

Using social media in promoting quality improvement program

Dr. Sung-Ching Pan

Department of Internal Medicine

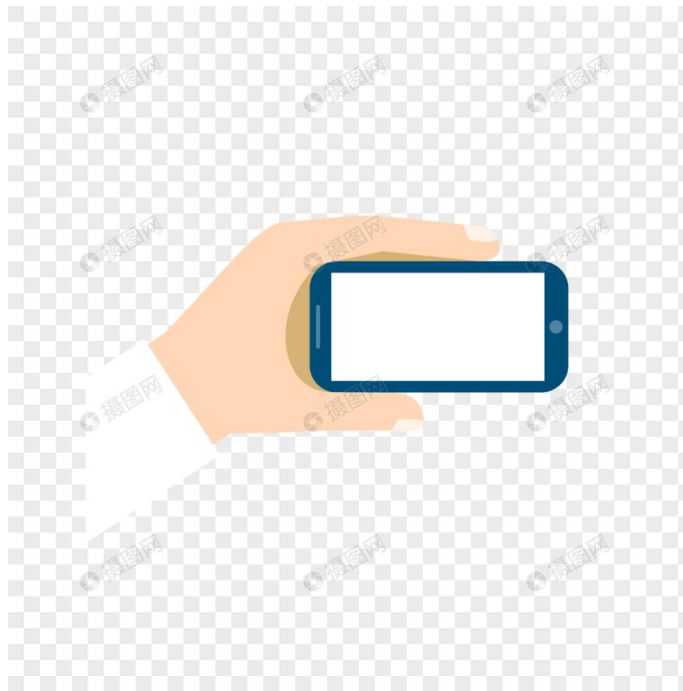
National Taiwan University Hospital, Taipei, Taiwan

Sep. 18, 2019

I declared no conflict of interest.

The clips demonstrated today were sponsored by National Taiwan University Hospital (NTUH).

<http://0media.tw/p/ergame/>



《報導者》（The Reporter）與零傳媒（0media）共同製作
非營利網路媒體《報導者》授權轉載 <http://0media.tw/p/ergame/>



42 %

The background of the game is based on a medical center in Taiwan.
Facing the clouded emergency room, you are the chosen one to save the ER.

Are you ready?

急診人生

The 3 minutes as an ER doctor

報導者 The Reporter • 零傳媒 0media



前往報導



跳過教學





There will be patients emerging in the ER.
Based on the triage, the color of the patients will
be different as their disease severity:

 mild

 moderate

 severe





You have to [click](#) the patient and choose matched strategy to save the patient



Mild
stethoscope

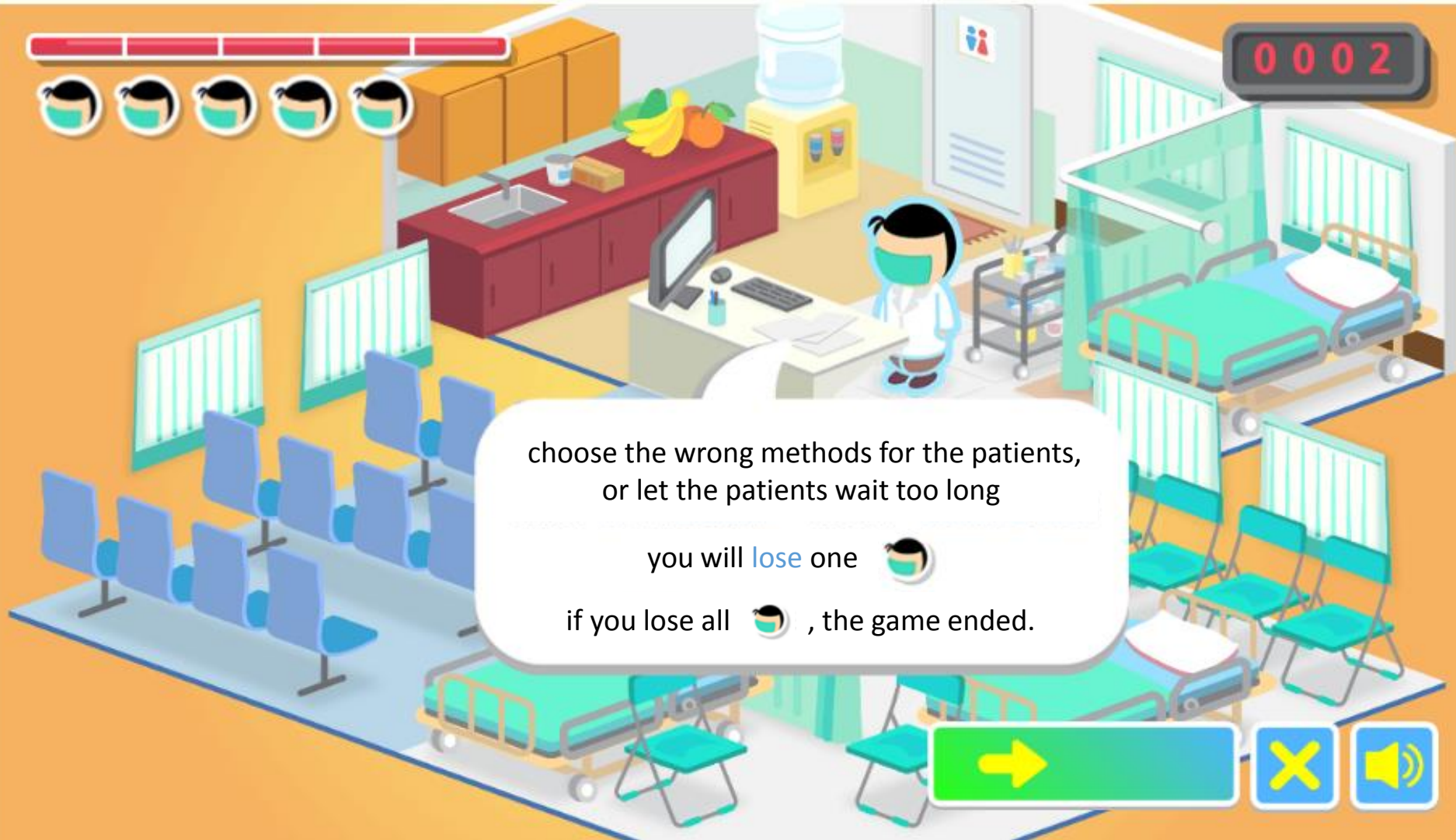


Medium
O2 mask



Severe
Blood
transfusion





choose the wrong methods for the patients,
or let the patients wait too long

you will lose one 

if you lose all  , the game ended.





The number indicated the patients number that waiting for you to save



However, there are always people wasting the recourse of ER. They will not be counted as the number you saved.



Tinea

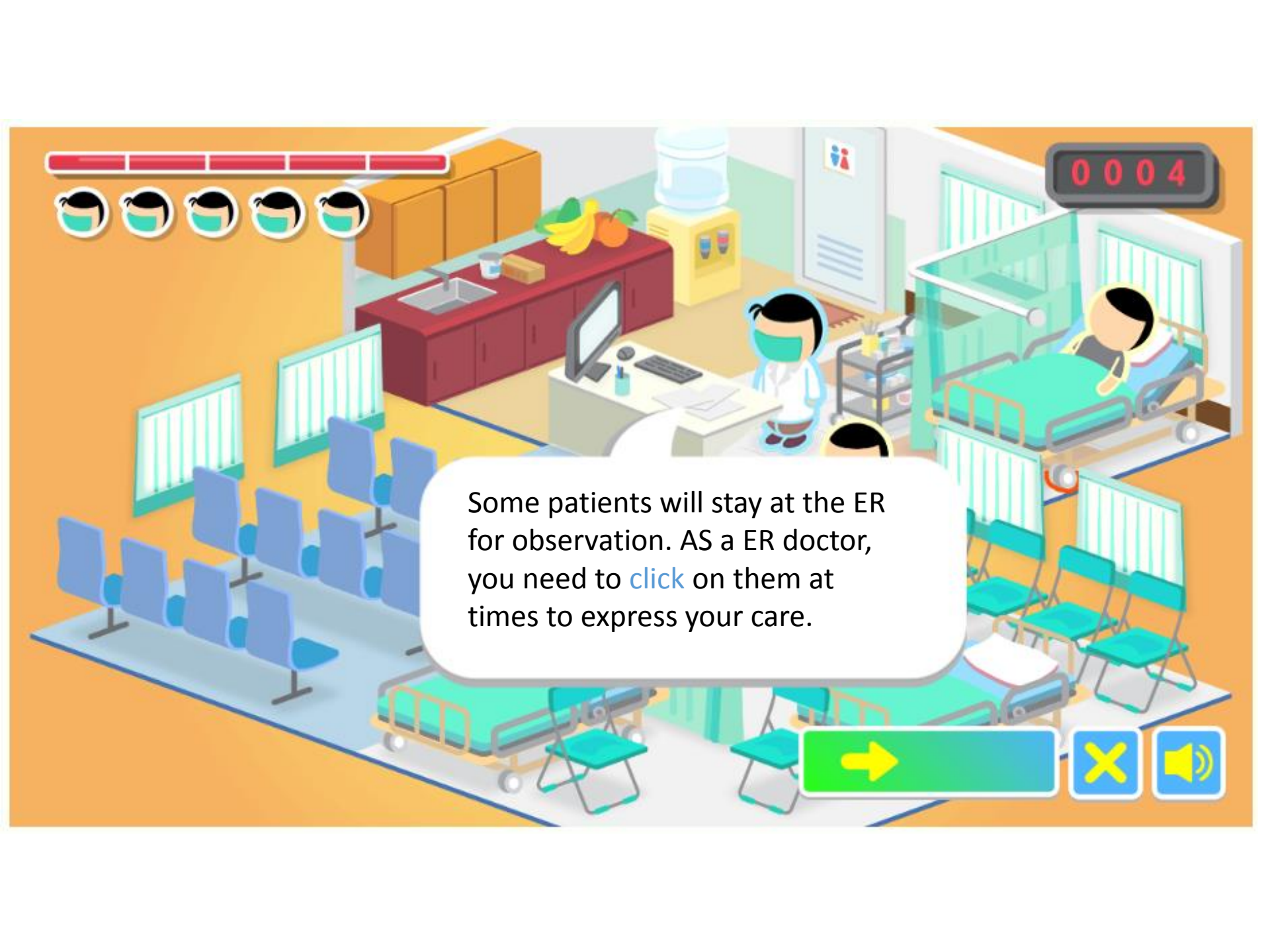


Mosquito bite



Acnes





Some patients will stay at the ER for observation. AS a ER doctor, you need to [click](#) on them at times to express your care.



