Impact of Educational Campaigns on RMD in Social Networks

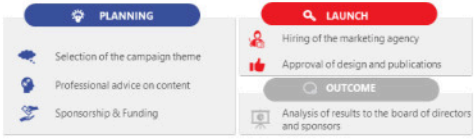
E. Pinzón, R.Ph[1], L. Higuera, MSEE [2]. President, FUNARP- Panamanian Rheumatoid Arthritis Foundation,2 Education Committee, FUNARP- Panamanian Rheumatoid Arthritis Foundation

INTRODUCTION: Panama's prevalence of rheumatoid arthritis is about 1.5%[1]. FUNARP decided to focus its efforts on digital campaigns in 2020 taking advantage of its coverage, low costs, and ease of usage. Further, the mobile penetration of Panama is 136% of its population[2] making social media the best distribution channel for this purpose.

OBJECTIVE: To expand educational coverage, especially for those with limited mobility or living in hard-to-reach areas. Another objective is to measure the effectiveness of digital media campaigns (paid vs organic growth) and identify the most effective social network for these purposes.

METHODS: In addition to FUNARP's annual education plan, which includes monthly onsite and virtual lectures/seminars, social media campaigns are utilized to complement the educational approach based on both the physician's perspective and the patient's experience.

These campaigns employ a mixed approach, incorporating selected ad investment and in-house content creation, as well as full-fledged campaigns involving professional content development and paid advertisements.



RESULTS: "Early Diagnosis and Motivation to Consult a Rheumatology Specialist" was the most successful campaign - developed by a marketing agency with videos supporting the message, and paid ads on both Instagram and Facebook, see Figure 1. Salient results: 110,488 accounts reached and 25,975 interactions, see Table 1.

Table 1: *Salient KPI of social media campaigns in 2022 (reach vs. engagement)*

	Campaign	Facebook	Instagram	Images	Videos	Paid Ads	Non-paid Ads
Reach (110,488 accounts)	Arthritis remission, is it possible?	9%	91%	81%	19%	24%	76%
	Self-care in rheumatic diseases	37%	63%	74%	26%	0%	100%
	Prepare your visit to the rheumatologist	68%	33%	94%	6%	93%	7%
	Myths around rheumatic diseases	21%	79%	87%	13%	20%	80%
	Early diagnosis and motivation to consult a rheumatology specialist	18%	82%	13%	87%	87%	13%
Interactions (25,975)	Arthritis remission, is it possible?	9%	91%	88%	12%	31%	69%
	Self-care in rheumatic diseases	37%	63%	76%	24%	0%	100%
	Prepare your visit to the rheumatologist	68%	33%	92%	8%	91%	9%
	Myths around rheumatic diseases	21%	79%	98%	2%	29%	71%
	Early diagnosis and motivation to consult a rheumatology specialist	18%	82%	2%	98%	89%	11%

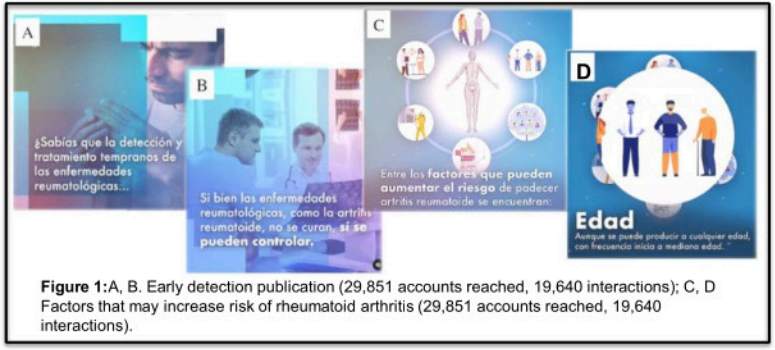


Figure 1:A, B. Early detection publication (29,851 accounts reached, 19,640 interactions); C, D Factors that may increase risk of rheumatoid arthritis (29,851 accounts reached, 19,640 interactions).

- Campaigns using professional content creation and paid social media ads had 50%+ reach and 90%+ interaction rates. Videos were better received than static images.
- Qualitative results reported by rheumatologists indicated that patients who have had access to information from our foundation are more informed and involved in their treatment. They are perceived to have a better quality of life compared to those who do not have access to information about their pathology.

Conclusions: Collaborating with marketing companies, rheumatologists, and investing in advertising directly enhances the effectiveness of health awareness and literacy campaigns.

- Publications where real patients appear as protagonists had higher acceptance vs. those with stack images and videos. Instagram appears to have a better impact than Facebook.
- The early diagnosis campaign managed to overcrowd first-time consultations with rheumatologists in the public health system.
- It is recommended to have advertising investments of more than U.S.$100.00 per publication and have professional content created.

[1] Panamanian Ministry of Health, [2] Panamanian Public Services Authority 2022

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