

Development of 25 web vignettes about the use of social media and information technology in pharmacy

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Background

Social media are largely used in the society. Healthcare practitioners can use social media in their practice. There are opportunities and threats associated with the use of social media and information technology.

Objectives

To describe the development of web vignettes about social media and information technology in pharmacy for teaching purpose.

Methods

- This is a descriptive study.
- Following a literature search and a Youtube.com scan about the use of social media and information technology by healthcare professionals, we identified key topics, potential behaviors and current opportunities and threats.
- For each targeted topic, the following elements were elaborated through a brainstorm of the research team: environment, theme, information technology used, key script elements for scenario, opportunities, threats.
- A pre-test script was recorded with a pharmacist and a research assistant.
- Locations were identified to mimic a retail pharmacy, a hospital and a teaching environment.
- Actors were provided a short scenario per vignette before filming. Vignettes were recorded in a 4-hour sequence with 2-3 shots/vignette ; film editing was done to provide a less than 2 minutes vignette/script
- Vignettes were posted on a Youtube chain
- The initiative was diffused on blogs and a structured intervention was conducted in class with undergrad and M.Sc. pharmacy students including a web questionnaire to describe their profile of the use of social media and their perceptions of the current initiative.

Results

- A total of 25 web vignettes (~ 20-160 seconds) were filmed in December 2016 in retail pharmacy settings (n=12), hospital settings (n=4) and teaching settings (n=8).
- For example, scenarios illustrated themes like patient-pharmacist relationship, pharmacy student-professor relationship, confidentiality, professional responsibility, freedom of expression, scientific publication, ethics, plagiarism, conflicts of interests.
- One vignette illustrated the “making of the project” while the 24 other vignettes illustrated seven traditional communication situations, including 19 electronic communication situations, a total of 20 opportunities and 23 threats.
- Each vignette was filmed up to three times by a cameraman (one pharmacist) with one to four actors (one pharmacist and three pharmacy students) and the best result for each was edited and published on Youtube.com.
- Short sequences were selected to keep viewers’ attention.
- A discussion of key opportunities and threats about each vignette was written by the research team as a foot note of each vignette on the web to support future discussions.
- The vignettes were presented to pharmacy students during four different 30-minute class presentation. The youtube channel was also shared on Facebook with students and pharmacists.
- After watching a few vignettes, pharmacists and pharmacy students were invited to respond to a nine-question survey to give their appreciation and perception of videos
- A total of 461 pharmacy students and pharmacists answered the survey

