The Power of "Me Too": An Analysis of Peer Health in the Diabetes Online Community

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Among all American adults, the % who use the internet, by age

Perrin & Duggin (2015)
Among all American adults, the % who use the internet, by racial/ethnic group

Perrin & Duggin (2015)
% of Internet/Email Users Accessing the Internet on a cellphone, tablet or other mobile device at least occasionally

- Black: 94% (2015) vs. 73% (2012)
- White: 85% (2015) vs. 60% (2012)
- Hispanic: 94% (2015) vs. 76% (2012)
Among all adults, the % who use the internet, by community type

Perrin & Duggin (2015)
Peer Health
BE YOUR OWN SUPERHERO
DIABETES MIXER!

NOV. 2ND 6-9PM
FREE FOOD – PRIZES – LIVE MUSIC
ART – EDUCATION
FOLLOW US! #DIABETESMIXER

Itinerary

6-7 PM
Rapid-Fire DIATalks

I’m Having a Baby! Oh, and I have Type 1
Jessica Gibbons

Research Update at the University of Utah
Simon Fisher

The Nuts and Bolts of Navigating Your Insurance
Melissa Selden

It's All Mental Bro! How to Be Your Own Advocate
Andy Marsh

Closing the Loop – The DIY Artificial Pancreas System
Dans Lewis

7-9 PM
Food – Prizes – Live Music – Art – Education

Located at:
Jewish Community Center
2 North Medical Drive
Salt Lake City, UT 84113

RSVP to diabetesmixer@gmail.com by October 28, 2016.
This invitation is good for one adult with T1D and one guest.

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[Image of a group of people, with one highlighted]
The eHealth Enhanced Chronic Care Model (eCCCM)

Community – Health Systems – eCommunity – eHealth

Delivery System Design
(care coordination, ACOs, interoperability, medical jargon, timeliness, policy, content, RHIO’s, networking, design)

Clinical Decision Support
(graphs, charts, protocols, guidelines, reminders, infobuttons, etc.)

Clinical Information Systems
(EHR, PHR, patient portal, Internet, mHealth, smart phone, wearable devices, telehealth, etc.)

Information

Knowledge

Wisdom

Data

Self-management Support
(24/7 access, convenience, communication, reminders, alerts, planning, empowerment, engagement)

Complete Feedback Loop

Informed, Activated Patient

Productive Interactions

Prepared, Proactive Practice Team

Improved Outcomes

Diabetes and Intimacy
The DOC Supports the Attainment of Knowledge
Disintermediation / Apomediation

- Personal health information
- Patient data
- Relevant +credible Information
- External evidence
- General health information

- Patient accessible electronic health records
- Patient
- Irrelevant Information
- Medical knowledge
- Irrelevant inaccurate
- Literature Mass Media Internet
- "Apmediaries"

- Physician (health professionals, librarians) as intermediary
- Patient

The DOC Helped Me...

80%  Learn new diabetes management strategies

83%  Learn research and treatment alternatives

76%  Get answers to many of my diabetes questions

60%  Learn things that my healthcare provider didn’t know
Anticipatory Guidance
“I certainly know that those who have been older than me, that have had diabetes longer than me, have been positive impacts for me.”
The DOC Helps with Diabetes Self-Care
↑ Self-Care
Compared to Norms
Engagement

A1C

Litchman (2015)
The DOC Can Empower

Fact
73% The DOC helps me feel more empowered

Litchman (2015)
“It’s empowering when you can give information to somebody who gets lost or when you can get information from somebody who has been there.”

Litchman (2015)
Empowerment of Self-Management Skills

Greenwood et al. (2016)
↑ DOC
Social Support

Predicts

Intention to Communicate with HCP

Oh & Lee (2012)
The DOC is Credible

Fact

Myth
Misinformation

• Misinformation in online information is infrequent
• Self-policed by peers
• Falls within best practice guidelines 91% of the time

Armstrong et al. (2012); Gilbert et al. (2012); Greene et al. (2011); Hoffman-Goetz et al. (2009); Litchman (2015)
Process to Vet Information

Gut Feeling → Consensus in Numbers → Fact Checking → Experience vs Medical Advice → Increase Self-Monitoring

Litchman (2015)
The DOC Provides Social Support
The DOC helps me feel understood

79%

The DOC helps me feel less alone

76%


Litchman (2015)
“I’m surrounded by people who don’t get it, my personal circle, social circle, family circle....They see it, but they don’t get it. It’s nice to hear and see the supportive comments, even if they are not directed to me, to know that other people are dealing with this stuff.”

Litchman (2015)
Improved Social Connectedness

Support Compassion

Greenwood et al. (2016)
“I guess I sort of think about Alcoholics Anonymous when they are talking about sharing the experience, strength and hope to try and help other people in order to help yourself. I think that’s very true, that works on the diabetes websites too.”
The DOC Supports Quality of Life

Fact
↑ Health-Related QOL
Compared to Norms
Perceived

Litchman (2015); Greenwood et al. (2016)
Patients Tell Their Clinician About DOC Use
67% Have not told their healthcare provider about their DOC use
HCP Knowledge → More Engagement
The DOC Will Replace Me

Myth
67%  Every 3 Months

24%  Every 6 Months
“I get to learn a lot of things that [my healthcare providers] don’t have time to share on 15-30 minute meetings. It’s a great tool. I’m not sure that people need to doctor themselves based on it, but it certainly is a good supplement.”
So What?
Patients Want Provider Engagement

Greenwood et al. (2016)
References


• Litchman ML. *A multiple method analysis of peer health in the diabetes online community*. ProQuest Dissertations & Theses Global: Health & Medicine(1755696611). College of Nursing, University of Utah; 2015.

