Online presence of family doctors and institutions in primary healthcare

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Key points

- Online presence
- (1) Primary healthcare managers: communication and resources
- (2) Family doctors: online presence and infodemics
- (3) Doctors’ professional use of social media
- Conclusions
Online presence in healthcare

Personal and institutional image

Internal and external communication:
- Connecting with consumers
- Promoting the institution's image
- Conveying important health messages

Primary Healthcare — influences the image of the Healthcare system
### (1) PRIMARY HEALTHCARE MANAGERS
*Managing the image of PH institutions*

- **Respondents:** 396
  - 79.5%
  - (2021-2022)
  - Public sector

- **Age Distribution:**
  - Female
  - Male

### (2) FAMILY DOCTORS: ONLINE PRESENCE AND INFODEMICS
*KAP on infodemics*

- **Respondents:** 331
  - 75%
  - (2022-2023)
  - Urban area

- **Age Distribution:**
  - Female
  - Male

### (3) DOCTORS’ PROFESSIONAL USE OF SOCIAL MEDIA

- **Respondents:** 988
  - 79.3%
  - (2022-2023)
  - Urban area

- **Age Distribution:**
  - Female
  - Male
1. Primary healthcare managers: communication

**Internal**

- Meetings: 75%
- Corporate e-mail: 50%
- Web page (institutional): 50%
- Through the superior: 50%
- Corporate SMS: 25%
- Other: 0%

**External**

- Informational panels and materials: 75%
- Social Media: 75%
- Web page: 75%
- Events: 50%
- Public partnership: 25%
- TV: 25%
- Radio: 0%
1. Primary healthcare managers: resource

- Budget for institutional promotion: 50.51% No, 49.49% Yes
- Spokes Person: 63.10% No, 36.90% Yes
- PR Department: 69.95% No, 30.05% Yes
2. Family doctors: online presence

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>88.5%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>82.1%</td>
</tr>
<tr>
<td>YouTube</td>
<td>64.2%</td>
</tr>
<tr>
<td>Telegram</td>
<td>36.1%</td>
</tr>
<tr>
<td>Instagram</td>
<td>33%</td>
</tr>
<tr>
<td>TikTok</td>
<td>21.5%</td>
</tr>
<tr>
<td>Twitter</td>
<td>20%</td>
</tr>
<tr>
<td>Telegram</td>
<td>5.5%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>2.3%</td>
</tr>
</tbody>
</table>
2. Family doctors and infodemics

Sharing Covid-19 info on SM
3. Doctors’ professional use of social media

Efficiency of SM in healthcare
3. Doctors’ professional use of social media

- Active users who create content frequently
- Active users who rarely create content
- Passive users
- Do not use SM at all

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Active Users (50%)</th>
<th>Passive Users (75%)</th>
<th>Do not use SM at all (100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;35 years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36-45 years</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>46-55 years</td>
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<td></td>
<td></td>
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<tr>
<td>56-65 years</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>66 years+</td>
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<td></td>
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</tr>
</tbody>
</table>

- 35.1% Active Users
- 9.6% Do not use SM at all
3. Doctors’ professional use of social media

- I promote health and health education, for:
  - The public: 75%
  - Patients: 25%
  - Health specialists: 0%
  - Do not use: 0%

- I provide information about health or certain conditions for:
  - The public: 75%
  - Patients: 25%
  - Health specialists: 0%
  - Do not use: 0%

- I provide answers to medical questions for:
  - The public: 75%
  - Patients: 25%
  - Health specialists: 0%
  - Do not use: 0%

- I facilitate dialogue between patients and healthcare:
  - The public: 75%
  - Patients: 25%
  - Health specialists: 0%
  - Do not use: 0%

- I offer online consultations for:
  - The public: 75%
  - Patients: 25%
  - Health specialists: 0%
  - Do not use: 0%
3. Doctors’ professional use of social media

**Advantages of SM**
- Always readily available and easy to find materials
- Access information that would not be available through
- Create and expand professional relationships
- Save money compared to traditional training
- Communicate more effectively with current or potential
- Promoting my image to potential patients

**Attitudes regarding SM**
- Improved access to health information
- Good promotion channel (personal and institutional)
- Helps increasing people interaction
- Influences health politics
- Helps to monitor public health
- It helps doctors to be closer to patients
- Every doctor must be present on social networks
Conclusions

- Primary healthcare managers acknowledge the widespread use of online tools
- A lack of marketing capabilities in the sector
- Family doctors face challenges in correctly disseminating health information
- FD attach little importance to the online promotion of personal and institutional images
- The elderly and those in rural areas manifest increased reluctance toward online presence

There are opportunities for increasing the online presence of family doctors
Thank you

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