforts to mobilize Twitter to inform and engage the pancreatic cancer community were sporadic and inconsistent. The authors report the creation of #PancChat, a novel Twitter platform that organizes and facilitates real-time conversations about pancreatic cancer, reaching new patients, caregivers, and audiences and more efficiently connecting them.

### Methods

Launched in April 2016, the hour-long monthly chat is a live event publicized and promoted through multiple social media channels and major news outlets. It is moderated and focused around a pre-selected topic. The hashtag #PancChat is used to filter specific chatter into a single conversation. Participants include patients, caregivers, physicians, researchers, top ASCO social media influencers, ASCO members, and advocacy organizations. Researches and participants are drawn from 23 academic institutions. The PancChat team corresponds with participants and garners feedback that is not addressed during the chat.

### Results

Since its inception, PancChat has had a total of 35 million impressions (the total number of times each tweet has been seen) from 16,148 users, averaging 1.7 million per chat. Top #PancChat users include pancreatic cancer advocates, researchers, and practicioners. The average engagement rate is 72%, which measures how much people interact with a tweet by clicking or sharing links. From April 2016-August 2017 there were 8,502 tweets using #PancChat. The most active top users were advocacy organizations with a total of 5,861 tweets.

### Conclusions

The popularity of PancChat among patients and doctors confirms the power of social media to reach a specific community. PancChat provides a platform for health care stakeholders to disseminate information about diseases to patients, caregivers, and healthcare professionals. Chats are especially effective in facilitating communication between social media and other healthcare organizations.

## What Patients and Caregivers Say

- #PancChat facilitates communication opportunities to engage patients and caregivers in discussions about pancreatic cancer.
- #PancChat provides a platform for health care stakeholders to disseminate information about diseases to patients, caregivers, and healthcare professionals.
- #PancChat encourages interaction and engagement between patients and healthcare providers.
- #PancChat provides a platform for health care stakeholders to disseminate information about diseases to patients, caregivers, and healthcare professionals.

## What the Literature Says

- #PancChat organizes and facilitates real-time conversations about pancreatic cancer.
- #PancChat provides a platform for health care stakeholders to disseminate information about diseases to patients, caregivers, and healthcare professionals.
- #PancChat encourages interaction and engagement between patients and healthcare providers.
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## Examples of Chat Topics

- #PancChat organizes and facilitates real-time conversations about pancreatic cancer.
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