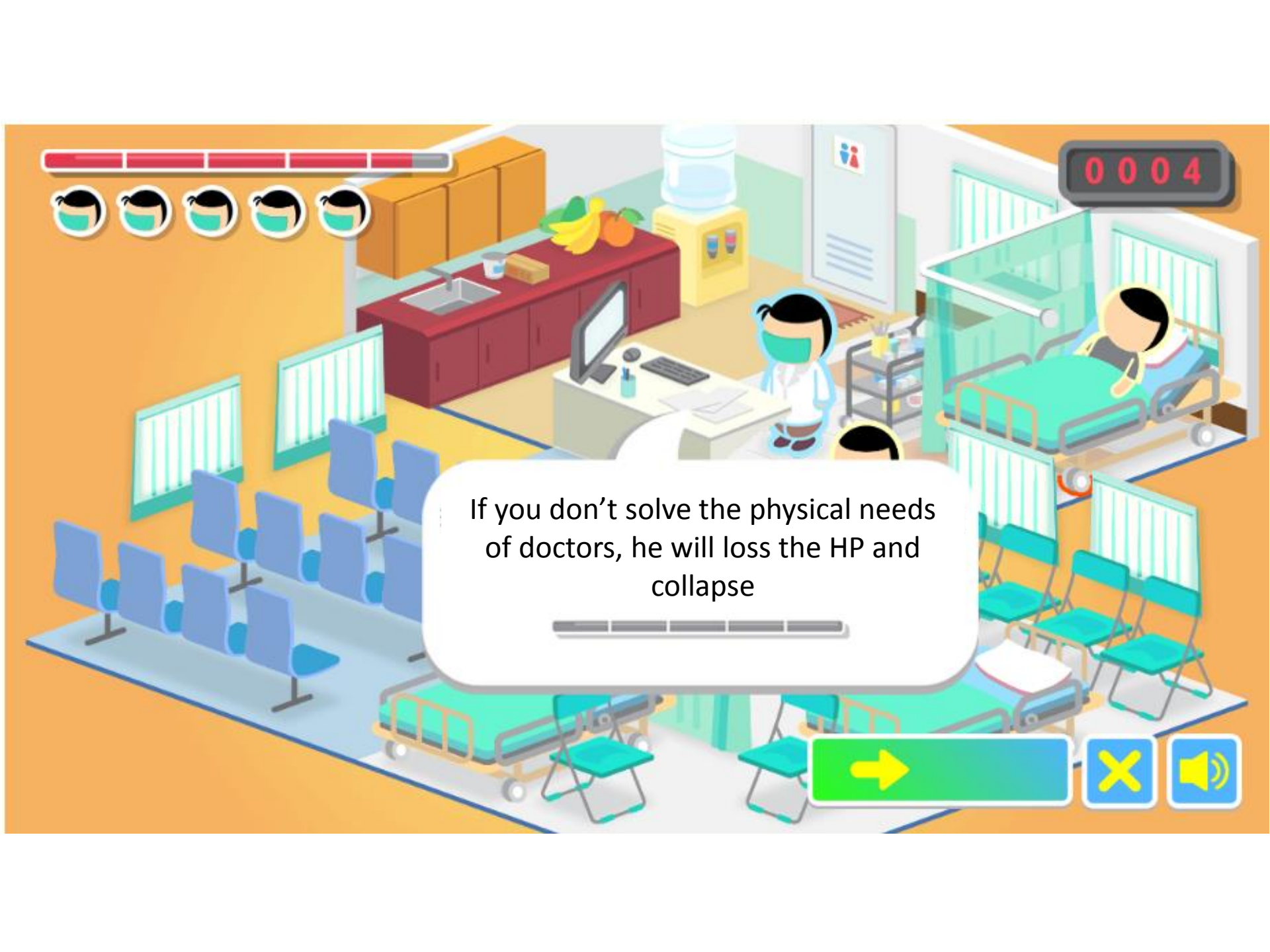
If you do not smooth their emotion before hand, there may be **violence event** in the ER.



Rapid clicks on the
emergent situation!!!







If you don't solve the physical needs
of doctors, he will loss the HP and
collapse



GO



Using social media in promoting quality improvement program

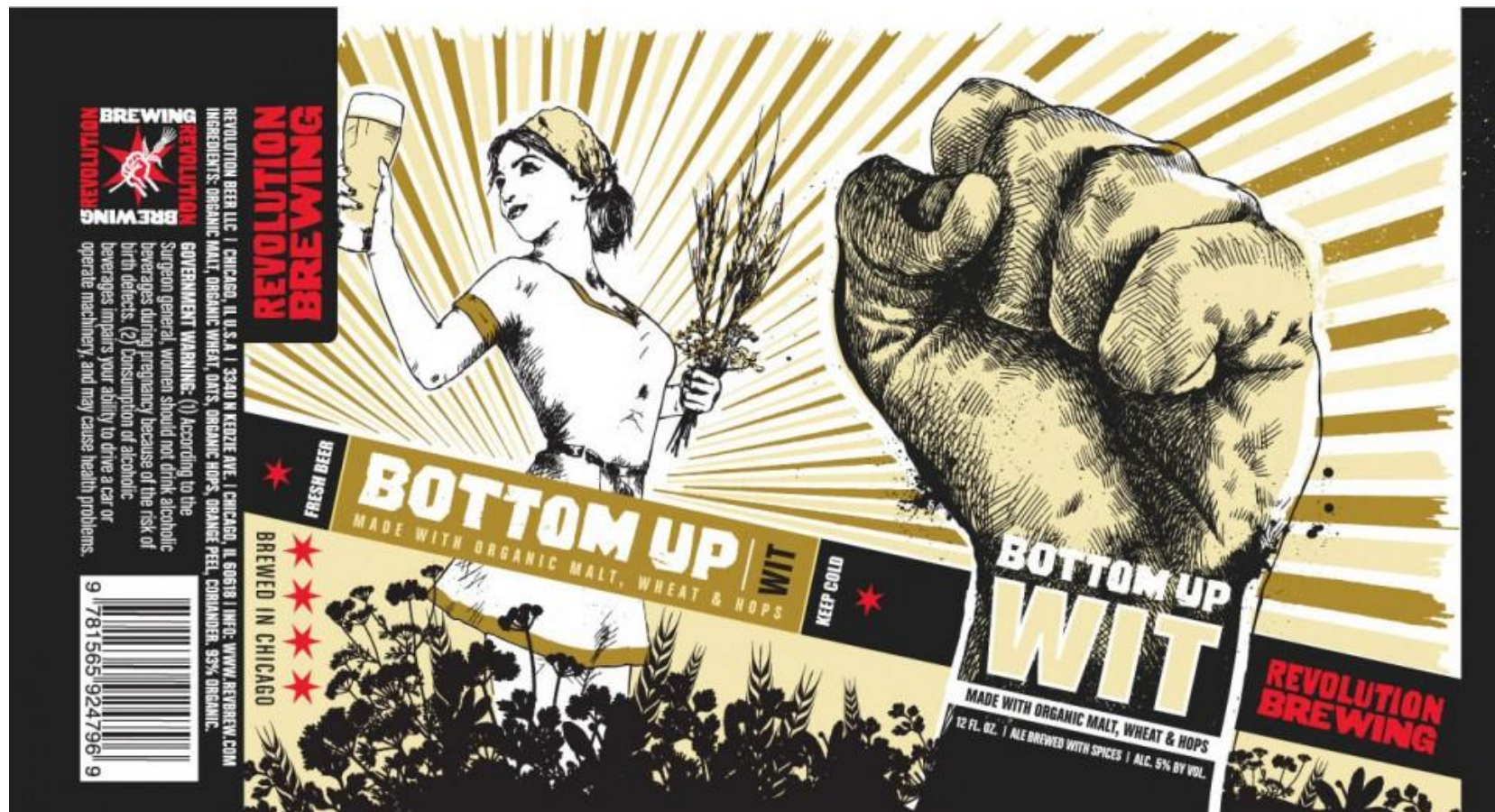
Dr. Sung-Ching Pan

Department of Internal Medicine, Section of Infectious Disease

National Taiwan University Hospital, Taipei, Taiwan

Sep. 18, 2019

大凡物不得其平則鳴





TSHWANE 2018
SOUTH AFRICA



4 - 14 July 2018





Athena:
AthenaLearning.com

Democracy at 4 am

Morning without YOU is a dwindled dawn.

This will be done pursuant to the provisions of the 1992
Executive Order.

[illegible]

Since the President and his party failed to present the coalition government policy publicly to their constituents, they suffered a severe loss of support. The coalition government and public relations experts are working to restore the coalition government's credibility and restore the trust of the public. The coalition government is working to restore the trust of the public and is working to restore the trust of the public.

The single movement has played "a role in liberating black people from the shackles of the right," he asserted. He said supporters of Thomas's doctrine are "invited to stand against and say no such act [rightism] can. We will safeguard the beliefs of Thomas's doctrine — that the government is the responsibility and power over the people's doctrine."

Editorial boards play a critical role in the review and selection of manuscripts for publication. The Journal of Management Education is pleased to announce the following editorial boards for the 2010-2011 academic year.

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4 April 2006





國人小病愛往急診跑，部分大醫院急診室常常一床難求。報系資料照



Why is hand hygiene is important?

Health care-associated infections

10%

1 in 10 patients get an infection while receiving care.

Surgical site infections

50%

More than 50% of surgical site infections can be antibiotic-resistant.

Impact of infection prevention and control

30%

Effective infection prevention and control reduces health care-associated infections by at least 30%.

How did we promote hand hygiene?



System change



Reminders in the workplace



Training and education



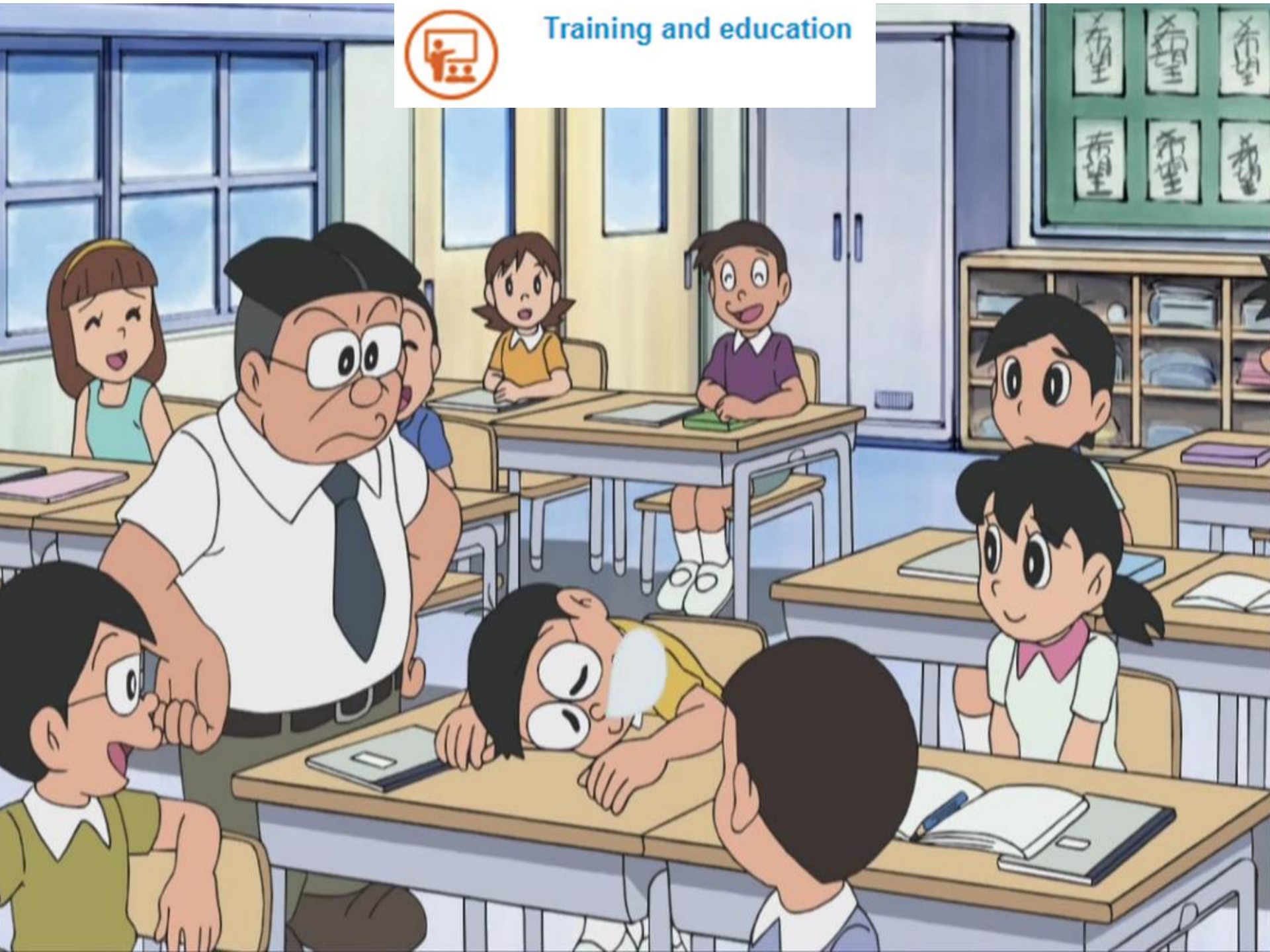
Institutional safety climate



Evaluation and feedback



Training and education





Evaluation and feedback





Reminders in the workplace

4. Reminders in the Workplace

Question	Answer	Score	WHO improvement tools
4.1 Are the following posters (or locally produced equivalent with similar content) displayed?			→ Guide to Implementation IL4
4.1a Poster explaining the indications for hand hygiene Choose one answer	Not displayed	0	→ Your 5 Moments for Hand Hygiene (Poster)
	Displayed in some wards/treatment areas	15	
	Displayed in most wards/treatment areas	20	
	Displayed in all wards/treatment areas	25	
4.1b Poster explaining the correct use of handrub Choose one answer	Not displayed	0	→ How to Handrub (Poster)
	Displayed in some wards/treatment areas	5	
	Displayed in most wards/treatment areas	10	
	Displayed in all wards/treatment areas	15	
4.1c Poster explaining correct hand-washing technique Choose one answer	Not displayed	0	→ How to Handwash (Poster)
	Displayed in some wards/treatment areas	5	
	Displayed in most wards/treatment areas	7.5	
	Displayed at every sink in all wards/treatment areas	10	
4.2 How frequently does a systematic audit of all posters for evidence of damage occur, with replacement as required? Choose one answer	Never	0	→ Guide to Implementation IL4
	At least annually	10	
	Every 2-3 months	15	
4.3 Is hand hygiene promotion undertaken by displaying and regularly updating posters other than those mentioned above?	No	0	→ Guide to Implementation IL4
	Yes	10	
4.4 Are hand hygiene information leaflets available on wards?	No	0	→ Hand Hygiene: When and How Leaflet
	Yes	10	→ Guide to Implementation IL4



How did we promote hand hygiene?



