

Social Media and the Medical Rehabilitation Scientific Societies

*The experience of the Italian Society of Physical and
Rehabilitation Medicine (SIMFER)*

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SOCIAL MEDIA:

Internet based tools that allow individual and communities to **gather and communicate**; to **share** information, ideas, personal messages, images and other content, and in some cases **to collaborate** with other users in real time. Social media are also referred to as “WEB 2.0” or “social networking”

In the **last years**

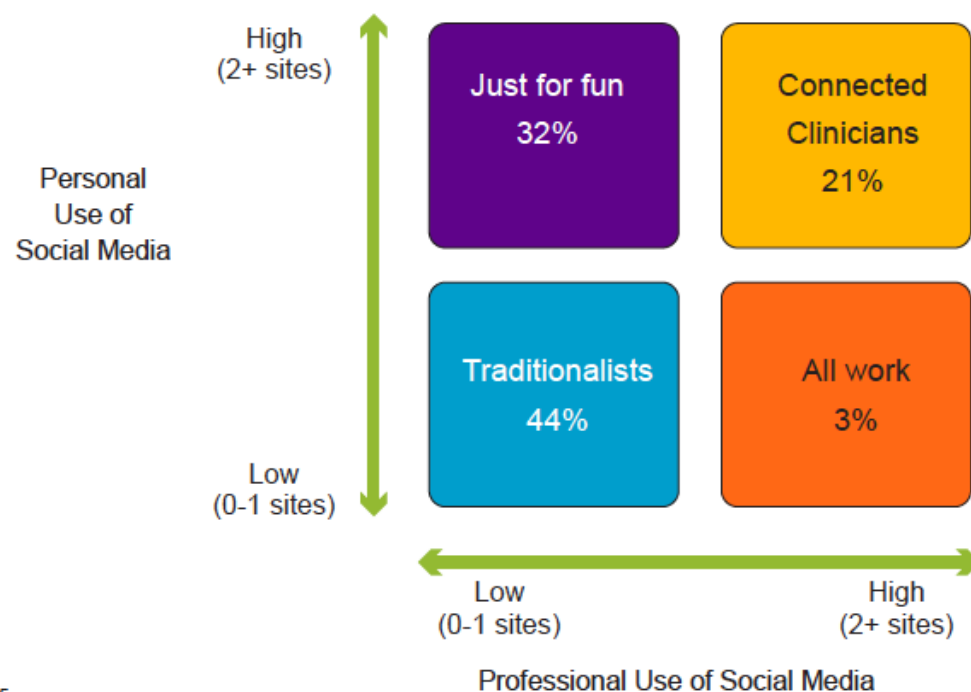
the use of social media to **disseminate** health messages has grown significantly, and continues to **trend** upward.



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“Connected clinicians” vs “traditionalists”

Figure 11: Connected clinicians are leaders in applying social media to medicine



N = 3995
Source: QuantiaResearch www.quantiamd.com



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Medical Rehabilitation seems to be

a particularly suitable area for the diffusion of social media, given its **holistic approach** and the particular attention towards the **enviromental factors** influencing health.

