

Creating and Assessing a Subject-Based Blog for Current Awareness within a Cancer Care Environment

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Social Media and Grey Literature Are Healthcare Professionals Ready?



Purpose/Reason

- Engagement, development, support
- Knowledge dissemination
- Social norms
- Marketing
- Convenient and easy access to information (one place)

Research Findings

- Over 50% of physicians in Europe and 41% in the U.S. regularly engage/post in blogs (Graham, 2011)
- 80% of medical organizations surveyed plan to implement blogs in their information pursuits; 50% currently do so (Chu, 2011)

Current Awareness and Health Information

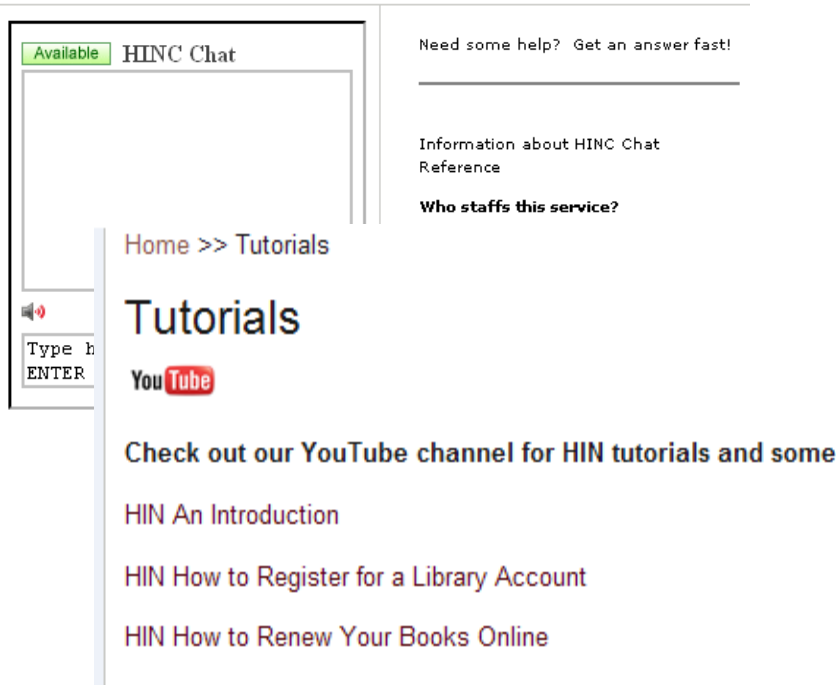
- **Open Access** movement
- **Sharing/promoting** of information
- **Improving** teaching and learning pursuits
- **Understanding** needs of users
- **Filtering & re-organizing** information
- **Aggregating** information



What Have We Done in Integrating Social Media & Current Awareness?

Home >> Have a Question? Get Answers Fast via Chat!

Have a Question? Get Answers Fast via Chat!



The screenshot shows a library chat interface. On the left is a chat window titled "HINC Chat" with a status indicator "Available". The chat area is empty. Below the chat window is a text input field with a microphone icon and the text "Type h ENTER". On the right side of the chat window, there is a sidebar with the following text: "Need some help? Get an answer fast!" followed by a horizontal line, "Information about HINC Chat Reference", and "Who staffs this service?". Below the chat window, there is a navigation menu with the text "Home >> Tutorials" and "Tutorials". Below the navigation menu, there is a "YouTube" logo and the text "Check out our YouTube channel for HIN tutorials and some". Below this, there are three links: "HIN An Introduction", "HIN How to Register for a Library Account", and "HIN How to Renew Your Books Online".

