Leading Innovation and Improvement

INFLUENCEME: AN INVESTIGATION INTO SOCIAL MEDIA HEALTH INFLUENCERS AND THE IMPACT THEY HAVE ON THEIR FOLLOWERS

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Social Media Health Influencers (SMHIs) can be defined at the most basic level as those who influence their followers’ perspectives by posting online health-related content. SMHI followers are individuals who watch, take advice from or subscribe to an SMHI.

This study aimed to investigate SMHIs’ effect on their followers and explore the responsibilities of SMHIs in the online space and their capacity to enhance health education.

Primary data collection involved surveying individuals to understand the effect of SMHIs. Furthermore, the research team launched the National Collaborative for Health and Social Media (NCHSM), which aims to facilitate future research and raise awareness about issues surrounding social media and health. The NCHSM hosted #InfluenceMe: ‘The Responsibility of Online Social Power in Wellbeing’, where a panel of SMHIs discussed the challenges of operating responsibly on social media.

Of the sample surveyed (n=206), 68 participants were identified as SMHI followers. 63% of SMHI followers reported changing a decision or action due to SMHIs, suggesting SMHIs may influence followers’ health-related decisions or actions. Key differences between followers that changed behaviours based on SMHI advice and those that did not, included the number of SMHIs followed and how often health content was viewed. Followers were also keen for healthcare organisations to use SMHIs in health education. However, the #InfluenceMe event suggested that healthcare leaders (e.g. senior Healthcare Professionals) are needed to verify SMHIs and ensure their social media content is accurate.

SMHIs appear to have an impact on their followers’ behaviours. In order to elicit positive behaviour changes in followers, SMHIs must create accurate content and act responsibly online. Healthcare leaders have the potential to verify SMHIs so that their involvement in health education is optimal. Healthcare leaders themselves also have potential to act as SMHIs in today’s digital age.

INCREASE SATISFACTION OF JUNIOR DOCTORS IN A HIGH VOLUME NEUROSURGICAL UNIT

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The Department of Neurosurgery in Oxford University Hospitals NHS Foundation Trust is a tertiary referral centre which treats approximately 1500 neurosurgery inpatients per year. Feedback from junior doctors in the General Medical Council (GMC) National Training Survey 2018 revealed low rates of trainee satisfaction.

To investigate the underlying cause, an anonymous online questionnaire was designed which collected data on various aspects of junior doctors’ experience in the department.

Questionnaire responses from 12 out of 16 junior doctors identified problems with frequent overtime work, excessive administrative tasks, lack of protected training opportunities and variable levels of senior supervision on the ward. To reduce overtime working, the rota was redesigned to improve staffing levels in afternoons/evenings and a formal handover meeting was introduced. A departmental teaching programme with weekly seminars on the management of neurosurgical conditions and neuroanatomy was developed. This was supported by the introduction of a neurosurgery curriculum aimed specifically at junior doctors. The role of a ‘Ward Registrar’ was enhanced to provide