

SOCIAL MEDIA AND COMMUNICATION TECHNOLOGY: NEW FRIENDS IN HEALTH CARE AND RESEARCH

Dr. Suwersh Narula-Khanna¹ Dr. TanayMaiti²

¹Retired Professor Emeritus, USA, Founder of CNRS & NHS, India | 137 Thornwood Road, Stamford, Connecticut, USA 06903

²Dr. TanayMaiti, Psychiatrist | Room No. 1, Psychiatry OPD building, First floor at AIIMS Bhubaneswar, India | Home Address: CijuaPatrapada, Bhubaneswar, India 751019

Corresponding email: [druwersh@gmail.com](mailto:drsuwersh@gmail.com), drtanaymaiti@gmail.com

SOCIAL MEDIA: As you all know that the social media refers to website and applications that are designed to allow people to share content quickly, efficiently and in real time. The ability to share photos, opinions, thoughts, events and messages in real time has transformed the way we live and also the way we do business. The idea of social media came when Steve Case and his partner Leonsis were developing AOL, the instant messenger. Social media is at the places where they can be entertained, communicate and participate in social environment. Some people define social media as Apps on their smart phone or on tablet.

Keyword: social media, communication, technology

The truth is that communication started with computers and now social media has become an integral part of their marketing strategy. The key to successful social media is not to treat it as extra appendage, but to treat it with same respect, care and attention you do all of your marketing efforts. Let us see some types of social media:

1. Social Networking sites, such as Face Book, Linked in
2. Social Review Sites
3. Community Sites
4. Bookmarking Sites, such as Pinterest, Flipboard, Diggs

5. Community Blogs
6. Discussion Sites
7. Sharing economy networks
8. Microblogging Sites, such as Twitter, Face Book
9. Social News, such as digs

The first recognized social media site was the Six Degrees which was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging site became popular, creating a social media sensation that's still popular today. The other popular social

media sites today are: WhatsApp, WeChat, QZone, Tumblr, Instagram, Twitter etc.

Some functions of social media include: Identity, Conversations, Sharing, Relationships, Reputations and Marketing. There are 7 features of successful social media Apps:

1. Ease of connectivity
2. Ability to extensively Customize Individual Profiles
3. Ability to expand user following
4. Choosing the right platform
5. Easy integration with other social media platforms
6. Privacy & security
7. Notification & News Feed

Some of the benefits of social media include: Faster & easier communication, Networking & Partnership, Boosting organic visibility, Increasing website traffic, Customer feedback, Impressing potential customers, Branding, Tracking your competition and User generated content & Crowdsourcing of ideas. Everything has pros & cons. The disadvantages of social media are: Lacks emotional connection, Gives people a license to be hurtful, Decreases Face-to-Face communication, Conveys inauthentic expression of feeling,

Diminishes understanding & thoughtfulness, Causes Face-to-Face interactions to feel disconnected, Facilitates laziness, Creates a skewed self-image, Reduces family closeness and Causes distractions. Just keep in mind that social media is highly competitive venture with a short attention span. It should be used actively every day. Try to include image in your posts and do not make it all about you. Focus on patients, customers and consumers.

COMMUNICATION TECHNOLOGY:

Effective communication skills are crucial in all aspects of nursing and midwifery practice says Philippa Sully and Joan Dallas in their E book (Essential communication...2010) book). As you know that communication is a process by which information is exchanged between individuals through a common system of symbols, signs or behaviors. It is technique of the transmission of information such as print, telecommunication, etc. The information Communication Technology is defined as all aspects of computer-based storage, retrieval and delivery of an electronic information

Information and Communication technology includes: Information Architecture designing to find information

quickly, an information asset as patient or consumer's or employees record, Information assurance to protect information to be seen or changed by an unauthorized person, information audit to examine hospital or company or organization to see its effectiveness, information center where members can get information about patient, place or activity and an information commissioner to provide facility and guidance to retrieve information. Sometimes, it also has availability of information economy where knowledge, services and information are more valuable than manufacturing. The privacy is protected by information manager. Some of the terms used in this technology include: Informant, Information builders, information cards, information collaboration, information engineering, information exchange, information float etc.

WEBINAR & ZOOM MEETINGS:

A webinar has a registration, reporting and in-meeting chat for attendees. A Zoom meeting simply refers to a meeting that's using Zoom, and attendees can join the meeting in-person, via webcam or video conferencing camera, or via phone. A Zoom is a cloud-based video conferencing platform that can be used for video

conferencing. On the other hand, a Zoom meeting is a video conferencing platform that offers a high definition video online meetings, conferences and group messages with a goal on making online communication easy. It facilitates remote collaboration and communication. A Zoom room is the physical hardware setup that lets companies launch zoom meetings from their conference rooms. To set up a Zoom room you need a computer to sync and run zoom meetings and a tablet for attendees to launch the Zoom meetings. This year of 2020 has become the year of greatest use of webinars and zoom meetings related to lockdown due to Covid -19 pandemic worldwide.