Social Media in Library Services

- IM Chat
- Twitter
- You Tube Channel

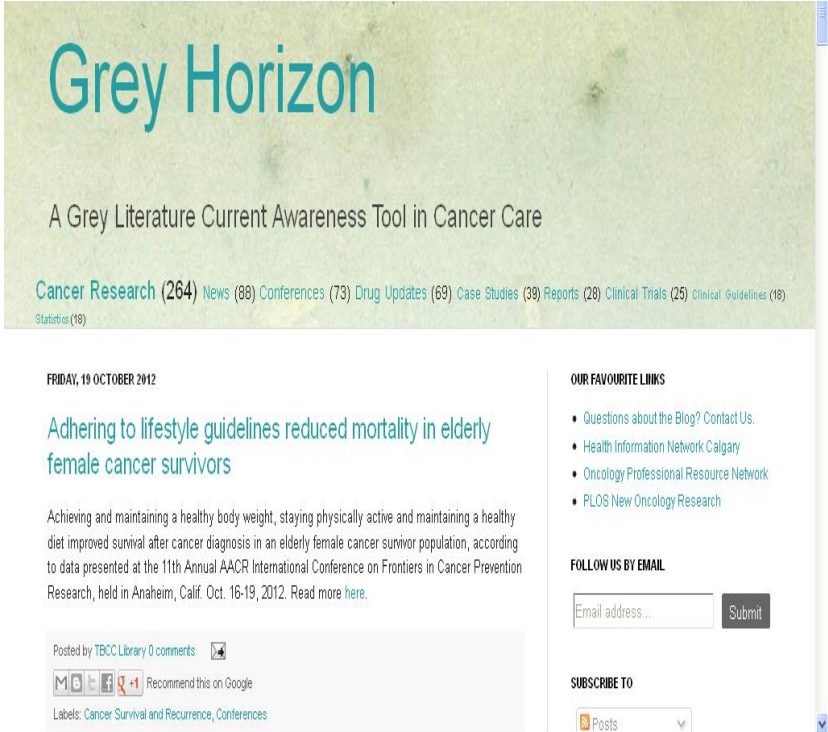
Current Awareness in Cancer Care

- In-person training
- Virtual presence
- Subject expertise

Grey Horizon

Process/Methodology

- *Blogger* as the platform
- Scope and breadth of content
- Selection of sources
- Frequency of postings
- Organization of information

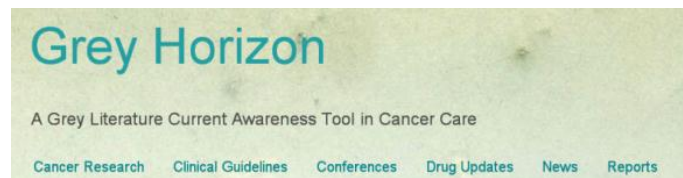


The screenshot shows the Grey Horizon Blogger page. The header features the title "Grey Horizon" in a large, teal font, with the subtitle "A Grey Literature Current Awareness Tool in Cancer Care" below it. A navigation menu lists categories with their respective counts: Cancer Research (264), News (88), Conferences (73), Drug Updates (69), Case Studies (39), Reports (28), Clinical Trials (25), Clinical Guidelines (18), and Statistics (18). The main content area displays a post from Friday, 19 October 2012, titled "Adhering to lifestyle guidelines reduced mortality in elderly female cancer survivors". The post text discusses the benefits of a healthy lifestyle for cancer survivors, citing data from the 11th Annual AACR International Conference on Frontiers in Cancer Prevention Research. Below the post, there are social media sharing options, a "Post by TBCC Library" notice, and a "Labels" section with "Cancer Survival and Recurrence, Conferences". On the right sidebar, there are sections for "OUR FAVOURITE LINKS" (including "Questions about the Blog? Contact Us", "Health Information Network Calgary", "Oncology Professional Resource Network", and "PLOS New Oncology Research"), "FOLLOW US BY EMAIL" (with an email input field and a "Submit" button), and "SUBSCRIBE TO" (with a dropdown menu set to "Posts").

Grey Horizon

Execution & Performance

- Soft launch
- Bi-weekly digest
- Promotion
- Project roll-out



Grey Horizon: Bi-weekly Digest *October 24, 2012*

[Archived Issues](#) | [Subscribe to the Blog](#)

- [New safety information: Interaction of proton pump inhibitors with methotrexate](#)
- [Wide variation in mastectomy rates across Canada](#)
- [Jonsson Cancer Center researchers discover mechanism to revive hope in promising lymphoma treatment](#)
- [SAFIR01: First large scale trial of whole-genome cancer testing for clinical decision-making](#)
- [Maintenance treatment with MGN1703 following standard first-line treatment prolongs progression-free survival in patients with metastatic colorectal cancer](#)