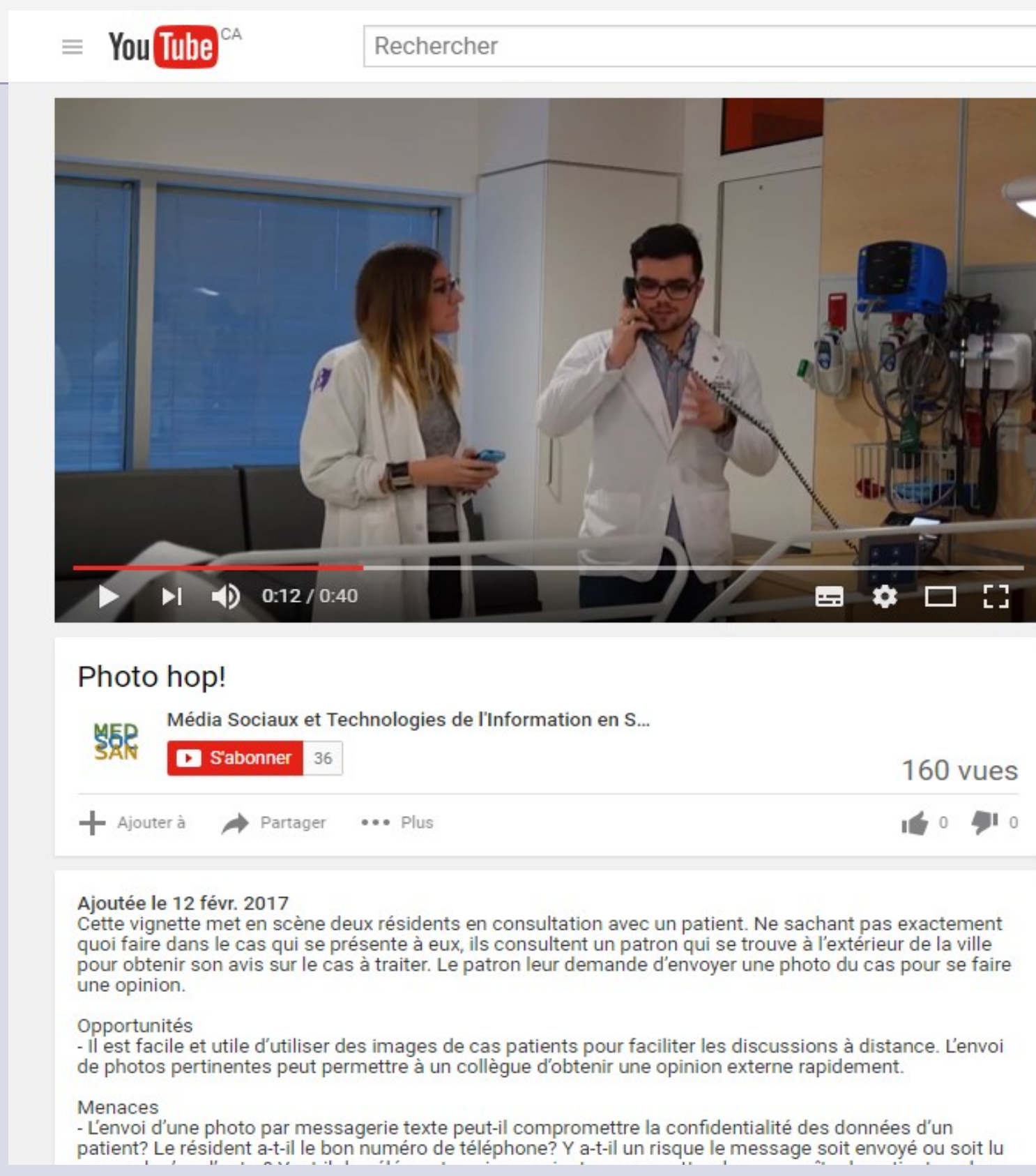
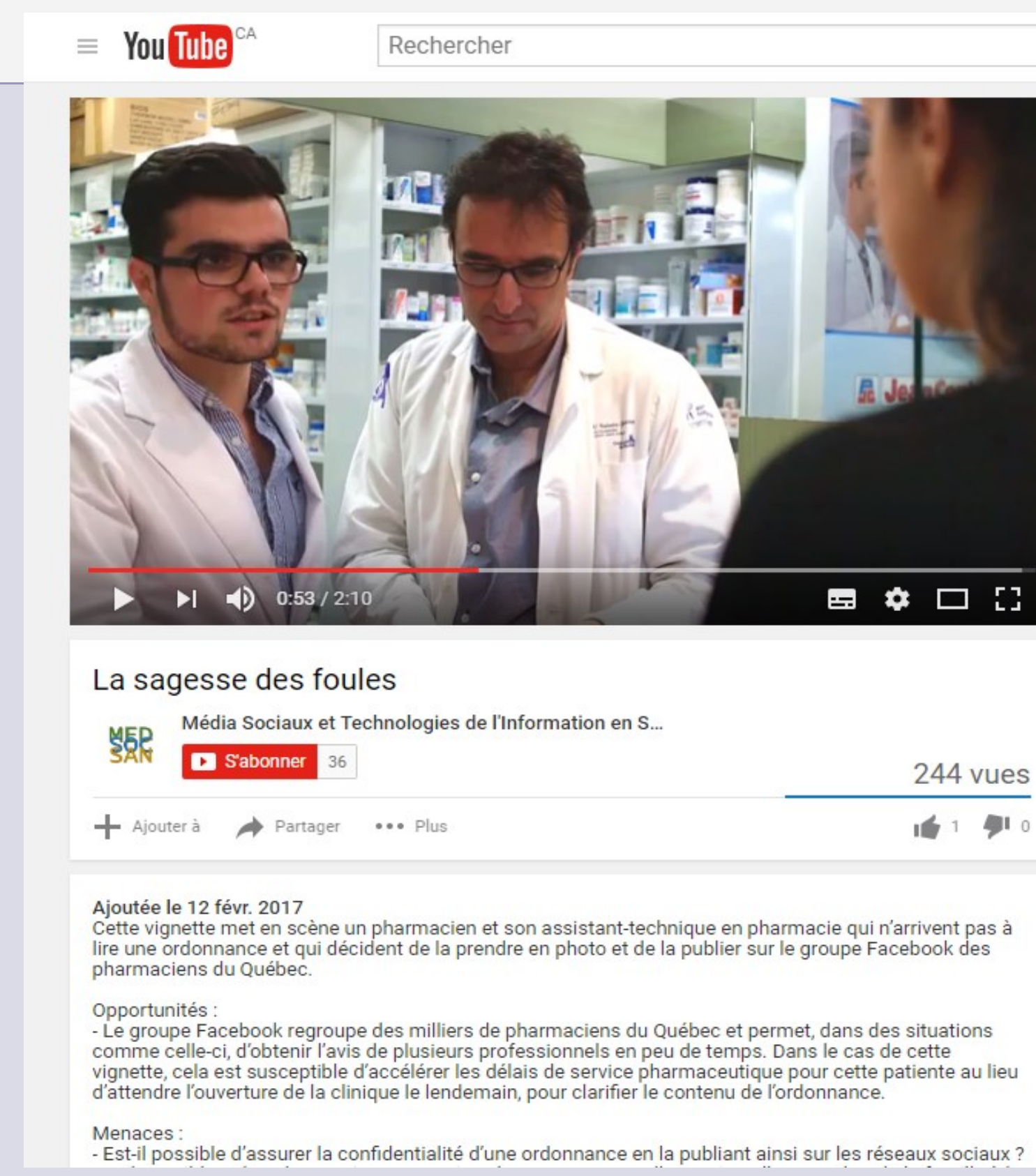