NEW FRIENDS IN HEALTH CARE & RESEARCH:

In this "digital age", the model of health care is changing rapidly, primarily in the area of communication that is happening among the major stakeholders each minute says S. Ray(in article, 2017)

It is a human nature that we need change, revitalization, thrill, excitement, new knowledge, new ways, new opportunities, new goals and new hopes. Although we say that old is gold, or we keep on going back and forth with our life styles. Fifty year old fashions are coming back and

it keeps on going in circles round and round, back and forth in our lives. On the other hand, Social Media and communication Technology are different I do not think, we will ever go back to our chalk & board in classroom, or clay smeared wooden Takhti for information and communication. Same with nurses writing nurses notes of 40 patients each shift. I saw first computer in early seventies, but still was using my typewriter for my dissertation and research data. Now, with Covid 19 pandemic and social distancing, these two new friends have become an integral part of health care and research. These new friends became our life saviors from totally shutdown life style and daily socio-economic businesses. Let us see how Social Media and Communication Technology are used in our health care system:

1. Share information: Individual capability to access information quickly and communicate with others. Now a days, health organizations, hospitals, rural health centers and intercountry companies use these tools and website to share information with their patients and consumers.
2. Provide updates on new technology

3. Introducing new nurse practitioners, doctors or other health employees
4. Delivering generic pre and post-operative care information
5. Offering any information and any updates that relate to the practice itself
6. Getting the survey from consumers about overall patient satisfaction and improve quality
7. Helping in training medical personnel; and trainees can Hash Tags on Twitter or join other groups for interactive discussions. These trainees have central location and to ask questions and quick answers. From social media technique by. The hospitals and organizations also benefit from social media techniques by utilizing trainee videos and pictures by marketing and exemplifying their innovative training processes. The use of media also provides live updates in the operating room, which some health providers think that it is a distraction.
8. The use of new innovative communication technology in times of crisis such as in Covid-19 pandemic provides hospitals, clinics, health centers, sub centers and other health facilities in constant touch with CDC, Red Cross, WHO, and other NGOs in real time

The social media and communication technology in USA are continuing to become a valuable asset to health care system and our research efforts; that the health industry requires administrators to set guidelines and procedures for effectively managing these channels like, the Healthcare Insurance Portability and accountability Act of 1996 (called HIPPA act 1996) and Pro Efficiency work group called PEW. The Single Payer National Health Plan Program and many such National health programs involved are getting a lot of efficiency by the use of these two new friends. I can elaborate on this SPNHP in Covid 19 crisis example of USA. In Covid 19 crisis; the Insurance companies, prison administrators, out-door clinic policy makers, rural health services and many health related facilities are looking at SPNHP and suggesting Government to have this as a permanent solution. This plan includes: cover all U. S. residents for all medically necessary care, totally eliminate out-of-pocket spending, guarantee appropriate health resources in all communities based on medical need, increase public health spending and invest in research to improve population health and

maintain the capacity to respond to nationwide crisis in a unified manner.

All these issues and projects are to be worked out continuously by using digital organized swaps, interactive video conferences, Zoom video conferencing platform, twitter, emails, messenger services, Linked in and Face Book.

SOCIAL MEDIA & TECHNOLOGY: THE NEW FRIENDS IN RESEARCH:

We are all familiar with our research components of writing statement, establishing hypothesis, reviewing the literature, making assumptions, developing tools and methodology of collecting data, collecting data, analyzing , findings and providing implications and then conclusion and references. Imagine, in the past doing Research studies without the newer techniques which were cumbersome, subjective, not much reliable and not such findings were population wide applicable. There are many benefits of using these two friends' help. In research, the Crowed-sourced responses easily available, these are cost effective, produce wealth of usable data in contrast to other research methods, these are rapid, easy to use digital generation equipment, frequently allow to use Quasi-

logistical method in random narrative method and has much face and content validity. It is further recommended that nursing education and clinical research should use these newer technology under fully-funded and meticulously designed RCT 11 (Randomized Controlled Trial).

1. CONSIDERATIONS IN USING THESE FRIENDS:

You always have to ask yourself: Am I speaking or doing research for myself, or my institution or my employer?

IF PERSONAL: Are you in a capacity of friendship, student, coworker, family or career development.

IF ORGANIZATIONAL: (HOSPITAL, university, faculty, student, part of communication team, nurse, faculty, midwife).

2. REPUTATION & LEGAL MANAGEMENT:

As you are aware of it that different considerations apply, but may be same theme:

IF PERSONAL: Contact may impact student admissions, employment, advancement and even criminal charges

HOSPITAL OR OTHER ORGANIZATIONS:

Content could impact the organization and could result in good or bad publicity for the organization. Also, if perceived in an official capacity; it could result in organization being liable.

