Introduction of #PancChat, a Novel Twitter Platform to Inform and Engage the Pancreatic Cancer Community

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Abstract

Background

Twitter provides a platform for health care stakeholders to disseminate information about diseases to patients, caregivers, and healthcare professionals. Chats are especially effective because participants can interact directly with experts. Pancreatic cancer (PC) conversations on Twitter previously were sporadic and inconsistent. The authors report the creation of #PancChat, a first-of-its-kind Tweet Chat developed to provide relevant, credible, and timely information to the PC community. A collaboration between leading PC organizations, a pharmaceutical company, and an academic oncologist, PancChat is an example of successful outreach using an accessible communications tool.

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, AACR members, and advocacy organizations. Moderators and participants are drawn from 23 academic institutions. The PancChat team corresponds with participants and replies to tweets that are not addressed during the chat.

Results

Since its inception, PancChat has had a total of 28 million impressions (the total number of times each tweet is seen) from 16 chats, averaging 1.75 million per chat. Popular topics include clinical trials (1.4 million), familial/hereditary PC (2.9 million), and early detection (2.2 million). 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.

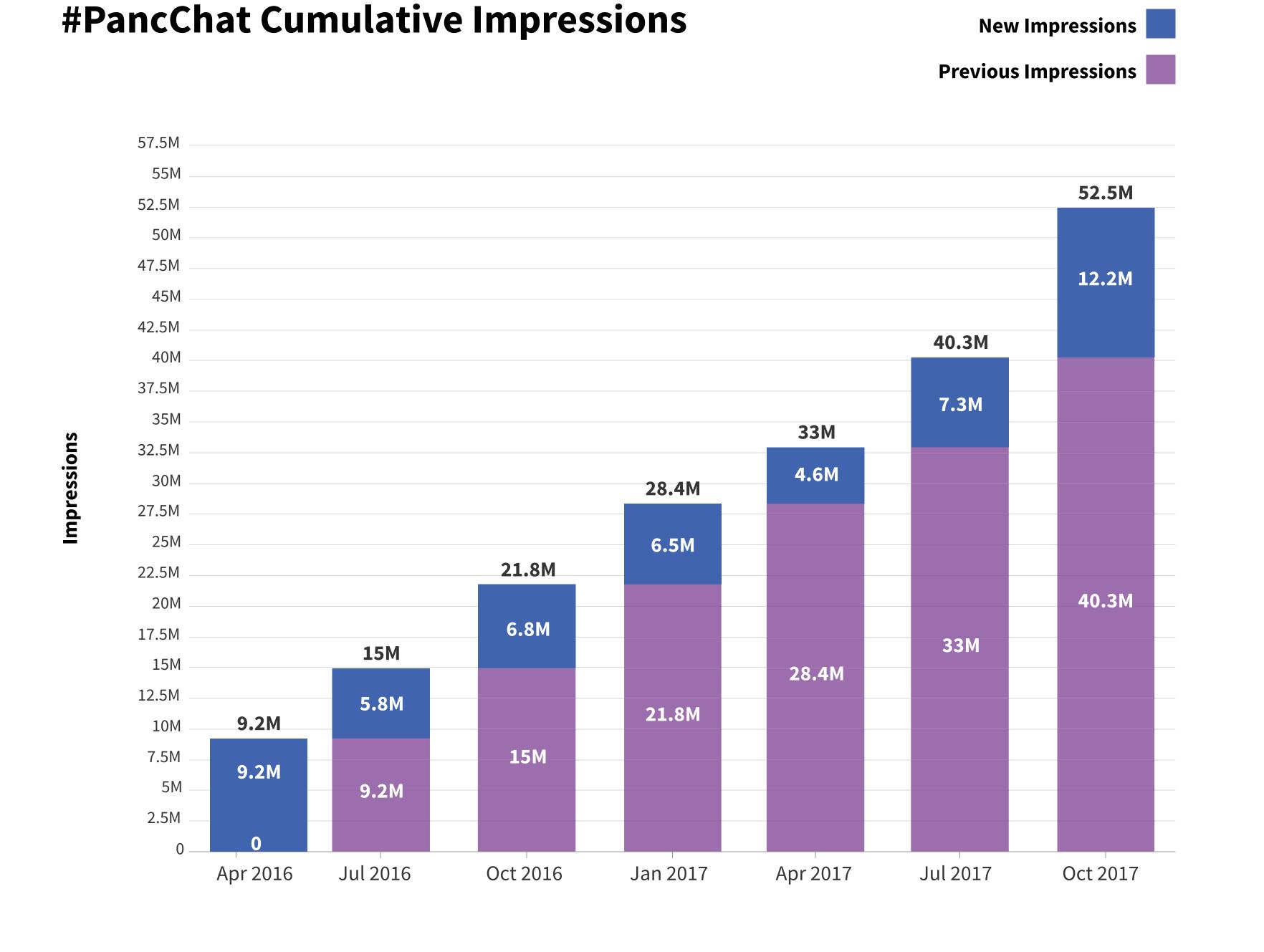
Conclusions

Impression and engagement numbers show that this novel PancChat platform fulfills a need for the PC community. The narrow focus of each chat provides an opportunity to learn about the disease, research, and clinical trials. Participants return knowing that they will interact with PC experts. The popularity of PancChat among patients and doctors confirms the power of social media to reach a specific community.

Methods

- Data collected from native Twitter analytics; Trackx: Social Media Management & Social Marketing Software; and Symplur Signals
- Represents: Twitter activity from April 15, 2016 December 31, 2017
- We measured total impressions, tweets, and participants during activity period
- Example #PancChat topics were taken from the chats with the highest participation during the activity period
- #PancChat is a predetermined set of questions vetted by chat hosts and posted on Twitter during the monthly one hour time frame. Chat hosts, special guests, and experts then comment/respond to questions during the chat.