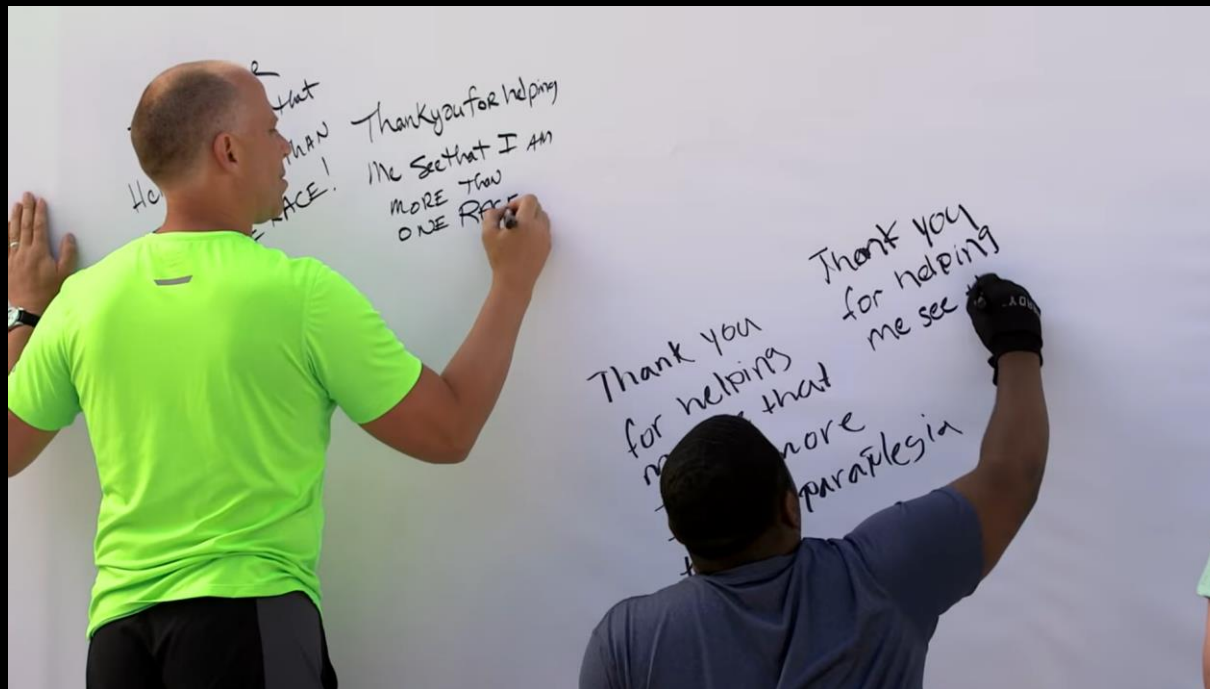


Image taken from
**«Physiatry is more
than...»**

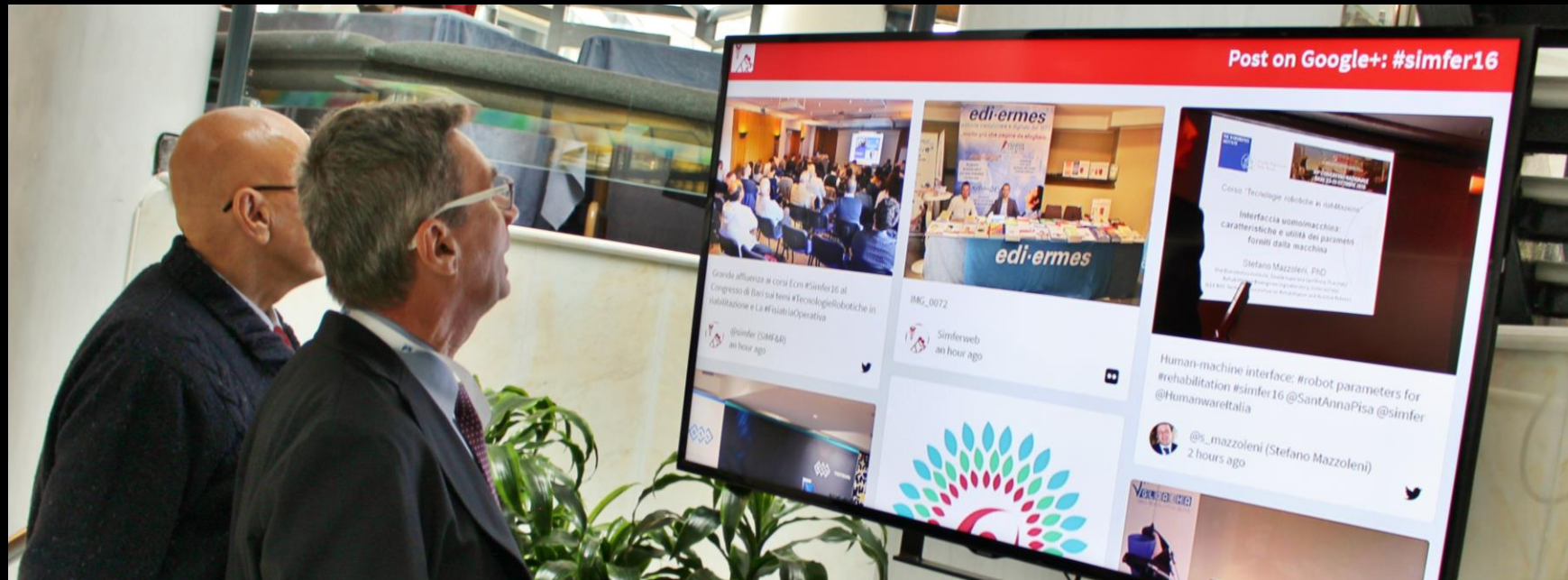
*campaign launched by the
American Academy of PRM*



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The Italian Society of Physical and **Rehabilitation** Medicine

Launched a program to **integrate the social media** into its overall communication plan, aimed at improving the internal and external **communication**, increasing the **visibility** and **authoritativeness** of the Society, and promoting the engagement and **interaction** of members.



Material and **Methods**

The program was started in **2015**, and included the following steps:

- Renewal and re-engineering of the Society **Website & Blog**



Riabilitazione "cenerentola" nei sistemi sanitari? L'Oms dice l'esatto contrario (<http://www.simferweb.net/blog/2017/04/riabilitazione-cenerentola-nei-sistemi-sanitari-loms-dice-lesatto-contrario/>)