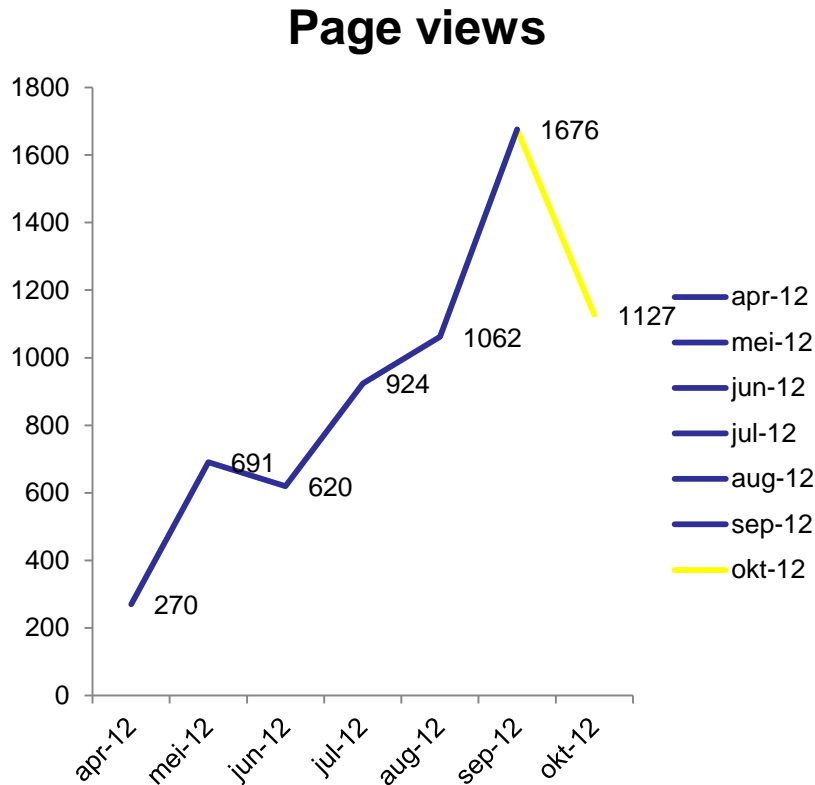
How to access full text articles

Published articles are available to staff of Alberta Health Services Cancer Care sites at Tom Baker Cancer Centre, Holy Cross Site, Lethbridge Cancer Care, and Medicine Hat Cancer Centre through the Health Information Network (HIN).

To access full-text articles from hundreds of medical journals licensed through HIN, visit our website at <http://hinc.ucalgary.ca>, select Find a Specific Article, AHS Cancer Care, and search for the journal title.

[More...](#)

Blog Analysis - *Blogger*



* Page views were calculated on Oct. 22

Most popular posts

- o **News** about a specific research conference (84)
- o A cancer **drug update** from Health Canada (56)
- o A **report** on cancer health services (53)
- o A **clinical guideline** from NICE (51)
- o **Statistics** on cancer incidence, survival and risk factors (46)

Blog Analysis – Google Analytics



■ **61.51% New Visitor**
1,098 Visits

■ **38.49% Returning Visitor**
687 Visits

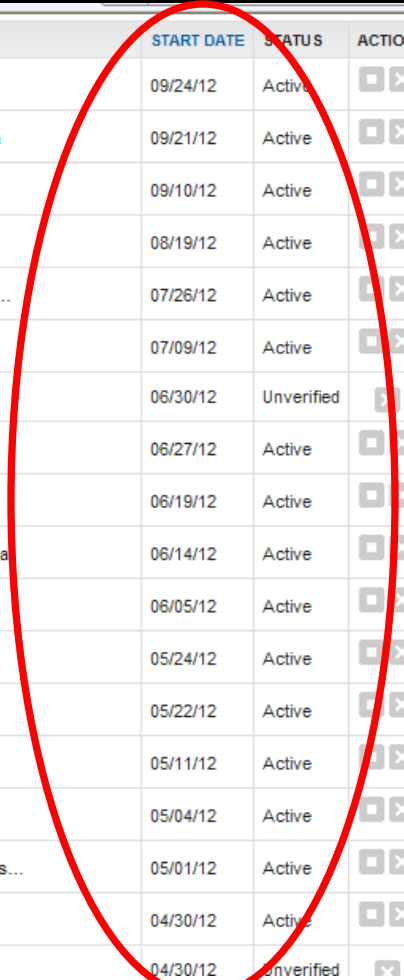
- 1785 “people” visited the site (identified by IP addresses)
- Average visit duration: 4 minutes 14 seconds

