

IS SOCIAL MEDIA A FORCE FOR GOOD IN PHARMACY AND PATIENT SAFETY?

Top reasons why it is NOT good for you, the profession, and your patients.

1. What does the literature say?

- The literature basically says nothing!
 - Provider attitudes toward the use of social media
 - Patient attitudes toward the use of social media
 - LEGAL IMPLICATIONS of using social media
 - Unprofessional behavior of providers using social media
 - Frameworks for discipline of providers using social media inappropriately

2013

Social Media and Unprofessional Pharmacist Conduct: A Cross-Sectional Survey of Boards of Pharmacy

Jessica Skelley

Peter Hughes

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Research

Unprofessional behaviour on social media by medical students

Christopher J Barlow, Stewart Morrison, Hugh ON Stephens, Emily Jenkins, Michael J Bailey and David Pilcher

Med J Aust 2015; 203 (11): 439.

doi: 10.5694/mja15.00272

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2. We have no evidence, what's next?

- Let's say you received the following question on rounds:

“This patient is experiencing alopecia. I recently heard that coconut oil can stimulate hair growth. Any evidence for that?”

2. We have no evidence, what's next?

The PubMed approach:

J Cosmet Sci. 2003 Mar-Apr;54(2):175-92.

Effect of mineral oil, sunflower oil, and coconut oil on prevention of hair damage.

Rele AS¹, Mohile RB.

Author information

Abstract

Previously published results showed that both in vitro and in vivo coconut oil (CNO) treatments prevented combing damage of various hair types. Using the same methodology, an attempt was made to study the properties of mineral oil and sunflower oil on hair. Mineral oil (MO) was selected because it is extensively used in hair oil formulations in India, because it is non-greasy in nature, and because it is cheaper than vegetable oils like coconut and sunflower oils. The study was extended to sunflower oil (SFO) because it is the second most utilized base oil in the hair oil industry on account of its non-freezing property and its odorlessness at ambient temperature. As the aim was to cover different treatments, and the effect of these treatments on various hair types using the above oils, the number of experiments to be conducted was a very high number and a technique termed as the Taguchi Design of Experimentation was used. The findings clearly indicate the strong impact that coconut oil application has to hair as compared to application of both sunflower and mineral oils. Among three oils, coconut oil was the only oil found to reduce the protein loss remarkably for both undamaged and damaged hair when used as a pre-wash and post-wash grooming product. Both sunflower and mineral oils do not help at all in reducing the protein loss from hair. This difference in results could arise from the composition of each of these oils. Coconut oil, being a triglyceride of lauric acid (principal fatty acid), has a high affinity for hair proteins and, because of its low molecular weight and straight linear chain, is able to penetrate inside the hair shaft. Mineral oil, being a hydrocarbon, has no affinity for proteins and therefore is not able to penetrate and yield better results. In the case of sunflower oil, although it is a triglyceride of linoleic acid, because of its bulky structure due to the presence of double bonds, it does not penetrate the fiber, consequently resulting in no favorable impact on protein loss.

2. We have no evidence, what's next?

The social media approach:



Bisi Eretan
@bisimagnifier



 Follow

Combo of [#coconutoil](#), [#limewater](#) & [#limejuice](#) prevents hair loss & lengthens hair. Order 4 ur...
[instagram.com/p/BDpgKL-t4eu/](https://www.instagram.com/p/BDpgKL-t4eu/)

10:00 AM - 1 Apr 2016



Reply to @bisimagnifier

3. It will result in this:

Patient: Hello @Rx, I need something for my #diarrhea

Pharmacist: Hello @DOHpatient, tell me about your #diarrhea

Patient: Ok, well it is #loose, #watery, and happens #5TimesAnHour

Pharmacist: Oh, I see. That must be #uncomfortable. Do you have a #Fever?

Patient: Yes.

Pharmacist: Well, then I #suggest you see a #doctor to be assessed for #antibiotics. #Tc

Patient: #Thanks

3. Or this:

- **Pharmacist:** Can you send a picture of your #rash?
- **Patient:** Ok



- **Pharmacist:** Which filter is that?
- **Patient:** Valencia
- **Pharmacist:** Can you repeat with Juno?

4. No return on investment

- How many of you feel you have extra time at work?
- How many of you feel you have extra time at home?
- What beneficial outcomes will arise from the time and energy required to develop and sustain a social media platform?

To Conclude

Social media is **NOT** a force for good in pharmacy and patient safety

Let's stick to developing evidence-based practices known to positively impact patient care!