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BACKGROUND

- Use of social media has increased dramatically in the United States, up to 72% of the population in 2019 use social media
- Twitter is the third largest social media platform among Americans and is the most popular form of social media in healthcare
- Organizations and leaders in PM&R have started initiatives to better utilize social media to disseminate information, enhance reputation of physiatrists, and educate the public about the specialty
- Important to look at who are representing PM&R in social media

OBJECTIVES

- To identify the top Twitter influencers in PM&R
- Characterize the contents of their tweets and the amount of user engagement

DESIGN

- Cross-sectional internet search of twitter users using “physiatry”, “physiatrist”, “physical medicine and rehabilitation”, “pm&r”, and “pmr” as keywords
- Measured user engagement by taking the sum of ‘likes’, ‘retweets’, and ‘replies’ of their pinned and 3 most recent tweets

RESULTS

Table 1: Top 10 Twitter users in Physical Medicine and Rehabilitation as of 8/2020

	Username	# Followers	Specialty	Practice setting	Country
1	@JulieSilverMD	19,973	Cancer	Academic	United States
2	@jeffrey_ventre	19,441	General	Community	United States
3	@DrDaleNeedham	9,440	ICU	Academic	United States
4	@MVGutierrezMD	6,540	Brain Injury	Academic	United States
5	@IreneSDavis	5,331	Physical Therapy	Academic	United States
6	@fordvox	4,283	Brain Injury	Academic	United States
7	@humansunil	3,478	Palliative	Academic	United States
8	@DrStephPlum	2,697	General	Community	United States
9	@EricWisotzkyMD	2,046	Cancer	Academic	United States
10	@SterlingHaring	1,872	Trainee	Trainee	United States

Table 2: Total number and amount of engagement per tweet type

Type of tweets	Number (%)	Mean # engagement
Personal	16 (46)	42
Educational	15 (43)	124
Professional	3 (9)	143
Promotional	1 (3)	312
Total	35	155

RESULTS

- Mean number of followers: 7,500
- Seven of the 10 practice in an academic setting, 9 are physicians, and 1 physical therapist
- Majority of tweets are personal and educational with mean number of engagement of 42 and 142 respectively

DISCUSSION

- Awareness of PM&R on social media is suboptimal
- Other specialties with similar number of board certified physicians have more followers and user engagement
- Top influencers in dermatology and plastic surgery have 128,000 and 135,000 followers respectively
- Believe this is due to a lack of consensus in a common hashtag within PM&R and the broad scope of subspecialties

CONCLUSION

- Top PM&R twitter users practice in an academic setting and share personal and educational tweets
- Awareness of our field is still not optimal and there needs to be more consistency in how we represent our specialty

