



Appendix 1: Mapping of EU actors and influencers active on antibiotics

Identification of influencers: People, Platforms and Cases



THIS PRESENTATION

1. Social media influencers
2. Methodology of the search
3. Summary of findings
4. People
5. Platforms
6. Cases
7. Conclusions
8. Why connect with influencers
9. Appendix of other relevant findings



#1 SOCIAL MEDIA INFLUENCERS

- Influencers are likely to have the skill to transmit messages through social media that have an impact on other peoples' ideas and practices.
- Influencers provide information and insights that are trusted and held in high regard. They attract reactions and comments of the crowd and find resonance with their audiences.
- Influencers are active on various platforms where they can spread ideas and have a large group of contacts that they can contact.
- Quantity vs quality: Influencers aren't always the most popular people on platforms – in terms of numbers.



#2 METHODOLOGY OF THE SEARCH

Geographic scope: The 34 European countries that mark EAAD (European Union member states, Croatia, FYROM, Serbia, Kosovo, Turkey, Norway and Iceland)

Language: English

Keywords: Antibiotic/Antibiotics, Antibiotic resistance, Antimicrobial resistance, Prudent antibiotic use, Last line antibiotics, Cold, flu (in conjunction with antibiotics), MRSA, Carbapenems, NDM-1, superbug.

Time span: Since January 1st, 2010

Skills & Expertise *beta* > Antibiotics

Search Skills & Expertise

Related Skills

- Cholesterol
- Hormones
- Thrombosis
- Parasitology
- Infusion
- Bone
- Vitamins
- Heart Failure
- Bayesian methods
- Structure Elucidation
- COPD
- Pilot Plant
- Fermentation Technology
- Blood Pressure
- Osteoporosis
- Cardio
- Peptides
- Hepatitis

Antibiotics ▼-4% y/y


Primary Industry: Pharmaceuticals


In common usage, an antibiotic (from the Ancient Greek: ἀντι-anti, "against", and βίος-bios, "life") is a substance or compound that kills, or inhibits the growth of, bacteria. Antibiotics belong to the broader group of antimicrobial compounds, used to treat infections caused by microorganisms, including fungi and protozoa. The term "antibiotic" was coined by Selman Waksman in 1942 to ...


[More on 'Antibiotics' at Wikipedia »](#)

Add Skill

Antibiotics Professionals

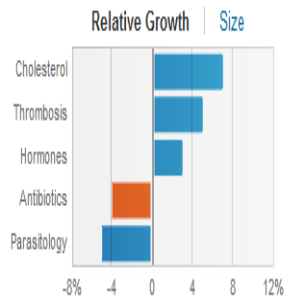
- 

Sreekumar Nair
CEO, Global Pharmatech Pvt. Ltd.
Pharmaceutical Marketing & Sales
years of industry experience. Key f
- 

Smita Warang
Marketing Manager (International d
A dynamic, result oriented Market
enriching experience of over 19 ya
- 

Tamer Medhat
sales and marketing manager at A
After compliments, further to the re
about the vacant position, I would l

Share Tweet



Related Companies



Pfizer
Pharmaceuticals, Greater New York

Search: antibiotics



Then in our food. Sick. RT@DaveZinczenko: SHOCKING: 70% of the antibiotics sold in America end up in farm animals, according to the NYT

• kayteedeeye, [+] Sat 04 Jun 14:26 via Twitter for iPhone



Checking out "E.coli Superbug Outbreak In Germany Due To Antibiotics In Meat P" on OV: <http://ning.it/iF52p5>

• BernieMorgan, [+] Sat 04 Jun 14:26 via a Ning Network



@john_aldinho You were really lucky bud, do the lottery tonight! Are they pumping the Antibiotics in, makes for great farting! Take it easy!

• lebense, [+] Sat 04 Jun 14:23 via TweetDeck



70% of antibiotics are used in farm animals! RT @nyshepa NY Times editorial: The High Cost of Cheap Meat <http://nyti.ms/jFF1Ji>

#3 SUMMARY OF FINDINGS

In general the keywords generated a lot of real-time results. Keywords also showed up in a various numbers of discussion forums like LinkedIn Questions and Quora. Not many cases in a European context with integration of print, digital and social platforms. The digital sphere is not concerned about 'borders', and therefore difficult to limit to EU.



Bertalan Meskó, MD

@Berci Debrecen, Hungary
Medical doctor, founder of [Webicina.com](#), speaker, blogger, health 2.0 consultant, Wikipedia administrator doing PhD in genomics
<http://sciencereoll.com>

Following

Tweets Favorites Following Followers Lists



Berci Bertalan Meskó, MD
Blogger announces own death after battle with cancer: wp.me/p2kuO-1TV
16 hours ago



ipharmad PharMed Solutions [@Berci](#)
[@BunnyEllern](#) [@berci](#) real nice healthcare need a social tool like this
5 Jun



Berci Bertalan Meskó, MD
What the physician hiring process can learn from the NFL draft <http://ff.im/-EYfKk>
5 Jun



Berci Bertalan Meskó, MD
A new road map for healthcare business success. [Healthc Financ Manage. 2011] - PubMed result <http://ff.im/-EYf0B>
5 Jun



ScienceRoll

A doctor's journey in genetics PhD and medicine through web 2.0.

home

about

medicine 2.0

milestones

personalized genetics

int

Dissemination of health information through social networks April 5, 2010

Posted by Dr. Bertalan Meskó in [Health](#), [Health 2.0](#), [Medicine](#), [Medicine 2.0](#), [science](#), [twitter](#), [Web 2.0](#).
24 comments

This is the era of evidence-based social media as more and more papers focusing on medicine and social media are coming out. An interesting paper was published a few days ago in the American Journal of Infection Control. Scafield et al. tried to reveal the rate of misunderstanding or misuse of antibiotics in Twitter messages in their study ([Dissemination of health information through social networks: twitter and antibiotics.](#))



BACKGROUND: This study reviewed Twitter status updates mentioning "antibiotic(s)" to determine overarching categories and explore evidence of misunderstanding or misuse of antibiotics.