System change



Reminders in the workplace



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Institutional safety climate



Evaluation and feedback

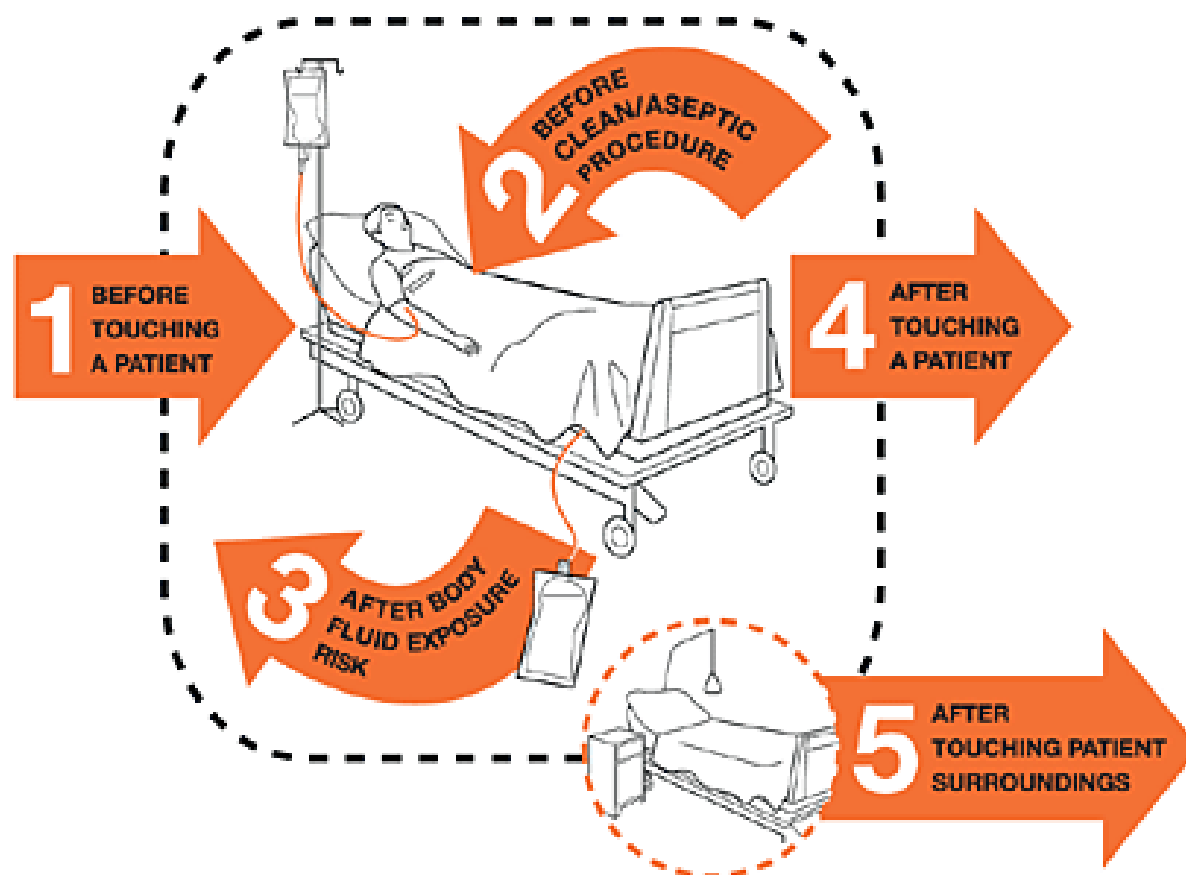
親愛的
洗手了沒？



洗手了沒？

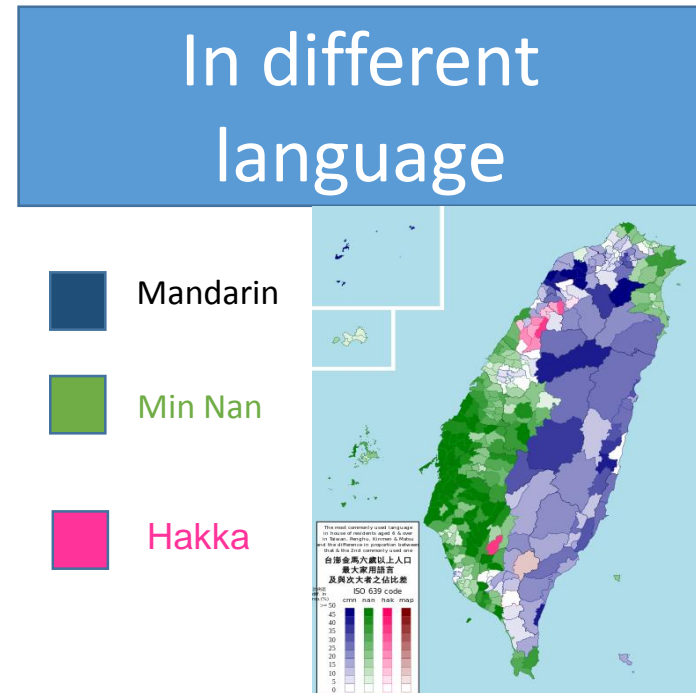


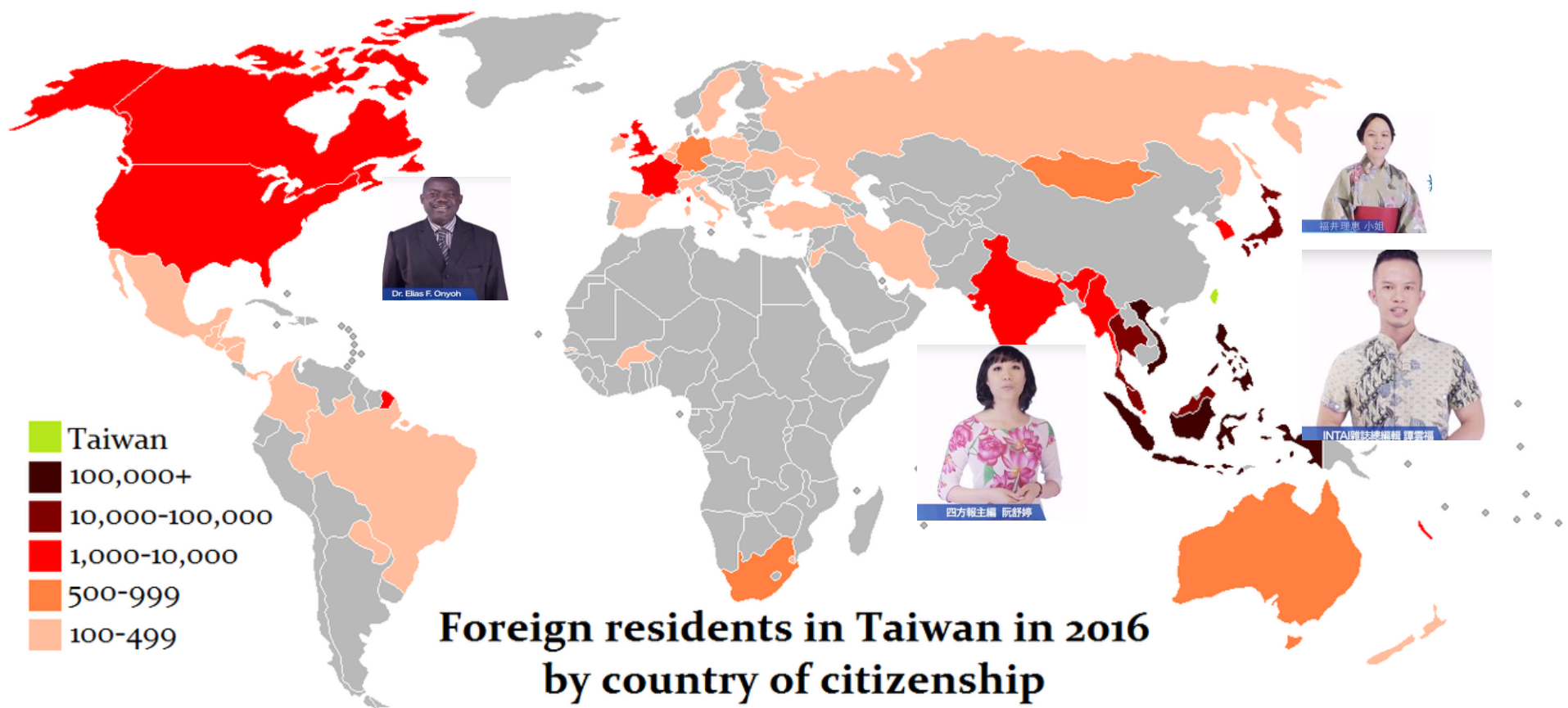
What's the main idea?



Who is the target audience (TA):

- Healthcare workers in National Taiwan University Hospital (NTUH)
- Patients
- Family
- Care givers in different language





Kransky - self-made, with data from

[[http://www.immigration.gov.tw/immigration/FileSystem/news_doc/9610/%BBO%C6W%A6a%B0%CF%A9~%AFd%A5~%B9%B4%B2%CE%ADp\(%AB%F6%B0%EA%C4y%A4%CE%B0%CF%B0, CC BY-SA 3.0, https://commons.wikimedia.org/w/index.php?curid=3371202](http://www.immigration.gov.tw/immigration/FileSystem/news_doc/9610/%BBO%C6W%A6a%B0%CF%A9~%AFd%A5~%B9%B4%B2%CE%ADp(%AB%F6%B0%EA%C4y%A4%CE%B0%CF%B0, CC BY-SA 3.0, https://commons.wikimedia.org/w/index.php?curid=3371202)]

Where can our audience receive the message?



Where can our audience receive the message?



Where can they receive the message?