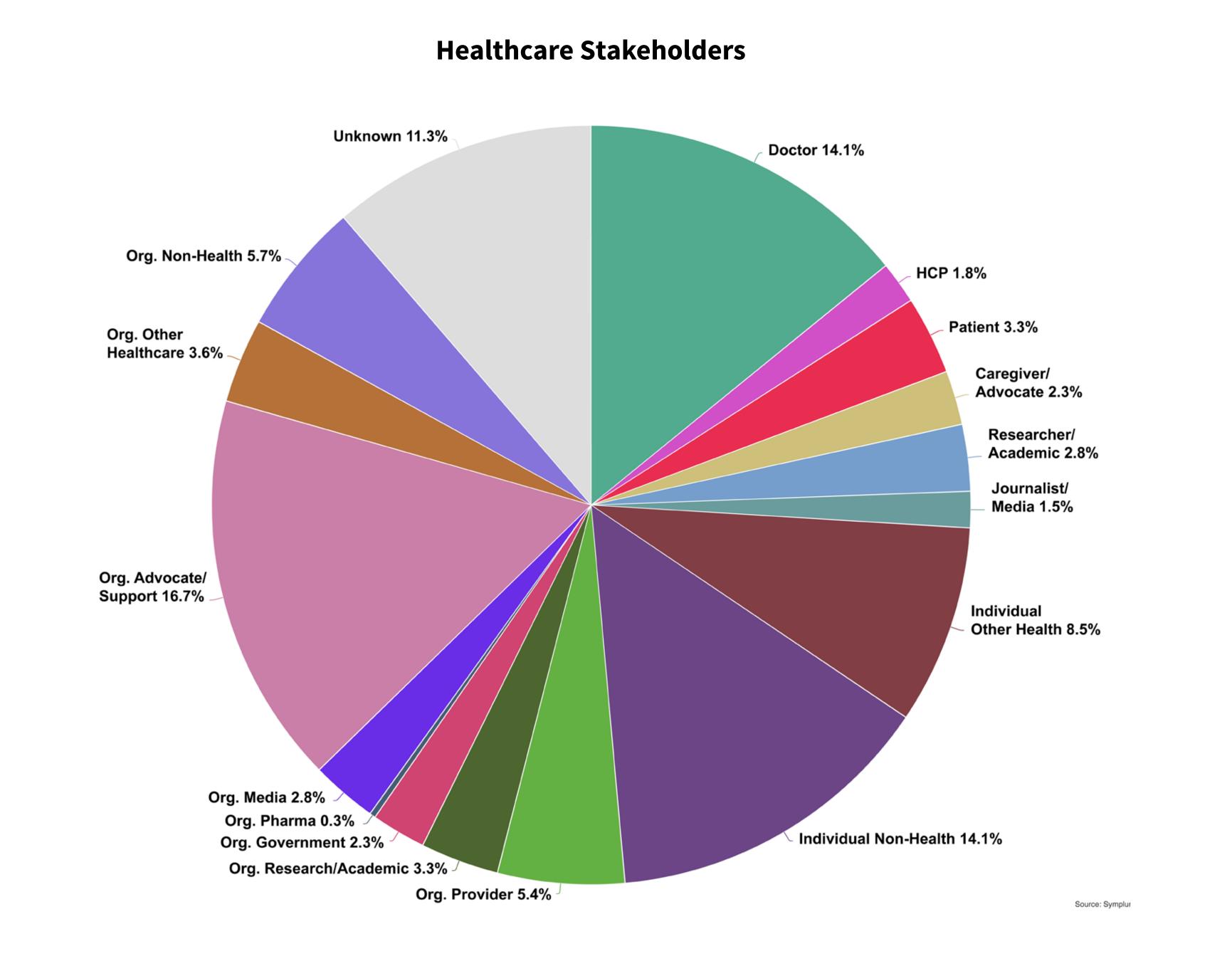
Objectives



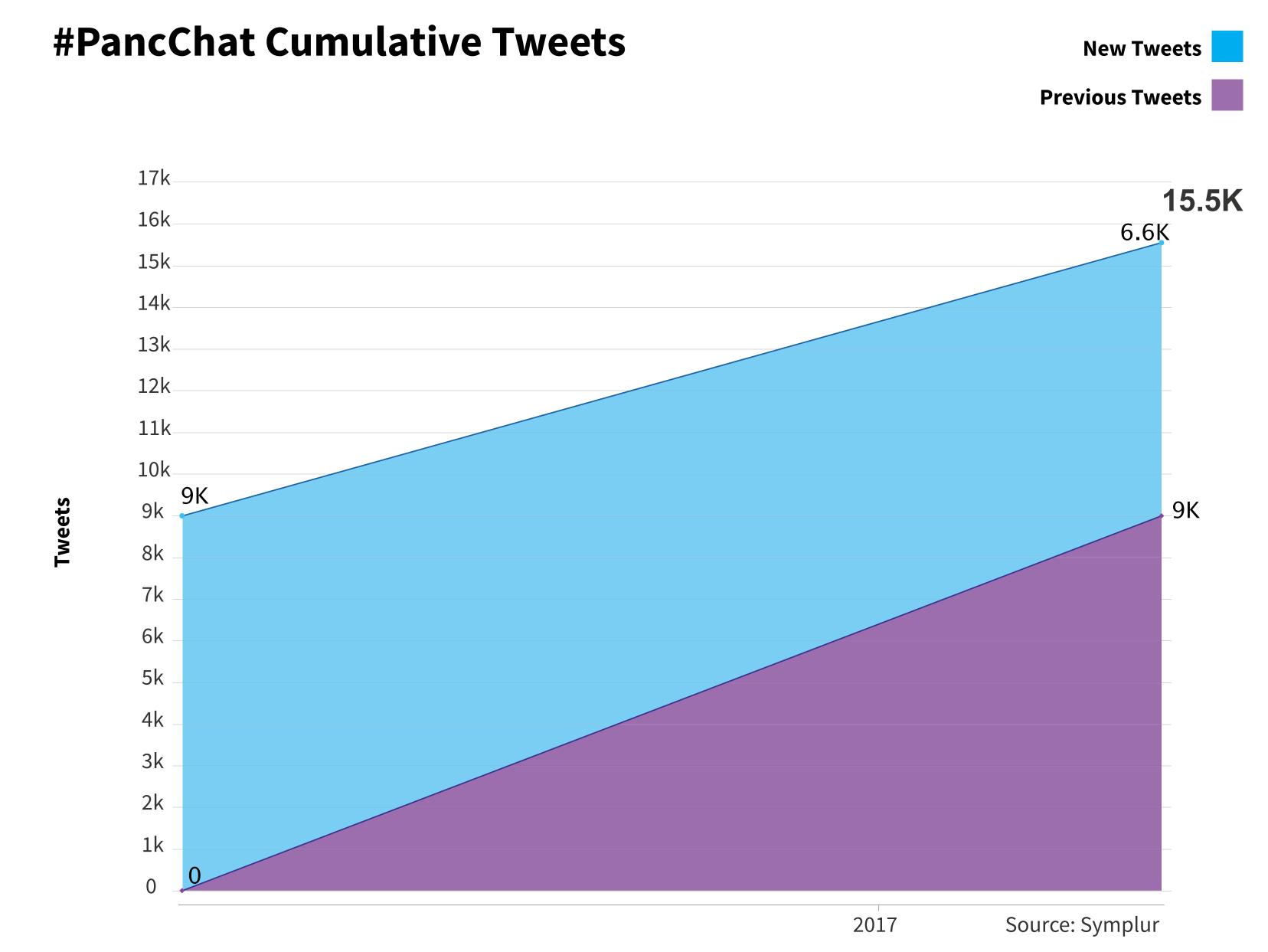
- Foster regular conversation between patients with pancreatic cancer, caregivers, healthcare professionals, and research organizations
- Communicate and convey accurate information about pancreatic cancer that is not easily found online via web search
- Enable patients to find out about clinical trials and other methods of treatment for pancreatic cancer