Primary Dimension: Count of Visits

Count of Visits	Visits	Pageviews	Percentage of total	
			Visits	Pageviews
1	1,098	2,094	61.51%	51.27%
2	207	498	11.60%	12.19%
3	78	196	4.37%	4.80%
4	43	131	2.41%	3.21%
5	26	65	1.46%	1.59%
6	22	55	1.23%	1.35%
7	19	78	1.06%	1.91%
8	16	43	0.90%	1.05%
9-14	63	197	3.53%	4.88%
15-25	64	208	3.59%	5.09%
26-50	62	259	3.47%	6.34%
51-100	59	182	3.31%	4.46%
101-200	28	78	1.57%	1.91%

Blog Analysis - *Feedburner*

- 17 subscribers in total
- 12 active subscribers on average
- 35% REACH on average every week
- Additional page views calculated



EMAIL	START DATE	STATUS	ACTION
albertahealthservices.ca	09/24/12	Active	[icon] [icon]
albertahealthservices.ca	09/21/12	Active	[icon] [icon]
com	09/10/12	Active	[icon] [icon]
ertahealthservices.ca	08/19/12	Active	[icon] [icon]
h@albertahealthservices...	07/26/12	Active	[icon] [icon]
ail.com	07/09/12	Active	[icon] [icon]
shaw.ca	06/30/12	Unverified	[icon]
albertahealthservices.ca	06/27/12	Active	[icon] [icon]
lbertahealthservices.ca	06/19/12	Active	[icon] [icon]
@albertahealthservices.ca	06/14/12	Active	[icon] [icon]
ertahealthservices.ca	06/05/12	Active	[icon] [icon]
albertahealthservices.ca	05/24/12	Active	[icon] [icon]
ertahealthservices.ca	05/22/12	Active	[icon] [icon]
lbertahealthservices.ca	05/11/12	Active	[icon] [icon]
ertahealthservices.ca	05/04/12	Active	[icon] [icon]
ien@albertahealthservices...	05/01/12	Active	[icon] [icon]
albertahealthservices.ca	04/30/12	Active	[icon] [icon]
albertahealthservices.ca	04/30/12	Unverified	[icon]

Tweets & Staff Log: Connecting the Internal to the External

The screenshot shows a Twitter profile with several retweets and a follower notification. The retweets are from GURU (9 Oct), Carrie J (20 Sep), and CME & PD (23 Jul). The follower notification is from Amanda Wilhelm and 4 others (10 Aug).

Retweets:

- GURU retweeted you** (9 Oct)
 - 18 Sep: Shingles patients don't have higher risk of cancer, study finds: It...
 - 7 Sep: Cancer control groups hope photos will shock young people into u...
 - 9 Oct: Cancer prevention: 'More testing is not always better': Last year,...
- Carrie J retweeted you** (20 Sep)
 - 6 Sep: IARC World cancer fact sheet: Cancer Research UK and the Inter...
 - 24 Aug: Lung cancer risk prediction model: The Liverpool Lung Project (L...
 - 7 Sep: View the Exploring Ways to Educate Patients Using Social Medi...
 - 20 Sep: Cancer in the movies: ESMO press release: Films that feature c...
- CME & PD retweeted you** (23 Jul)

Followers:

- Amanda Wilhelm and 4 others followed you** (10 Aug)