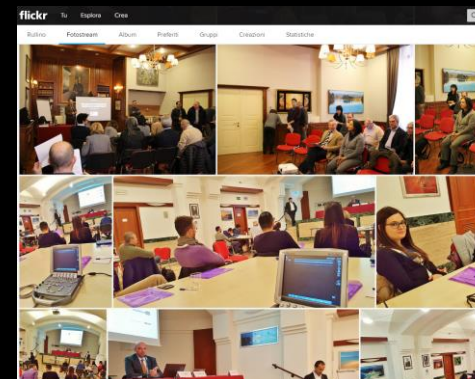
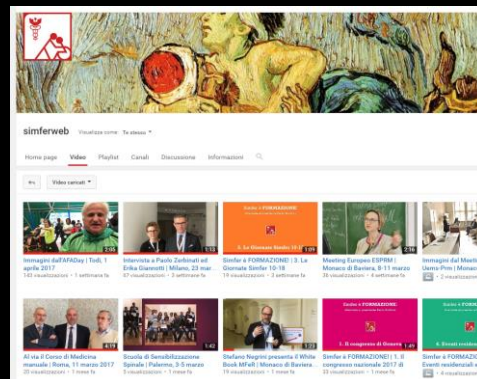
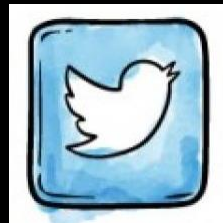
8 aprile 2017 | (<http://www.simferweb.net/blog/2017/04/riabilitazione-cenerentola-nei-sistemi-sanitari-loms-dice-lesatto-contrario/>) Scritto da **simferweb**

[Lascia un commento](http://www.simferweb.net/blog/2017/04/riabilitazione-cenerentola-nei-sistemi-sanitari-loms-dice-lesatto-contrario/#respond) (<http://www.simferweb.net/blog/2017/04/riabilitazione-cenerentola-nei-sistemi-sanitari-loms-dice-lesatto-contrario/#respond>)



Development of an **integrated** plan

of implementation of different social media, sharing **common graphical features** and supporting in a coordinated way the organization's mission



Engagement of a **journalist**

and **social media expert**, supporting the different Society's bodies, coordinating the communication initiatives, and developing an evaluation plan to **monitor the engagement** of users and the effectiveness of communication



«Digital Physiatrists»

Establishment of a **coordinating committee** including members of the different Society's bodies and a group of colleagues (called “**digitalphysiatrists group**”) acting as “reporters” to provide information, news, interviews etc.



Organization of **workshops**

around the Country **on the use of social media** for the members of the Society.



Results. Up to now,

the main results of the project are:

- **Increased numbers** of media users among the members of the society (from 50% to 100% according to the different media)



Followers: **280** > **490**



Fans: **250** > **1630**



Videos: **18** > **140**

(Aug 2016-Apr 2017)

Increased **awareness** of the PRM

and of the **role of physiatrists** among other professionals and in the community



Increase in **interaction**

and **communication** between professionals



Il medico fisiatra è...

... Il medico che aiuta la persona a ricomporre i pezzi del puzzle della sua vita

DANIELA VALOTTO
MEDICO FISIATRA



Il medico fisiatra è...

... è il medico del futuro; guarda oltre la malattia del paziente e analizza le sue capacità con lo scopo di migliorarne lo stato di salute

MARCO PAOLETTA
MEDICO IN FORMAZIONE SPECIALISTICA



Il medico fisiatra è...

... il medico che fa vivere il paziente al meglio delle sue possibilità

ALESSANDRO DE SIRE
MEDICO IN FORMAZIONE SPECIALISTICA



Il medico fisiatra è...

... lo specialista che smonta i problemi della persona e li ricompone in una soluzione personalizzata

MAURIZIO MASSUCCI
MEDICO FISIATRA



Il medico fisiatra è...

... come un direttore d'orchestra: sa scegliere gli strumenti perché il paziente possa suonare la sua miglior melodia.

IRENE MAGHINI
MEDICO IN FORMAZIONE SPECIALISTICA



Il medico fisiatra è...

... un medico specialista che partendo dalle proprie competenze cliniche e dalla valutazione della disabilità della persona, ne favorisce il piano di vita indipendente trattandone i problemi clinico-funzionali.

MAURO ZAMPOLINI
MEDICO FISIATRA



Il medico fisiatra è...

... un medico clinico... ottimista. Coglie quanto c'è di buono nella persona e lo ottimizza rispetto ad un obiettivo di autonomia

LORENZO PANELLA
MEDICO FISIATRA



Il medico fisiatra è...

... un medico che non cura la malattia che ha una persona ma la persona che ha una malattia.

PAOLO BOLDRINI
PRESIDENTE SIMFER



Conclusion. The **proper** use

of social media has a **crucial role in the framework** of the global communication strategies of the **professional communities** of PRM specialists.

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 ISPRM Society	7.9K 	▲ 0.2%	4	14 
2	 American Academy of P...	4.5K 	▼ 0.1%	6	50 
YOU 3	 Simferweb	1.6K 	▲ 1.8%	9	307 
4	 Esprm	1.1K 	▲ 0.1%	0	0 
5	 PRM Section & Board of ...	190 	▲ 0.5%	0	0 

A way forward...



SIMFRRCHANNEL: started on
April, 22nd

Perhaps:
Expansion of the Social network to merge
different flows of information in a unique
stream of information





Thank you!

*Thanks to Eugenio Andreatta for his professional support and advice