Results

#PancChat Influencers by Healthcare Social Graph Score



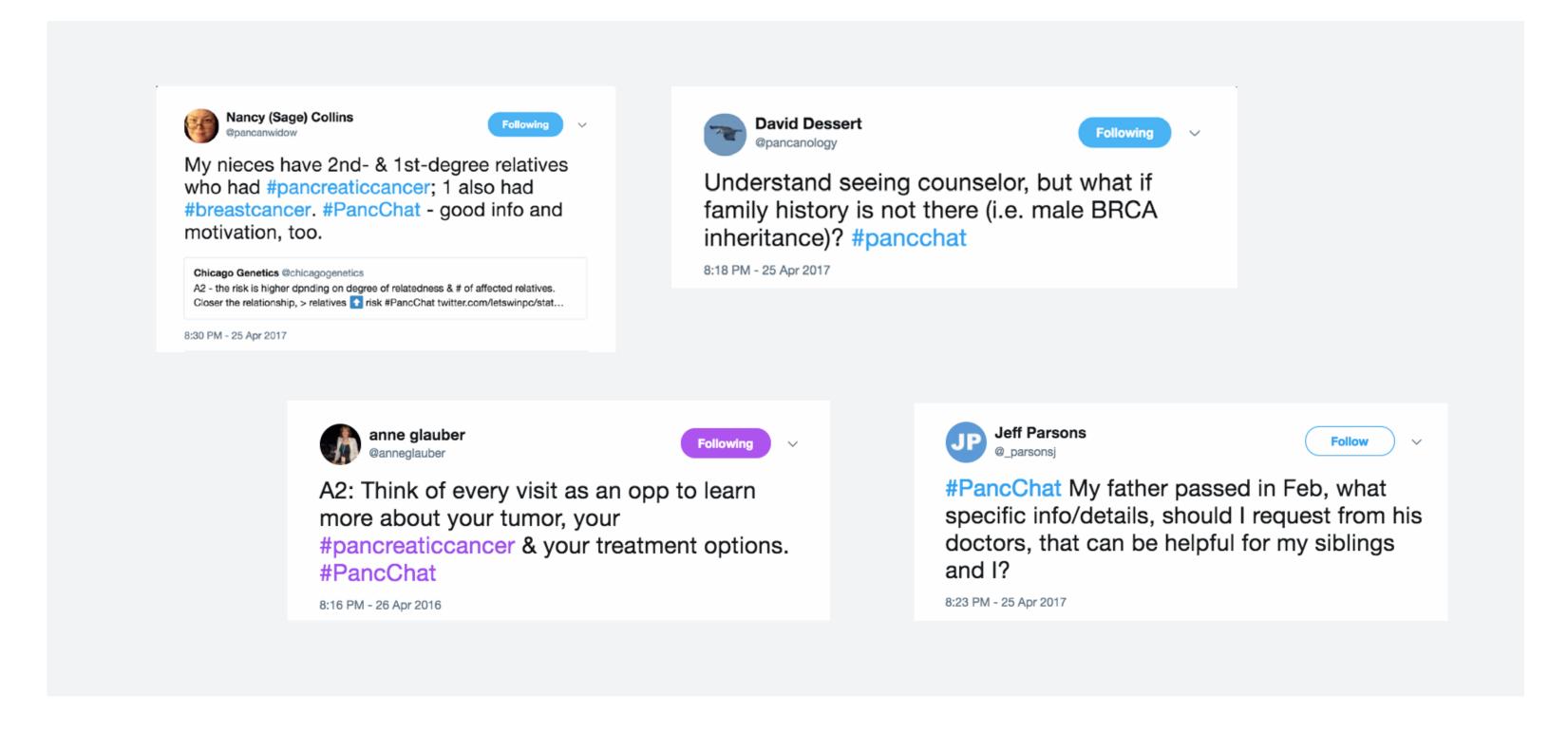
There were 15,548 total tweets by 1,636 users, and 52,464,405 impressions from April 15, 2016, through December 31, 2017*