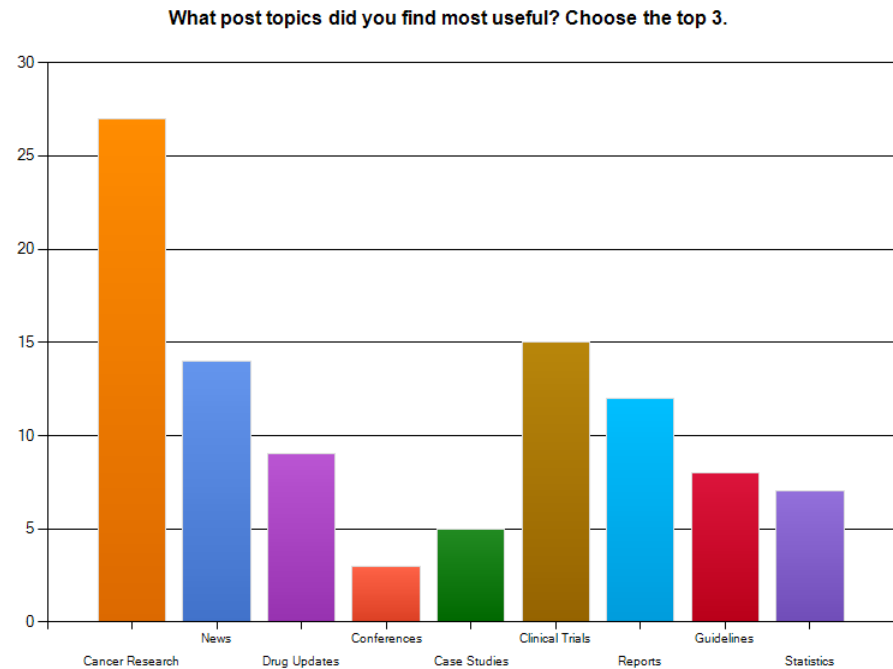
The screenshot shows a Microsoft Excel spreadsheet with a table containing staff log data. The table has columns for Sources, Publication Date, Date Checked, Yes/No posted, Initials, Time Spent, and Comment. The data rows are numbered 476 through 499.

	A	B	C	D	E	F	G
1	Sources	Publication Date	Date Checked	Yes/No posted	Initials	Time Spent	Comment
476	UBC Centre for Health Services	28-Sep-12	12-Oct-12	Yes	MT	4 min	
477	IHE		12-Oct-12	No	MT	1 min	
478	MASCC	26-Sep-12	12-Oct-12	Yes	MT	4 min	
479	Health of Nations		12-Oct-12	No	MT	2 min	
480	Globe and Mail news		15-Oct-12	No	MT	1 min	
481	American Cancer Society		15-Oct-12	No	MT	1 min	
482	Globe and Mail news	15-Oct-12	15-Oct-12	Yes	MT	5 min	
483	Health Canada	15-Oct-12	15-Oct-12	Yes	MT	7 min	
484	National Cancer Institute	15-Oct-12	15-Oct-12	Yes	MT	3 min	
485	ESMO	15-Oct-12	15-Oct-12	Yes	MT	3 min	
486	Globe and Mail news		16-Oct-12	No	MT	1 min	
487	National Cancer Institute	16-Oct-12	16-Oct-12	Yes	MT	8 min	
488	ESMO		16-Oct-12	No	MT	1 min	
489	IARC	16-Oct-12	16-Oct-12	Yes	MT	5 min	
490	Utoday	15-Oct-12	16-Oct-12	Yes	MT	3 min	
491	Natural Standard	15-Oct-12	16-Oct-12	Yes	MT	3 min	
492	Natural Standard		17-Oct-12	No	MT	3 min	
493	Globe and Mail news	17-Oct-12	17-Oct-12	Yes	MT	8 min	
494	Health Canada		17-Oct-12	No	MT	2 min	
495	Cancer View Canada (clinical trials)	16-Oct-12	17-Oct-12	No	MV	1 min	
496	Cancer Compass	16-Oct-12	17-Oct-12	Yes	MV	10 min	
497	Natural Standard	18-Oct-12	18-Oct-12	Yes	MT	3 min	
498	Canadian Cancer Society		18-Oct-12	No	MT	1 min	
499	American Cancer Society		18-Oct-12	No	MT	1 min	

Post-Survey

Four sections:

- Grey literature awareness and current awareness (CA) efforts
- Experience with the Blog
- Experience with bi-weekly digests
- Additional comments about CA services



Discussion/Future Directions



- Subject-based blogs work well with CA service
- Blogs work well for grey literature
- Enhanced collaboration and information sharing
- Constant and various methods of marketing/promoting
- Thorough project planning (staff time, workload and user expectations)
- Expansion of other subject blogs