

Conference Theme

Global Approach to Renal Care Innovation-
Balancing Compassion and Health Technologies



Social media usage behaviour of chronic haemodialysis patients

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Agenda

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Introduction

In today's world, many patients search for medical information in social media networks. Thus, these networks have become an important communication tool to inform and train the patients.



Objectives

To evaluate the social media usage behaviour of chronic dialysis patients treated in a dialysis network in Turkey



Methods (1/3)

- **4,683 patients from 41 clinics with free internet access were given a questionnaire with 19 questions. The clinic staff was asked not to help patients with the questions to prevent a potential bias. 15 illiterate patients were excluded.**



Methods (2/3)

SOCIAL MEDIA SURVEY

1) Do you use the internet?

a) Yes b) No

2) How often do you use the internet?

a) sometimes b) regularly c) very often

3) On average, how much time do you spend on a social networking sites daily?

a) Much b) too much c) slightly

4) Do you use the smart phone?

a) Yes b) No

5) Which are the main reasons you use the smartphone? (you can mark multiple options)

a) SMS b) e-mail c) internet d) applications

6) Which applications are available on your smartphone? (you can mark multiple options)

a) Health b) Newspaper c) Social media (Facebook) d) Games

e) Shopping f) Video-picture sharing g) Other.....

7) How many applications are there in your smartphone?

a) Fewer than 5... b) More than 5

8) Please select all social networks for which you have created a personal profile (You can choose more than one)

a) Facebook b) Instagram... c) Pinterest d) Youtube e) Swarm-Foursquare

f) Snapchat g) Twitter h) LinkedIn i) Other.....

9) Do you have an e-mail address?

a) Yes b) No

- To follow brands
- To make new friends
- To share my opinions
- To follow my agenda
- To spend time

11) If you use Facebook, how many contacts/friends do you have?

a) Fewer than 100

b) 101-250

c) 251-350

d) More than 350

12) Have you ever visited Fresenius or Nephrocare sites before on the internet or social media?

a) Yes

→ please provide us which one.

- FreseniusMedicalCare website

- NephroCare website

- FreseniusMedicalCare facebook

b) No

13. Have you ever done any research on the internet about kidney failure?

a) Yes b) No

14. Can you use the internet in the clinic?

a) Yes b) No

15. Do you think the internet is sufficient at the clinic?

a) Yes b) No

Methods (3/3)

10) Why do you use an online social network? (you can choose more than one choice)

- To find information
- To play games
- To follow friends

16. Select your gender:

- a) Female
- b) Male

17. Select your age:

- a) <20
- b) 20-35
- c) 36-45
- d) 45>

18) What is your degree?

- a) Elementary school
- b) Middle school
- c) High-school
- d) Higher education

19) Select your occupation:

- a) Working
- b) Unemployed
- c) Student
- d) Retired

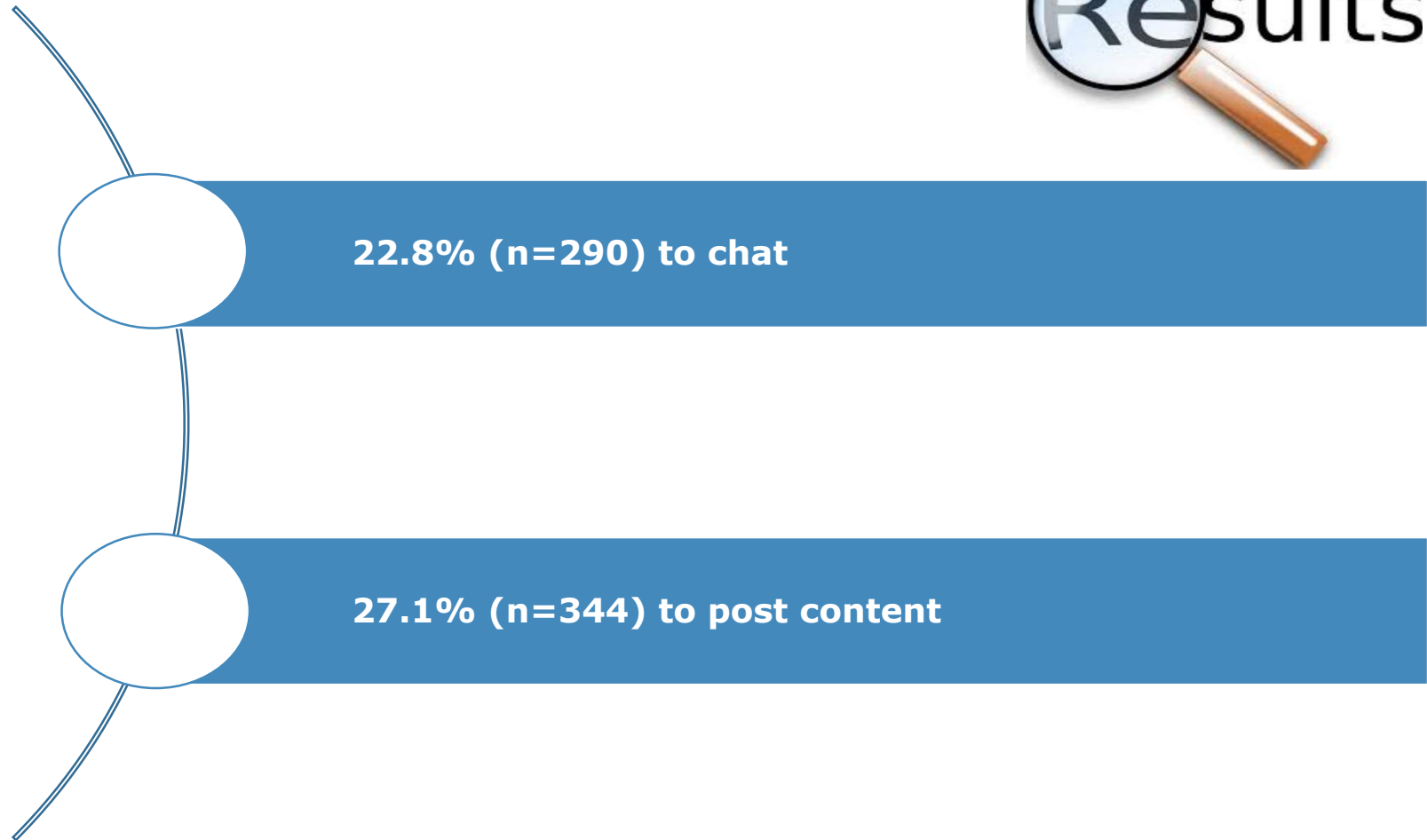
Results (1/3)

- **27.1% (n=1,271) of the patients reported to use the internet (29.7% female, 98.8% literate).**
- **Of these patients, 2.5% were <20 (n=32), 38.3% were 20-25 (n=487) and 59.2% >45 years old (n=752).**
- **21% used the internet very frequently and 29.1% regularly. 76.4% (n=971) considered their usage as too high.**

Results (2/3)



Results (3/3)



Results (3/3)

- **The use of the internet and social media among haemodialysis patients increases. It may be an important platform to train patients, have them follow their health status, and guide them with more accurate and updated information.**

**Thank You Very Much
for Your Attention!**

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