Social media

3.5 billion

people are using
social media

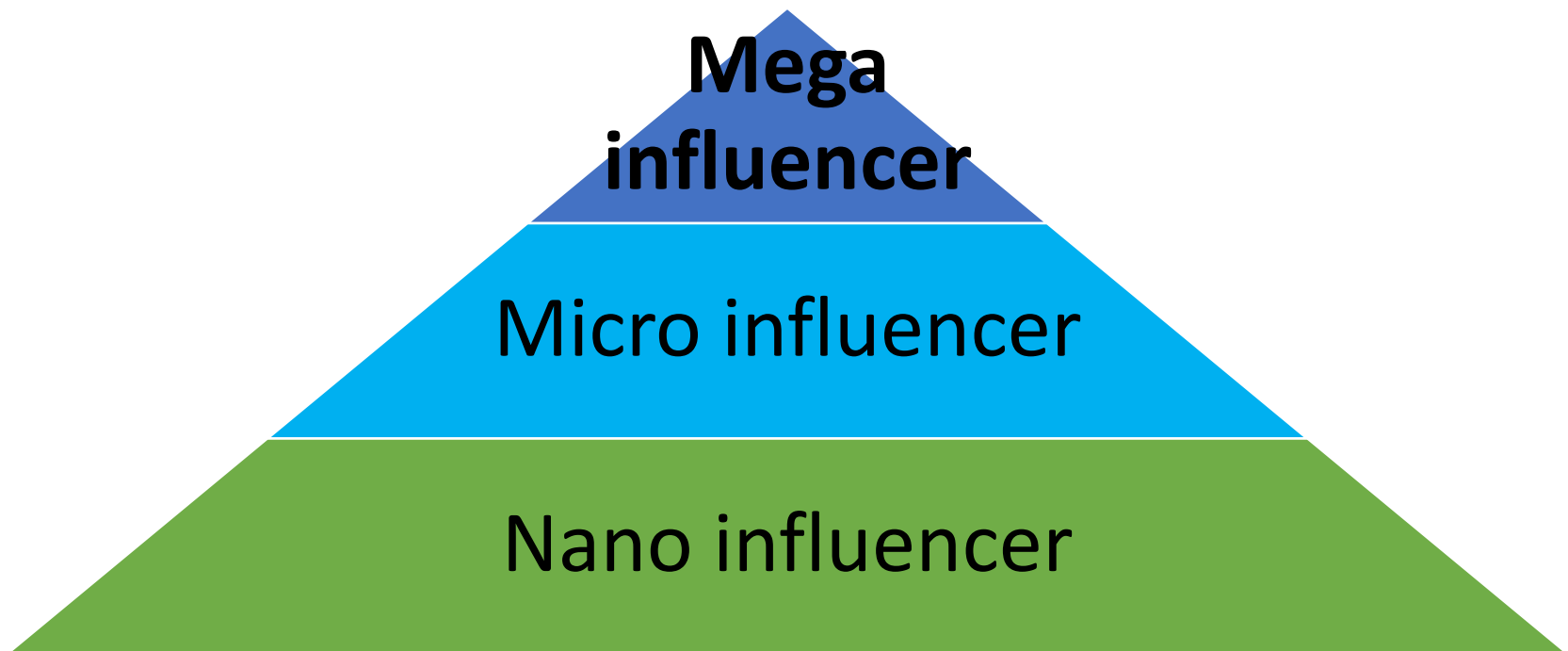
3.6 hours

people used social
media daily

90%

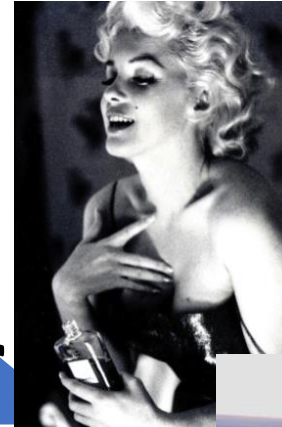
interactions happen
within 3%
influencers

Key opinion leaders (KOL)



KOL in luxury brand

**Mega
influencer**



Micro influencer



Nano influencer



KOL in the hospitals

66 thousands
followers in
2019

Mega
influencer

Micro influencer

Nano influencer



酷勒客-Clerk的路障生活
@roadblockaclerk

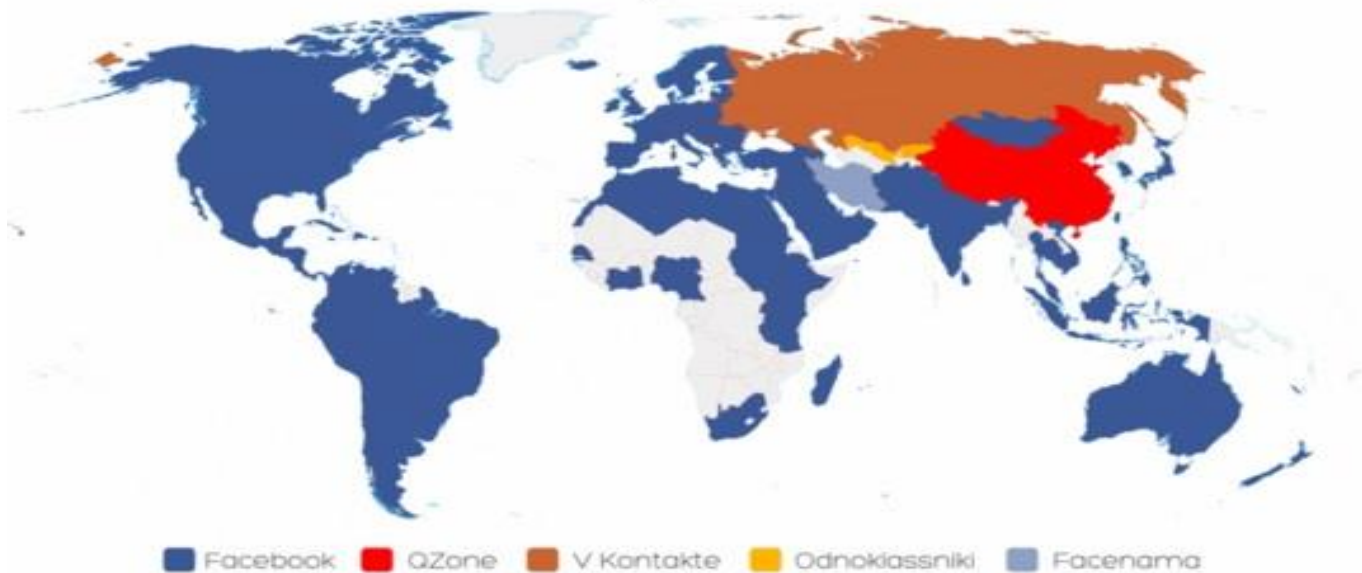


<https://www.facebook.com/roadblockaclerk/>



WORLD MAP OF SOCIAL NETWORKS

July 2014

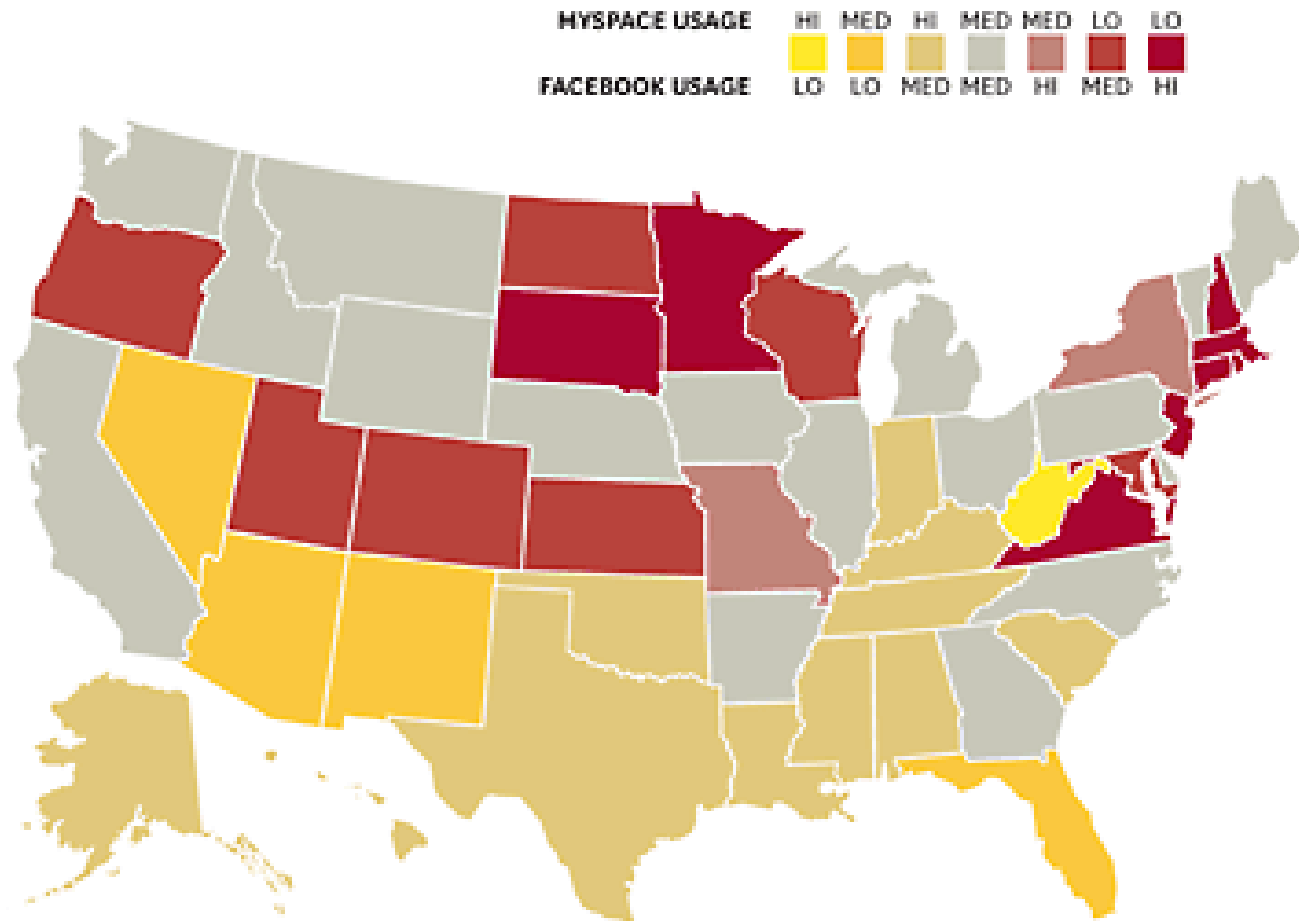


credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: Alexa

Which social media?



<https://hbr.org/2010/03/a-social-media-map-for-marketers>

Facebook Users globally

1.2 billion
registered users

350 million
Daily uploaded
photos

4.7 billion
Daily shared items

Facebook users in Asia

【2013年3月Facebook利用者数】

国名	users	前月ユーザ数	前月比増加数	前月比増加率 (%)	対人口割合 (%)	population
インド	63,868,420	62,310,720	1,557,700	2.5	5.1	1,258,400,000
インドネシア	48,134,060	47,862,420	271,640	0.6	19.7	244,800,000
フィリピン	30,579,620	29,995,300	584,320		31.7	96,500,000
タイ	18,668,740	18,330,880	337,860	1.8	26.7	
日本	13,531,220	13,427,340	103,880	0.8	10.7	126,400,000
マレーシア	13,369,980	13,188,100	181,880	1.4	45.6	29,300,000
台湾	13,205,960	12,955,500	250,460	1.9	56.7	23,290,000
ベトナム	13,187,540	11,539,200	1,648,340	14.3	14.7	89,700,000
パキスタン	8,624,460	8,265,100	359,360	4.3	4.8	180,000,000
大韓民国(韓国)	8,268,960	8,121,340	147,620	1.8	17.0	48,600,000
香港特別行政区(香港)	3,854,360	3,728,620	125,740	3.4	53.7	7,173,000
バングラデシュ	3,671,440	3,307,280	364,160	11.0	2.4	152,400,000
シンガポール	2,715,560	2,679,020	36,540	1.4	51.2	5,300,000
ネパール	2,064,340	1,917,560	146,780	7.7	6.7	31,000,000
スリランカ	1,573,260	1,541,420	31,840	2.1	7.4	21,200,000
カンボジア	767,900	745,180	22,720	3.0	5.3	14,500,000
モンゴル国	594,300	555,040	39,260	7.1	21.2	2,800,000
中華人民共和国(中国)	577,780	574,500	3,280	0.6	0.0	1,353,600,000
アフガニスタン	463,200	435,660	27,540	6.3	1.4	33,400,000
ラオス	281,120	266,520	14,600	5.5	4.4	6,400,000
マカオ特別行政区(マカオ)	245,740	241,600	4,140	1.7	43.7	562,900
ブルネイ	215,300	218,620	-3,320	-1.5	53.8	400,000
モルディブ	136,040	139,720	-3,680	-2.6	45.3	300,000
ブータン	85,180	82,360	2,820	3.4	10.6	800,000

user No. 1:
India

Highest ratio:
Taiwan

How to calculate your effect:



Engagement

Likes + Comments + Shares



Engagement Rate

People who liked, commented, shared, or clicked on your post / people who saw your post (post reach)

Example:

100 unique users engaged with a given post and 1000 users saw the post

Engaged users = 100

Engagement rate = 10%

Traditional method



24,000 official website subscribers



9,967 group e-mail sent

Engagement rate
0.6%

Engagement rate
0.9%

Social Media



13,080 followers

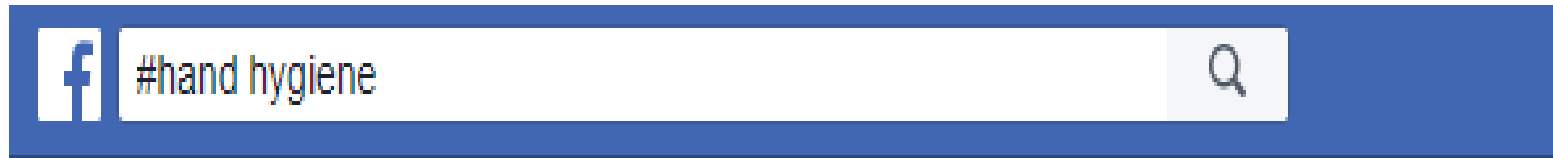
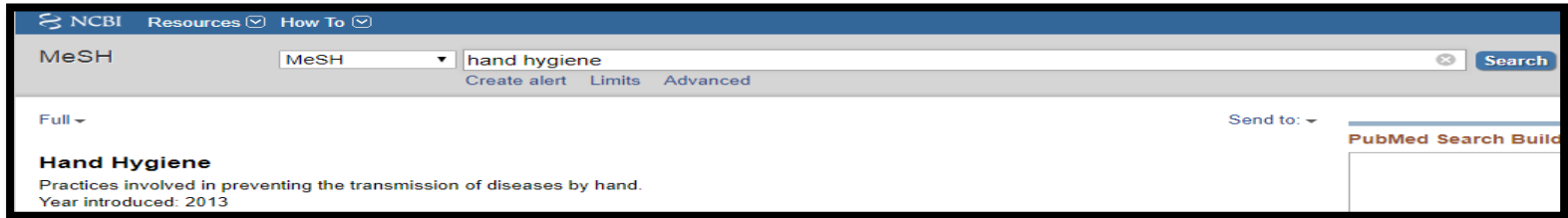
Engagement rate

6.2%

Facebook algorithm: #hashtag

active

academic



passive

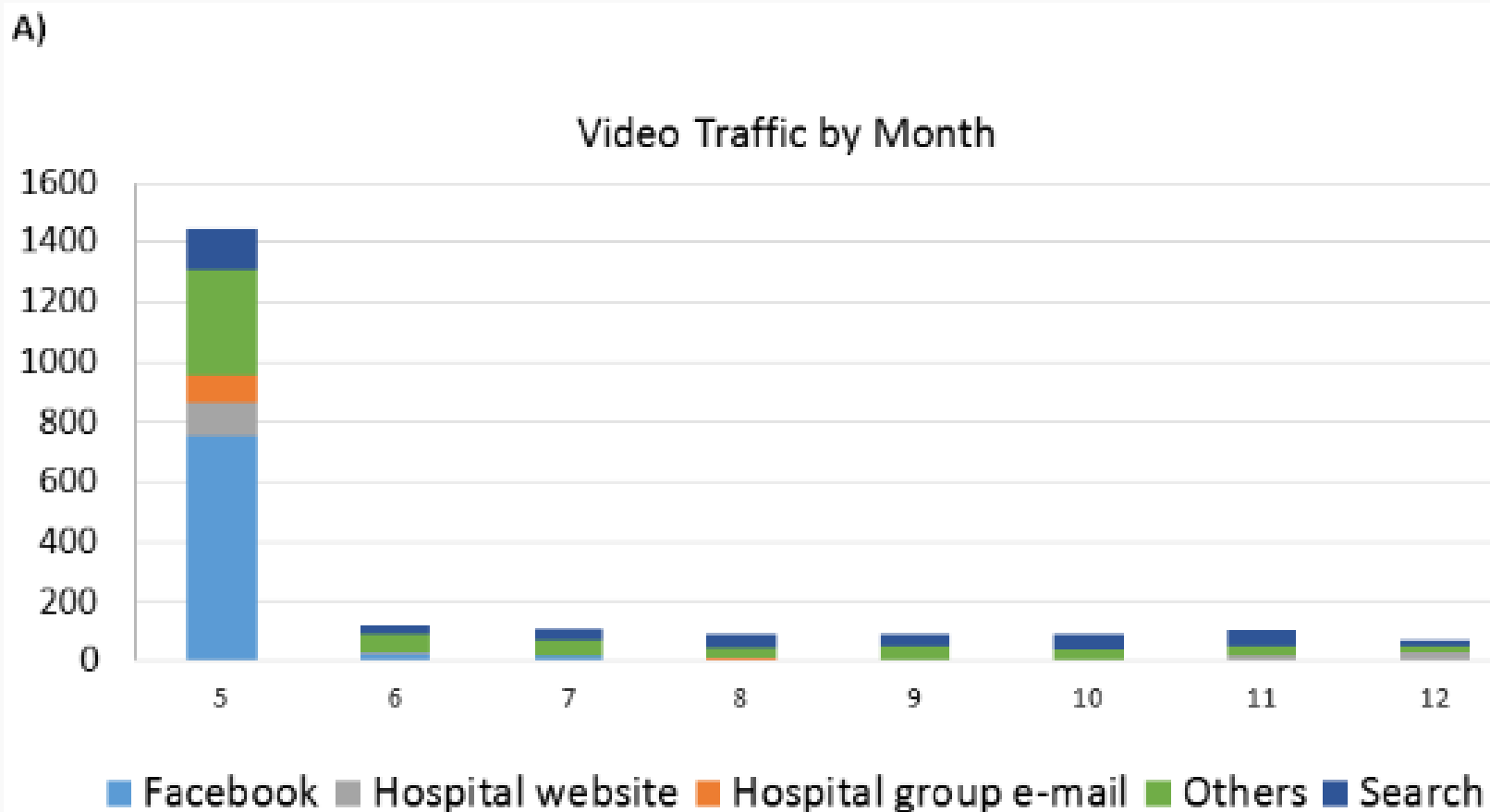
+commercial

#Search

#Highlight



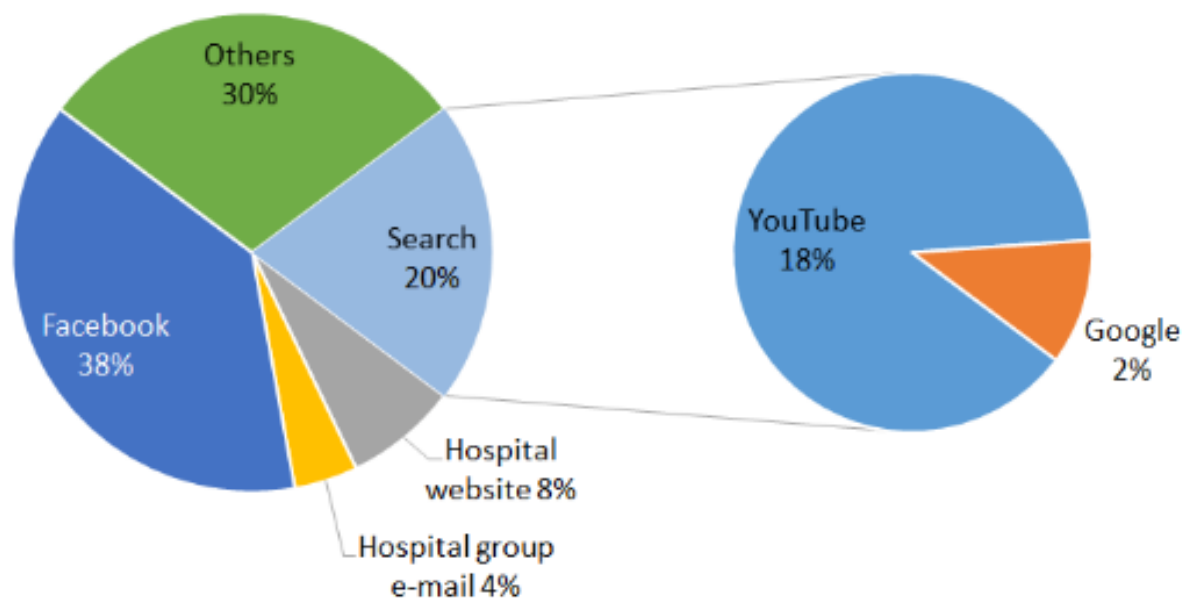
Facebook algorithm: Story bumping



Searchable

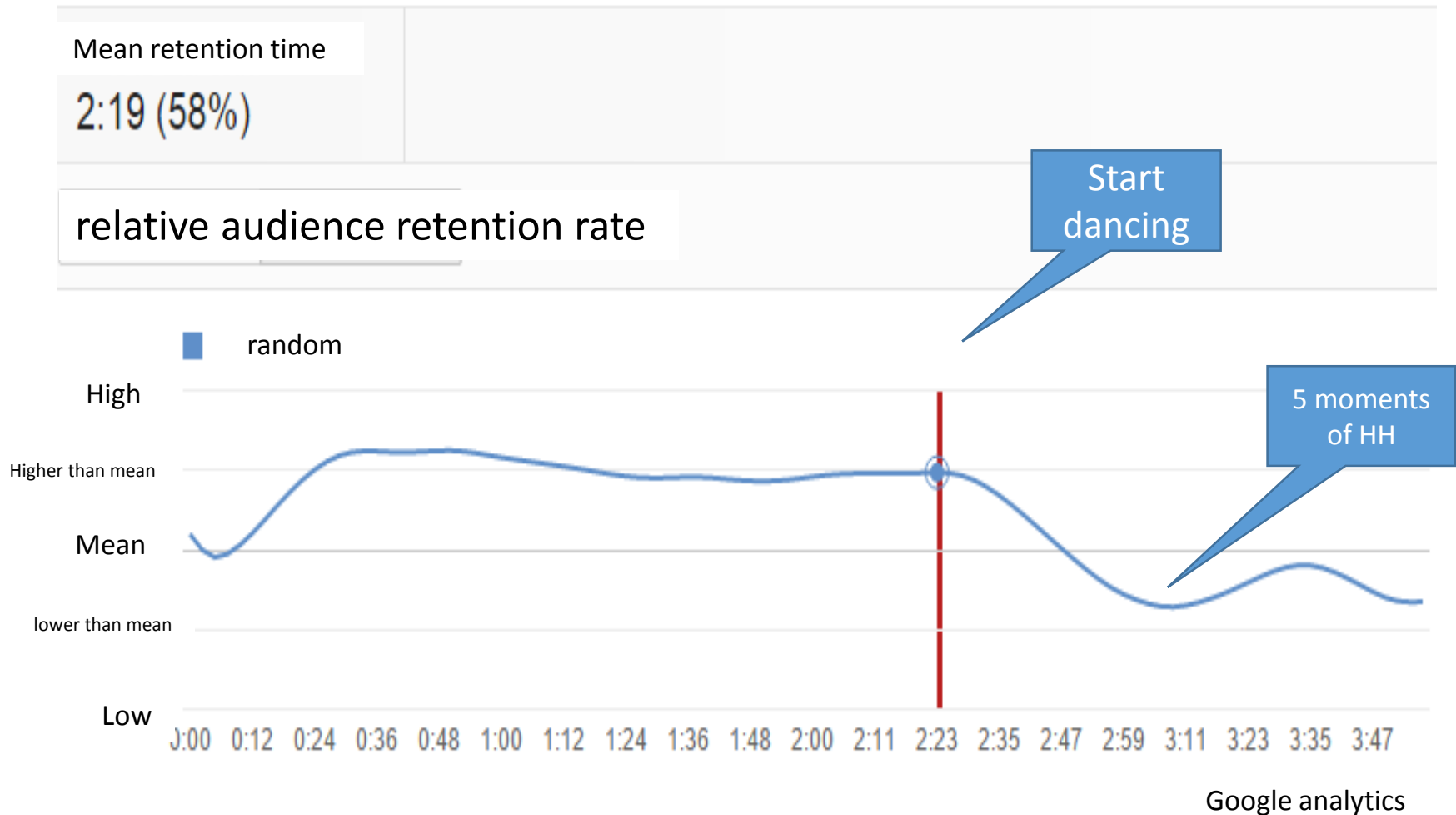
B)