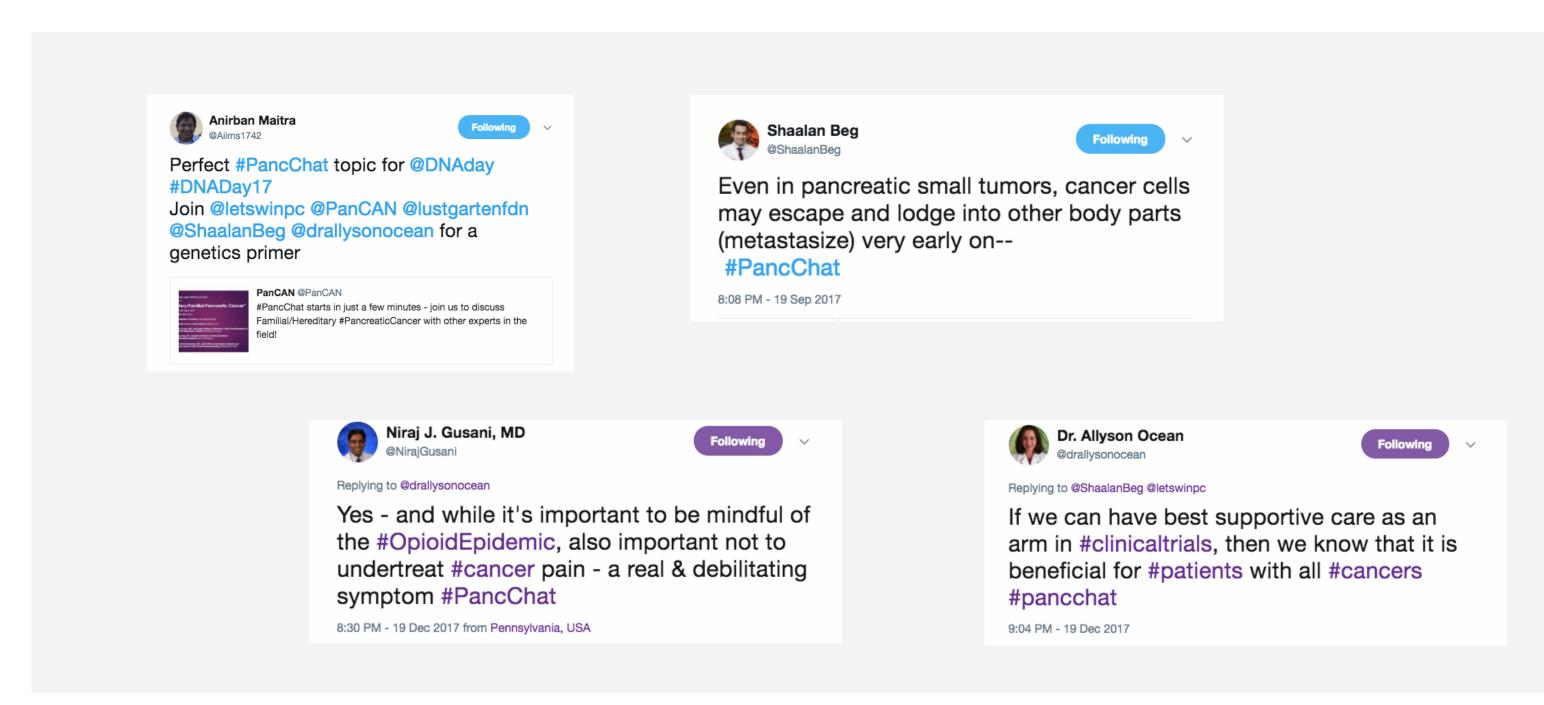
The most active top users were advocacy organizations with a total of 5,861 tweets. *Source: Symplur Signals