Most organizations have a very specific social media policy which specifies who is authorized to make statements on behalf of the organization and spells out rules of the road. These are in addition to meeting legal requirements. If your organization does not have a social media policy; then you are in a position of authority. Your hospital or university or college must consider adopting a written policy now in order to help employees, students, health workers to know what is expected of them.

NOW LET US SEE HOW CLINICAL TRIALS ARE CONDUCTED IN INDIA?

Prerequisites:

1. Institutional Ethic committee's approval and sponsor before submitting the clinical trial application to the particular country's authority.
2. Permission from the Drugs Controller General, India (DCG)

3. Approval from respective Ethics Committee where the study is planned
4. Mandatory registration on the Indian Council of Medical Research (ICMR), CTRIwebsite(Center for Tobacco Research and Intervention)

REGULATORY REQUIREMENTS FOR CLINICAL TRIAL IN INDIA:

(clinregs.niaid.nih.gov):

1. Regulation by Department of Health, Ministry of Health and Family Welfare
Ministry of Health and Family Welfare
all these offices are at Kotla Road, Delhi.
2. Guidance: follow handbook provided by DCG. The DCGI is commonly referred to as an authority which provides expert advice and coordinates the state licensing authorities who regulates the manufacture, sale and distribution of drugs in case of drug related clinical trials.
3. The contact information, FDA Bhavan, Directorate General Of Health Services
4. Legislation guide provided by amended act of Dec. 2016 of The Drugs and Cosmetics Rules

According to 2019 DCGI CTR. (CTR RULES) the ICMR & DCGI registered Ethics committee (EC) must approve a clinical trial application prior to the sponsor initiating the trial.

THE EVALUATION PARAMETERS

include:

1. Assessment of risk versus benefit to the patient
2. Innovation vis-à-vis existing therapeutic option
3. Unmet medical need in the company
4. Any additional information or study needed before marked approval for inclusion in package insert called (summary product characteristic or smPC) post marking.

Just recently on May 11th, 2020 the ICMR posted guidelines called National Guidelines for Ethics Committee Reviewing Biomedical & Health Research during Covid-19-Pandemic. This committee reviews general ethic issues, review procedures for both Covid-19 related and non Covid-19 research, informed consent etc. Now keep in mind that clinical trial application should be in English language, registration is required, regulatory authority & Ethics Committee may conduct reviews at

the same time, in-country sponsor presence/representation required, age of minors determined by province and specimen export is allowed. If trials are sponsored from outside India, then the guidance of that country's regulatory and Ethics committee are also required. So, in short you need sponsorship trial authority, Insurance, Compensation, quality, data , records management, site, investigator selection, informed consent, documentation, participant rights, special Circumstances /emergencies, vulnerable population and children or minors, pregnant women, fetuses & neonates, prisoners, mentally impaired sample, definition of investigational product, manufacturing or import, quality and its requirements if any, packaging & labeling, product management, if specimen, then definition, import, export, consent for specimen.

Let me emphasize if social media and communication technology will be used in clinical trial, the institution must establish guidelines pertaining to these our new friends, if independent clinical trial then following GCPs inspection checklist prepared by CDSCO (Central Drug Standards Control Office) in 2016. Overall, this translates into better quality clinical

trials and cleaner data than what existed prior to the overhaul, the evolving process positively supports clinical research in India while appropriately balancing patient safety (Manavalan, S. &Sinfield C. 2017).

SOCIAL MEDIA, EDUCATION, & C OMMUNICATION TECHNOLOGY DIAGRAMS:

CONCLUSION:

Ray Saswata said, “Social media engages health care service providers, service seekers and regulatory authorities and is running from the front” and keeps on to say “ clinical research making a big territory in the world’s healthcare map is dealing with this changing scenario due to increasing awareness and accessibility to social media” (Ray, S. 2017). In which they usually use the means to interact among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The office of Communications and Marketing manages the main a, Twitter, Instagram, Snapchat, You Tube and Vimeo accounts” (Social Media overview-Communication, 2007). The researchers are hopeful “if social media and communication technology are integrated in clinical nursing research will provide holistic view of the extent of research, comprehensive intellectual platform that can be used to pursue fruitful lines of inquiry to help advance research in rapidly expanding area (Kapoor, K. K. & et. al., 2018). Every new technology has pros and cons, benefits & disadvantages. Unless we utilize them, trust them, and experience them, we will not know the true contribution

of these new friends in our prestigious nursing profession and clinical research. These two new friends seem to be genuine, and trustworthy friends in our healthcare system. Their contributions in clinical research remain to be seen. I should end with a point of caution that we do not overuse or misuse our new friends.

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