Proportion of Flow during May to Dec. 2014

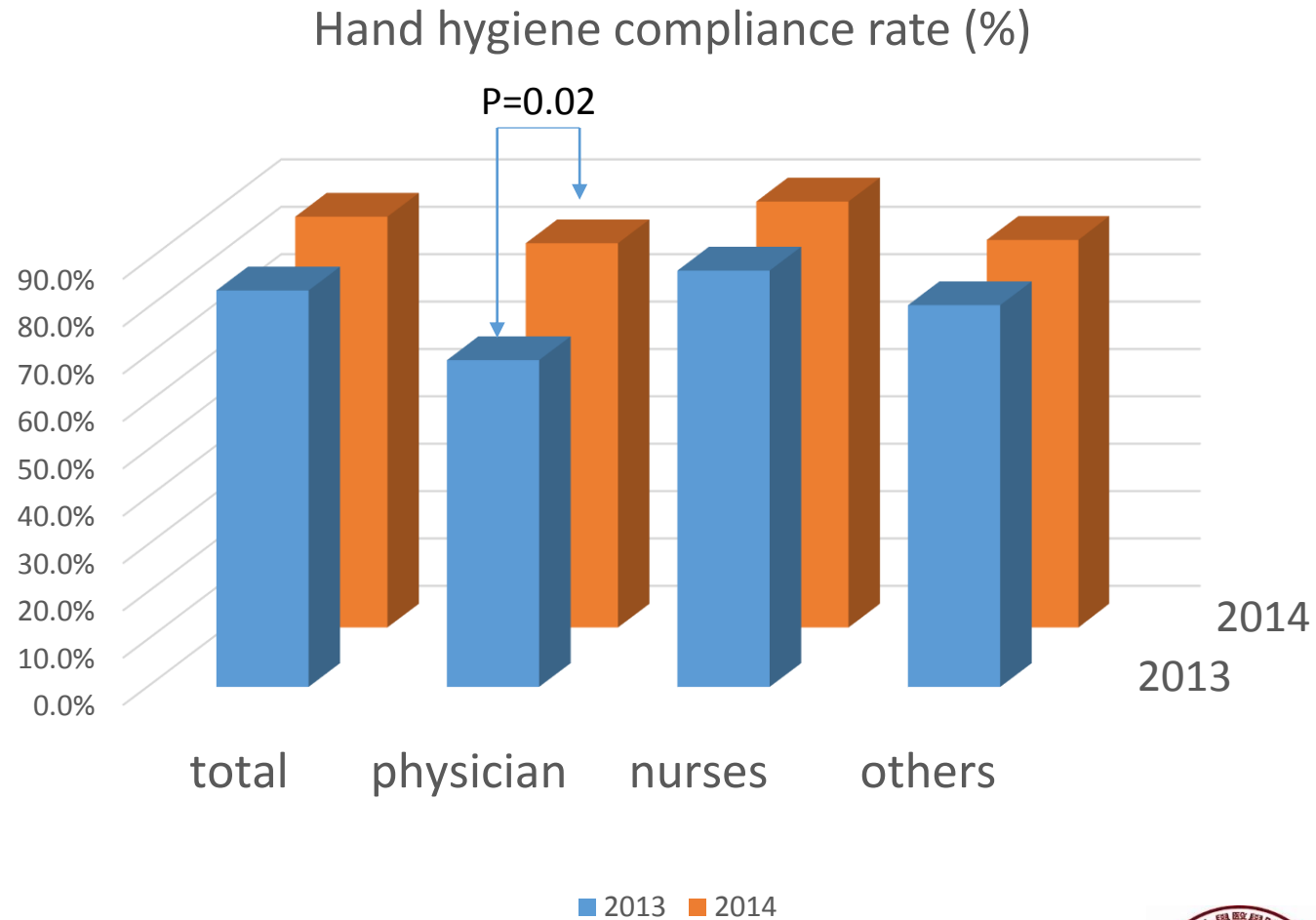
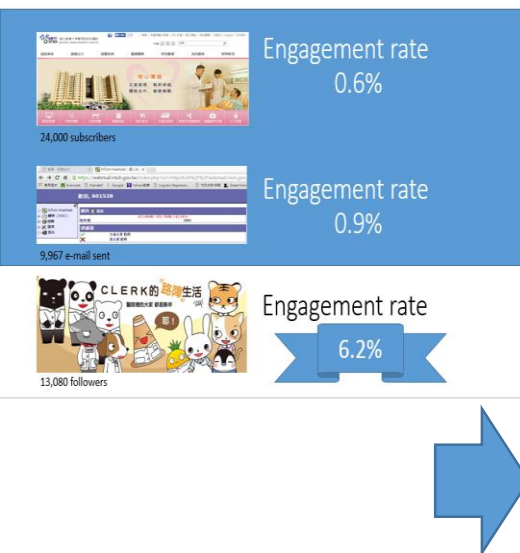


Google analytics for YouTube

relative audience retention rate

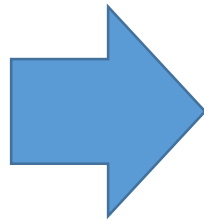


Performance

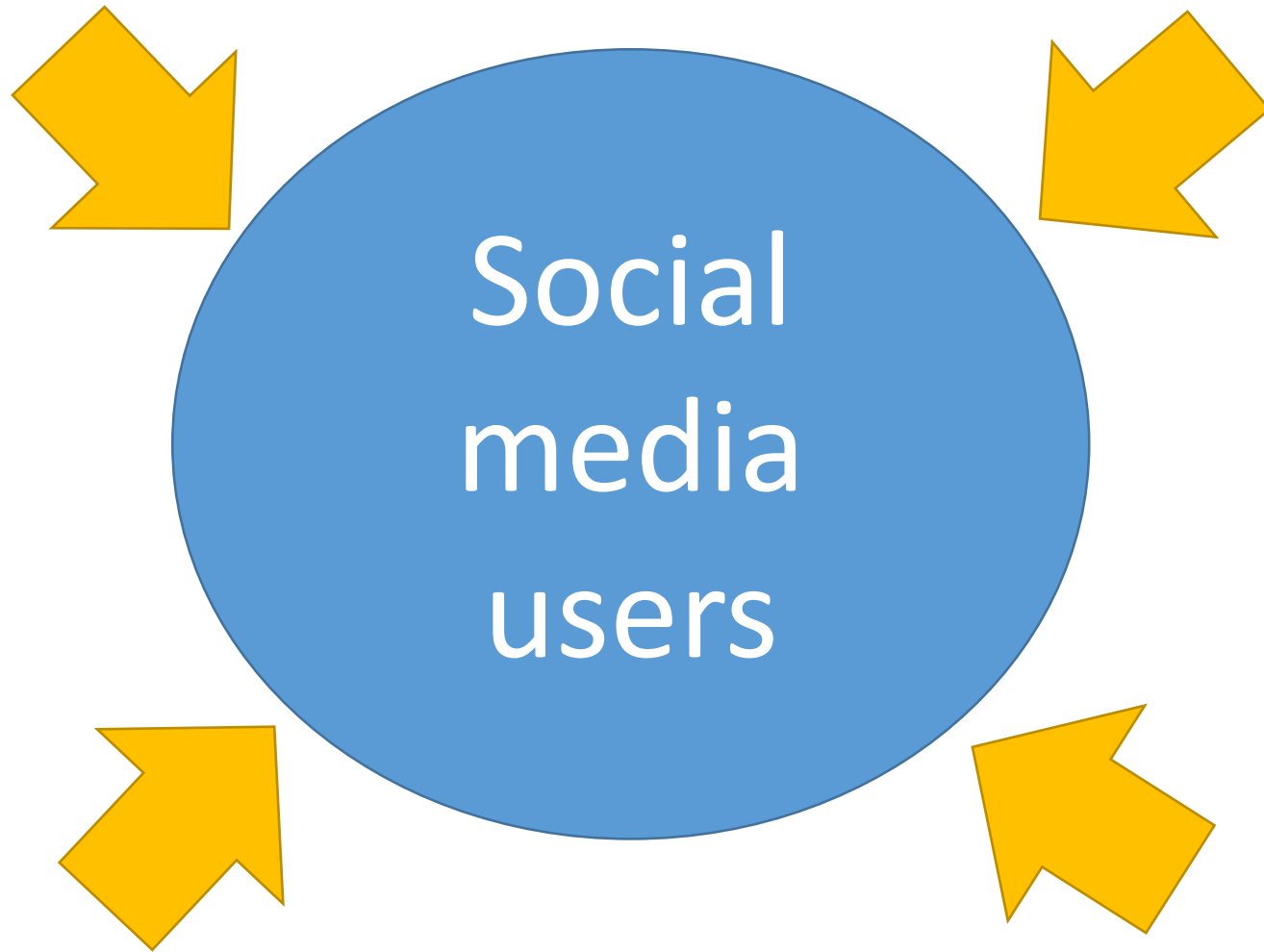


AIDA model

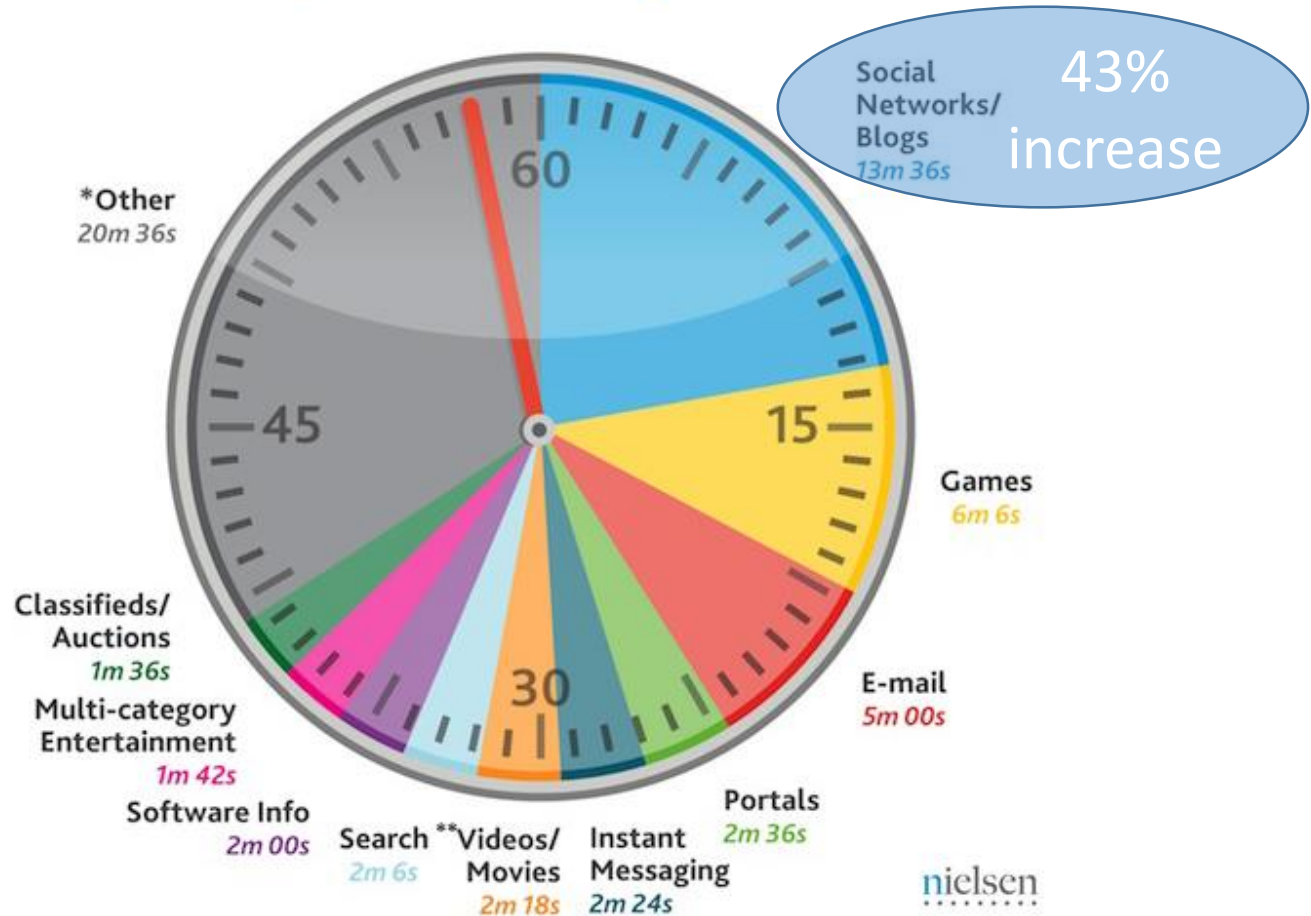
- Attention
- Interest
- Desire
- Action