#PancChat Informs and Inspires

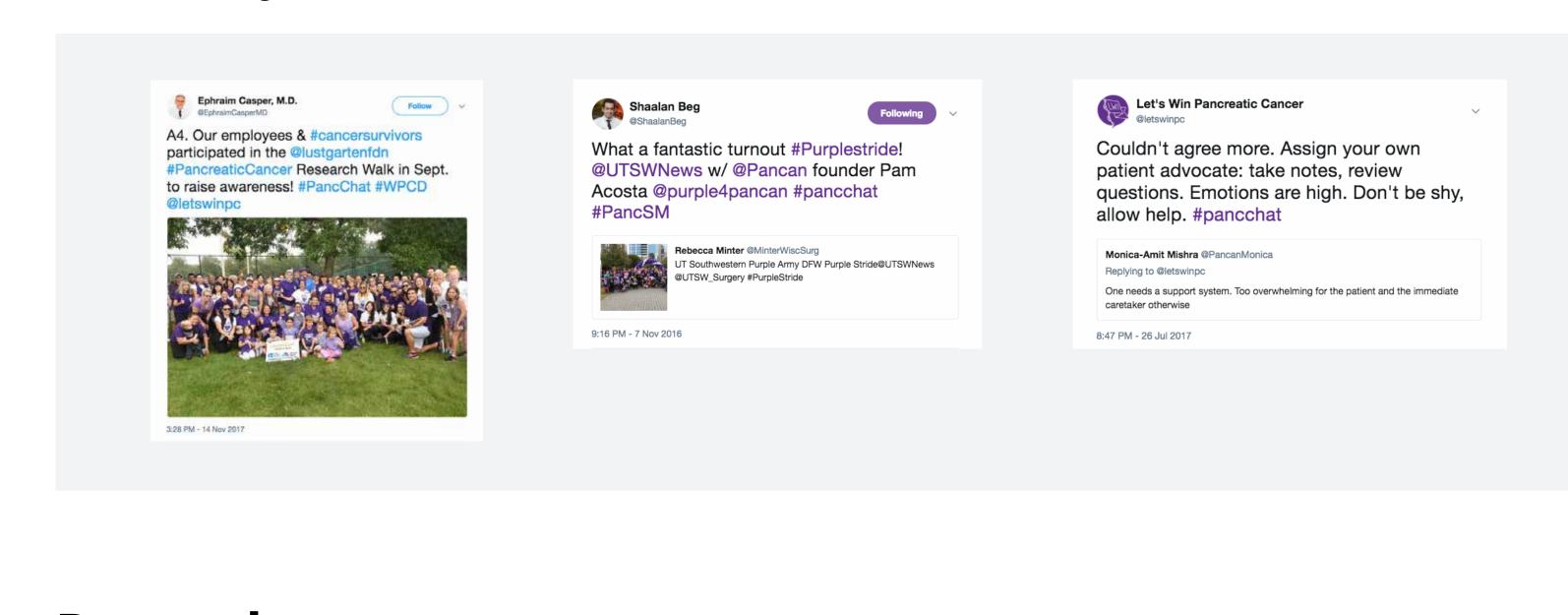
Patient and Caregiver Support



Education



Advocacy



Research

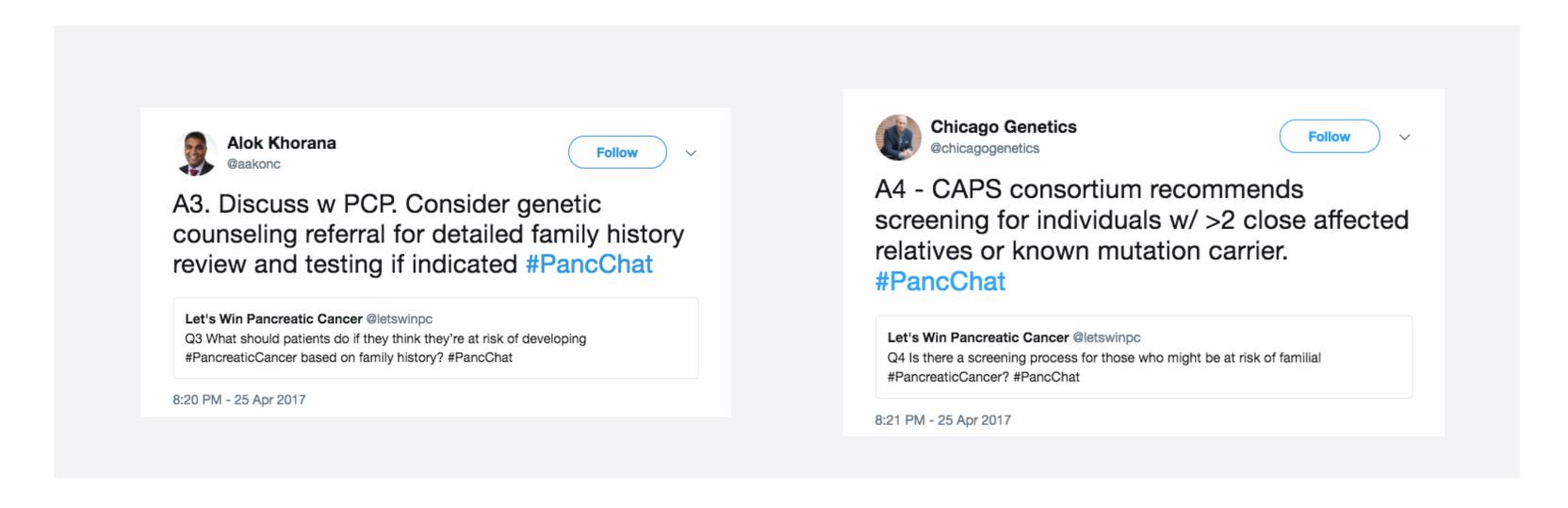


#PancChat Facilitates Communication

Examples of Chat Topics

- Early Detection and Pancreatic Cancer
- Symptom Management for Pancreatic Cancer
- The Connection Between BRCA and Pancreatic Cancer
- Coping for Patients and Caregivers
- Going Beyond Standard of Care in Pancreatic Cancer Treatment
- Hereditary / Familial Pancreatic Cancer
- The Whipple Procedure
- Clinical Trials
- Advocacy for World Pancreatic Cancer Day

What Chat Participants Say



Conclusions



#PancChat organizes and facilitates robust online conversations about pancreatic cancer, reaching new patients, caregivers, medical professionals, advocacy organizations, and academic institutions.



Social Media is a powerful medium for creating community and timely information sharing. We have demonstrated the growth and feasibility of an organized, pancreatic cancer specific hashtag on Twitter by stakeholders to further

our mission



Opportunity to grow chats to include international audiences and more disciplines involved in treating pancreatic cancer.









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