Table I - Perceptions of pharmacy students and pharmacists about the web vignettes

Statements	Totally agree	Partially agree
Social media and information technologies represent a threat to the pharmacist-patient relationship	11.5%	50.1%
Social media and information technologies can boost productivity of pharmacists	24.6%	61.5%
Social media and information technologies can increase proximity to patients	17.3%	55.3%
Social media and information technologies can increase access to health care	31.5%	54.0%
Social media and information technologies respond to a need of pharmacy patients	19.9%	55.6%
Social media and information technologies jeopardize privacy	30.9%	52.0%
Social media and information technologies allow a patient to refer to their pharmacist at the best time of their choice	11.7%	47.0%
Social media and information technologies increase the risk of prosecution with the presence of electronic evidence	39.5%	47.7%
Social media and information technologies can help better serve remote areas patients by limiting travel	32.6%	50.4%
I have received enough training in my university curriculum to recognize the opportunities and threats associated with social media and information technologies	10.9%	40.2%
I have received enough training from my professional order to recognize the opportunities and threats associated with social media and information technologies	7.8%	24.4%
I feel comfortable using social media and information technologies as a student, resident or pharmacist in my practice	14.8%	42.3%
The web vignettes are very realistic	47.0%	45.5%
The web vignettes have made me aware of the threats associated with social media and information technologies	52.0%	44.0%
The video thumbnails showed me the opportunities associated with social media and information technology	39.2%	51.8%
The web vignettes made me think and made me questioned some of my behaviors online	36.9%	49.5%
The web vignettes will influence my behavior in the future	28.9%	59.9%
I would like to be more mentored in my use of social media and have access to guidelines on online best practices to better guide my behavior	47.6%	40.6%

Discussion / Conclusion

It is feasible to develop and film 25 web vignettes about social media and information technology in pharmacy. The vignettes will be used as a support tool in the context of Pharm.D. and M.Sc. pharmacy curriculum.

Contact : jf.bussieres@ssss.gouv.qc.ca - Conflict of interest: None - Funding: Bourse du Cercle du Doyen - Faculté de pharmacie – Poster presented at the AFPC - Association of Faculties of pharmacy of Canada - 4-6 juin 2017, Québec, Québec, Canada.