Attention/awareness
Interest
Search
Share
Action



If all U.S. Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?



Source: Nielsen NetView, June 2010

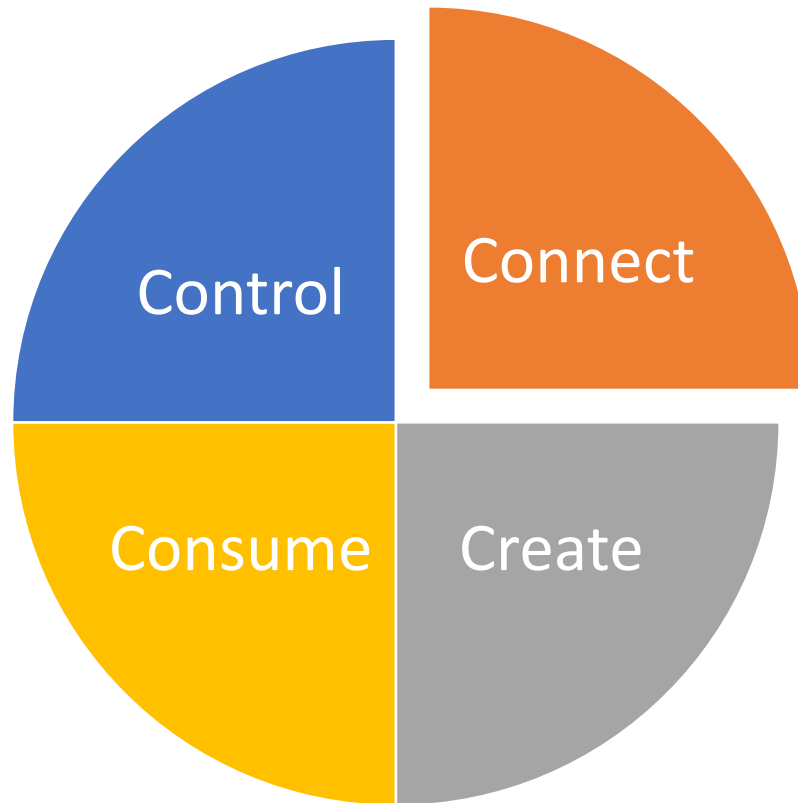
*Other refers to 74 remaining online categories visited from PC/laptops

**NetView's Videos/Movies category refers to time spent on video-specific (e.g., YouTube, Bing Videos, Hulu) and movie-related websites (e.g., IMDb, MSN Movies and Netflix) only. It is not a measure of video streaming or inclusive of video streaming on non-video-specific or movie-specific websites (e.g., streamed video on sports or news sites).

<https://www.nielsen.com/us/en/insights/article/2010/what-americans-do-online-social-media-and-games-dominate-activity/>

Definition:

Web based and mobile tools that allow people to **create** **(consume)** content that can be **consumed (created)** by others and which enables and facilitates **connection**





- Hide clicks
- Hide all clicks
- Report spam
- Page Unlikes

CASE II



Health care-associated infections

10%

1 in 10 patients get an infection while receiving care.

Surgical site infections

50%

More than 50% of surgical site infections can be antibiotic-resistant.

Impact of infection prevention and control

30%

Effective infection prevention and control reduces health care-associated infections by at least 30%.

Improve Antibiotic Use to Combat Antibiotic Resistance



70%
of antibiotic
prescriptions
are likely
necessary.
(But we still
need to improve
drug selection,
dose and duration)



..... At least
30%
of antibiotic
prescriptions
are **unnecessary**.

In U.S. Doctor's Offices and Emergency Departments

Goal: By 2020, reduce inappropriate
outpatient antibiotic use by **50%**



World antibiotics awareness week



<https://www.who.int/campaigns/world-antibiotic-awareness-week>

Exhibition: The Magic of Chinese Puppet Theatre



http://asemus.museum/event/exhibition-made-china-magic-chinese-puppet-theatre/?fbclid=IwAR2tb9AihbfB4J7dOKiaqBE_e9F15G_pls9YA5IGciY5eMP6rxNdIsUidw

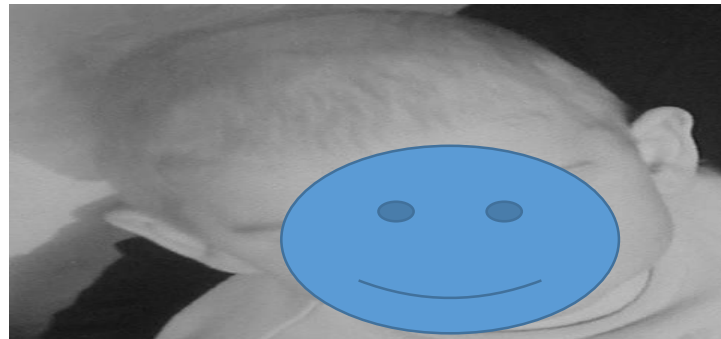
Glove puppet



http://asemus.museum/event/exhibition-made-china-magic-chinese-puppet-theatre/?fbclid=IwAR2tb9AihbfB4J7dOKiaqBE_e9F15G_pls9YA5IGciY5eMP6rxNdl5Uidw

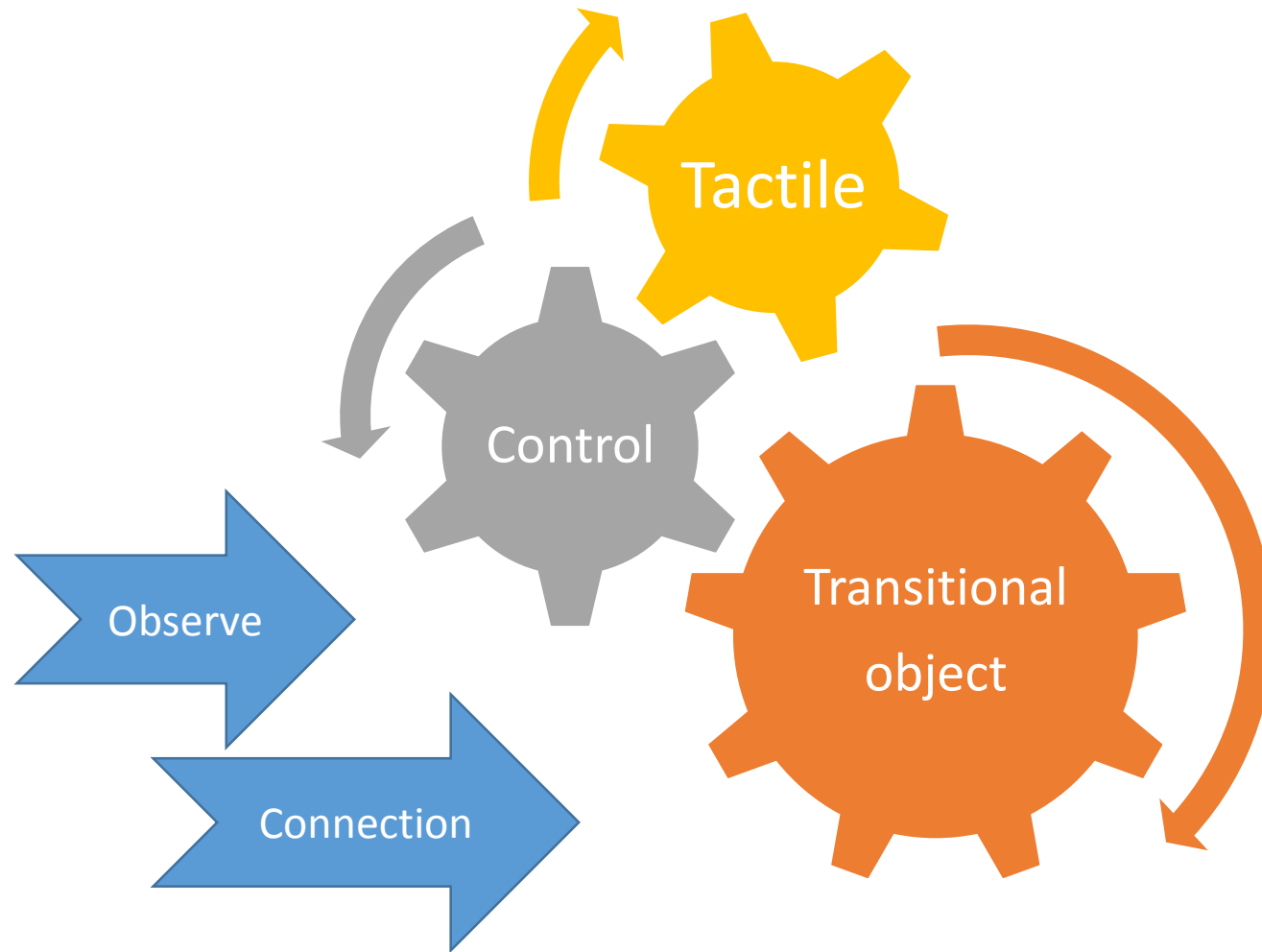
Medical application of Doll/Puppet

- Habitual hair-pulling responsive to doll therapy
- Individualized doll therapy with children experiencing limb loss.



J Paediatr Child Health. 2009 May;45(5):318-9.

Orthop Nurs. 1996 Nov-Dec;15(6):50-5. Review.



[Complement Ther Clin Pract.](#) 2017 Feb;26:42-46.

Child Development Vol. 16, No. 3 (Sep., 1945), pp. 145-166

Antibiotics awareness week

Nov. 11-14, 2017



歲次丁酉年度放送

感染管制中心敬獻

臺大醫院
抗生素注目週
教育宣導活動

活動期間：2017年11月13日~16日 地點：臺大醫院 西址第七講堂/兒醫B1講堂

日期/時間	地點	對象	主題	主講人
11/13 星期一 14:00-15:00	兒醫B1講堂	民眾	抗生威爾頓 感發微主任	感發微主任 感發微主任
11/13 星期一 15:00-16:00	西址第七講堂	醫院醫務人員(醫師)	醫師教育 提升免疫力	家庭醫學部 顏詩力醫師
11/14 星期二 12:00-13:00	兒醫B1講堂	醫院醫務人員(護理師)	抗生藥使用給室	感發微主任 王維寧主任
11/15 星期三 12:00-13:00	西址第七講堂	醫院醫務人員(醫師)	藥物X劑與 bundle care	感發微主任 葉聯心護理師
11/16 星期四 12:00-13:00	西址第七講堂	醫院醫務人員(醫師)	Antibiotics stewardship	藥房部 戴志勳醫師

報名日期：即日起~11/16止。 招收名額：每堂 250 人。

報名方式：11/13 課程-請致電健康教育中心報名 Tel: 23562114，或現場報名。11/14-11/16 課程-請至 TMS 線上報名，課程編號：142822-143846、143279。

教育學分：11/14 ~ 11/15 課程提供公衛人員終身學習時數 1 小時，11/14 ~ 11/15 課程另提供衛生福利部醫事人員繼續教育積分：西醫(師) 1.2 積分、護理(師) 1.2 積分、藥劑(師) 1.2 積分、專科護理師(師) 1.2 積分。

好康活動：11/14 ~ 11/15、11/16，該日課程全場參與者，於課程結束後，至臺大醫院 Facebook 發佈之「抗生素及抗藥性問題」照片「按讚」，即可獲得臺大醫院敬送風扇優待券一張(80元)，每堂限贈250張，發完為止。

主辦單位：臺大醫院感染管制中心、企劃管理部 協辦單位：財團法人臺灣安斯泰來醫學研究發展基金會 聯絡方式：感發微中心 田真儀護理師 TEL: 02212123456 轉 63029



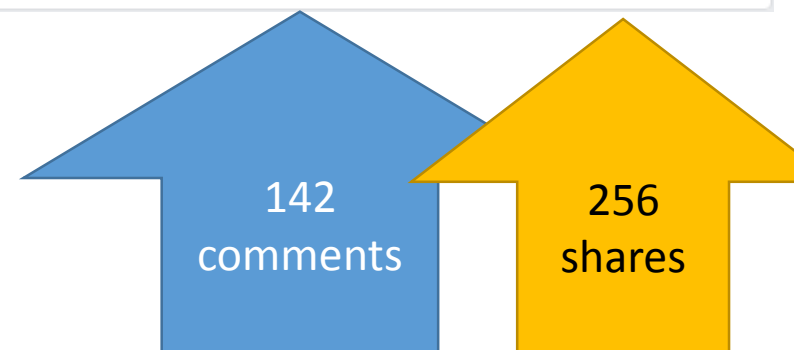
Icu醫生陳志金

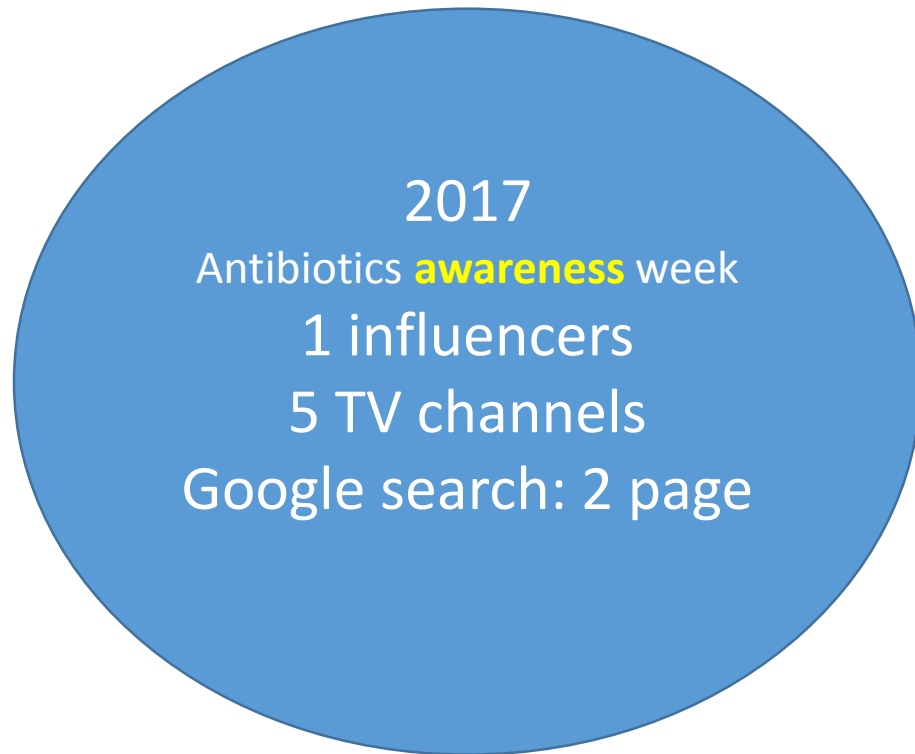
Page · 49K like this · Blogger

Nov 14, 2017 · 🌐 · 註：這是【反串文】因為實在太多人看不懂了！所以只好在此聲明！我是「將錯就錯」，為那些批評這個牌坊的人，找一個「正向」的解讀，拉回活動的焦點：「防止抗生素濫用與抗藥性細菌的預防」！我沒有覺得這牌坊不好，也沒有在批評本土文化，...



👍😂🤔 You, Tai-Shuan Lai, Yichia Huang and 2K others · 142 Comments · 256 Shares








Crisis management

Honest

Honest

Honest

Before the Crisis

- Idea stage: information collection (revise + )
- Design stage: draft, visualize design (revise + continuing )
- Create stage: quality test, premiere, fix problems (revise+ keep )

《報導者》（The Reporter）與零傳媒（0media）共同製作
非營利網路媒體《報導者》授權轉載<https://www.twreporter.org/a/media-emergency-game>

[illegible]

運命よりも、きれいになろう。

CHANGE DESTINY



Change your
life's destiny

Dream
again

Your bottle
your design



CLEAN CARE FOR ALL IT'S IN YOUR HANDS

#HandHygiene

#InfectionPrevention

#HealthForAll

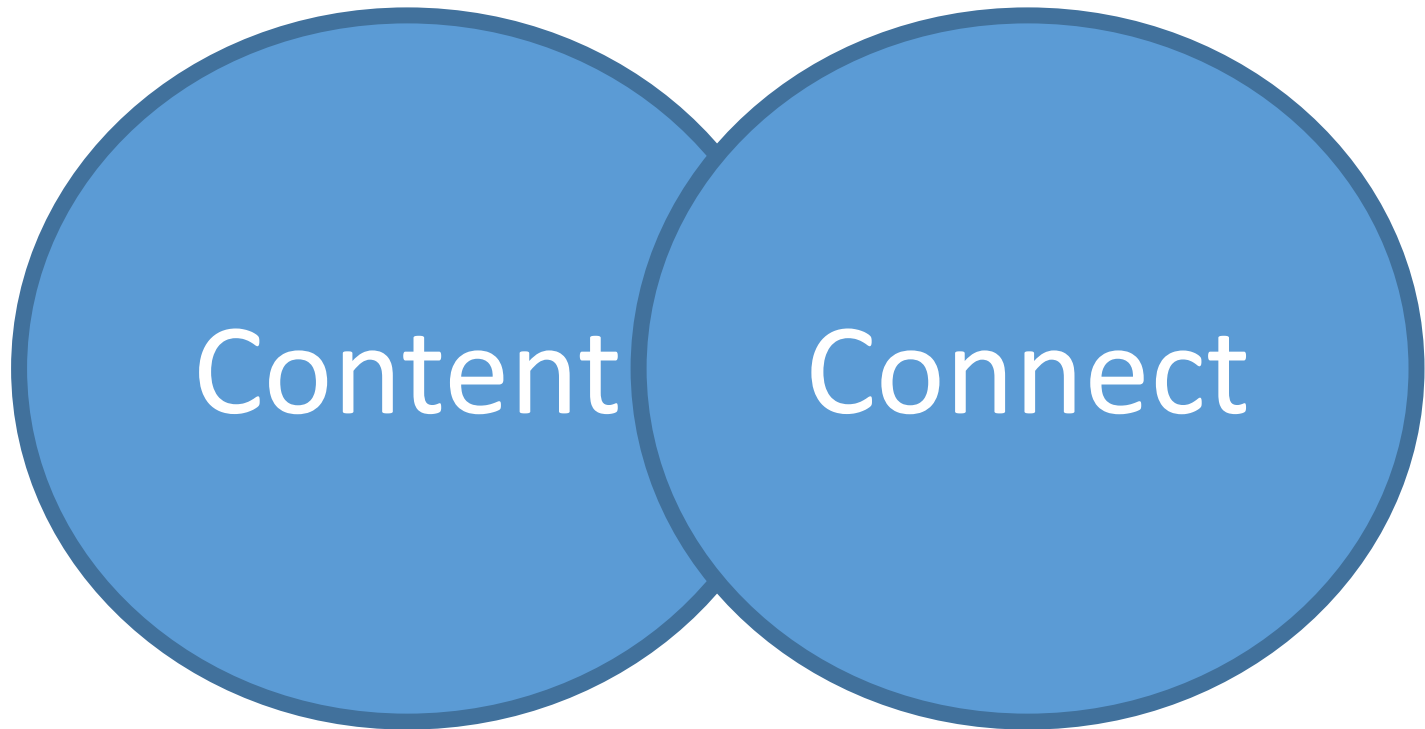


Hand Hygiene



Save antibiotics to real bacterial infection

5D
Diagnosis, Drug,
Dose,
De-escalating,
Duration



Acknowledgement

Center for Infection Control, NTUH

Mr. Ching-He Chang

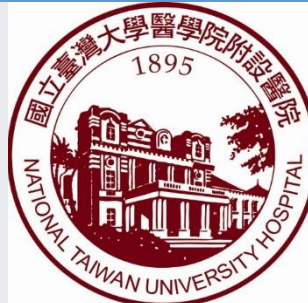


Taiyuan Asian
Puppet Theatre
Museum 台原亞洲
偶戲博物館
@TaiyuanPuppetMuseum



酷勒客-Clerk的路障
生活

@roadblockaclerk



ICPIC2019

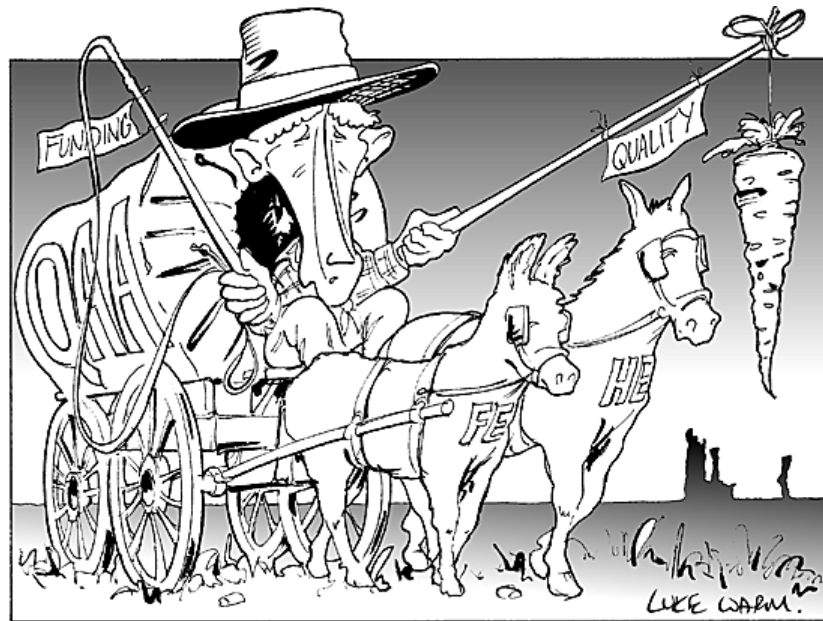
**INTERNATIONAL CONFERENCE ON
PREVENTION & INFECTION CONTROL**

Q & A

Institutional Safety Climate

HAND HYGIENE PROGRAM IN REAL LIFE:

紅蘿蔔與棍子



Institutional Safety Climate

道之以政，齊之以刑，民免而無恥；
道之以德，齊之以禮，有恥且格。

論語為政篇