METHODS: One thousand Twitter status updates mentioning antibiotic(s) were randomly selected for content analysis and categorization. To explore cases of potential misunderstanding or misuse, these status updates were mined for co-occurrence of the following

LinkedIn



Bertalan Meskó, MD

External advisor at Mayo Clinic Center for Social Media
Hungary | Medical Practice

Current

- External advisor at Mayo Clinic Center for Social Media
- Member at The Kairos Society
- Educator and University cr

Education

- Debreceni Eg

Recommendations

9 people have re

Connections

500+ connection

Websites

- Blog
- RSS feed
- Company We

#4 PEOPLE

Bertalan Meskó: Hungarian doctor and blogs, tweets and writes articles about the integration of health care and social media. He has blogged about the study "The 'talk' about antibiotics on Twitter."

Bertalan Meskó, MD's Summary

I'm a medical doctor doing PhD in clinical and microblogger at [Twitter.com/Berci](#). I do education and healthcare. I try to ease the useful tools and sites and by presenting t

I'm the founder of the first medical web 2.0 the first university credit course for medic (med20course.wordpress.com)



Crawford Kilian

@Crof North Vancouver BC

Retired college teacher and persistent writer (journalism, science fiction, fantasy, regional history, education). Also blogging on a range of subjects.
<http://crofsblogs.typepad.com/h5n1/>

Follow

Tweets Favorites Following Followers Lists

Crof Crawford Kilian
#EHEC: The Bienenbüttel statement <http://bit.ly/mzRxnO>
8 hours ago

Crof Crawford Kilian
The Bienenbüttel statement <http://bit.ly/mzRxnO>
8 hours ago

Crof Crawford Kilian
#EHEC: CIDRAP on the sproutbreak <http://bit.ly/1Q9hd>
13 hours ago

Crof Crawford Kilian

About @Crof

13,327 Tweets 109 Following 666 Followers 43 Listed

You and @Crof

You both follow this account view

Similar to @Crof view all

ICAV Chris Upton Follow
The International Consortium on Anti-Viral (ICAV) L...

PeakFish Peak.Fish Follow
Resource Economics

AIDigest #1 Digest Follow
A Global Initiative on Sharing All Influenza Data, etc...

Following view all



About Help Blog Mobile Status Jobs Terms Privacy

H5N1

News and Resources about Influenza, Infectious Diseases and Public Health

June 05, 2011

The Bienenbüttel statement

On its [website](#), the organic farm says (in a computer translation with my editing):

We, the Gärtnerhof Bienenbüttel are shocked and concerned by the news of 05.06 that part of our goods have been contaminated by EHEC pathogens. Following the announcement by the authorities, we immediately informed all customers and recalled the product.

We have run the shoot production for 25 years and have always been able to deliver perfect goods. In January 2011, we had sampled routinely on *E. coli*; the results were negative. In the second half of May, we tested on the basis of the current situation also different shoots. The laboratory results were also negative for *E. coli* (EHEC-free). Further steps depend on the analysis results from 06.06.

June 05, 2011 at 10:16 PM in [Ehec](#), [Food security](#) | [Permalink](#) | [Comments \(0\)](#)

EHEC: CIDRAP on the sproutbreak

Via CIDRAP, a report by the tireless Lisa Schnirring: [Sprouts linked to European E coli outbreak](#). Excerpt:

ABOUT

[Email Me](#)

NEWS GATHERERS

[Bird Flu \(Google News\)](#)

[Bird Flu \(NewsNow\)](#)

[Chikungunya \(NewsNow\)](#)

[Cholera \(Google News\)](#)

[Cholera \(NewsNow\)](#)

[CIDRAP: Center for Infectious Disease Research and Policy](#)

[Dengue \(CDC\)](#)

[Dengue \(Google News\)](#)

[Dengue \(NewsNow\)](#)

[Dengue Watch](#)

[DengueMap](#)

[EHEC \(Google News\)](#)

[EHEC \(NewsNow\)](#)

[Google.org Dengue Trends](#)

[H5N1 \(Google News\)](#)

[HIV/AIDS \(CDC\)](#)

[HIV/AIDS \(NewsNow\)](#)

READ THE TYEE



JUNE 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

TRAFFIC



GOOGLE SEARCH



Crawford Kilian

Contributing Editor at The Tyee <http://thetyee.ca>
Vancouver, Canada Area | Writing and Editing

- Current
 - Contributing Editor at The Tyee
- Past
 - Instructor at Capilano University
- Education
 - Simon Fraser University
- Connections
 - 114 connections
- Websites
 - Blog
 - Blog
 - Blog

#4 PEOPLE

Crawford Kilian: Canadian editor, blogs about health and antibiotics mostly related to an European context. Crawford is represented on different platforms.

Crawford Kilian's Experience

Contributing Editor

The Tyee <http://thetyee.ca>

Writing and Editing industry

September 2008 – Present (2 years 10 months)

Writing feature articles and reviews, editing our politics blog. Also working on several b...

Quora does not support accounts for organizations.

Amarantoblook E-Publishing

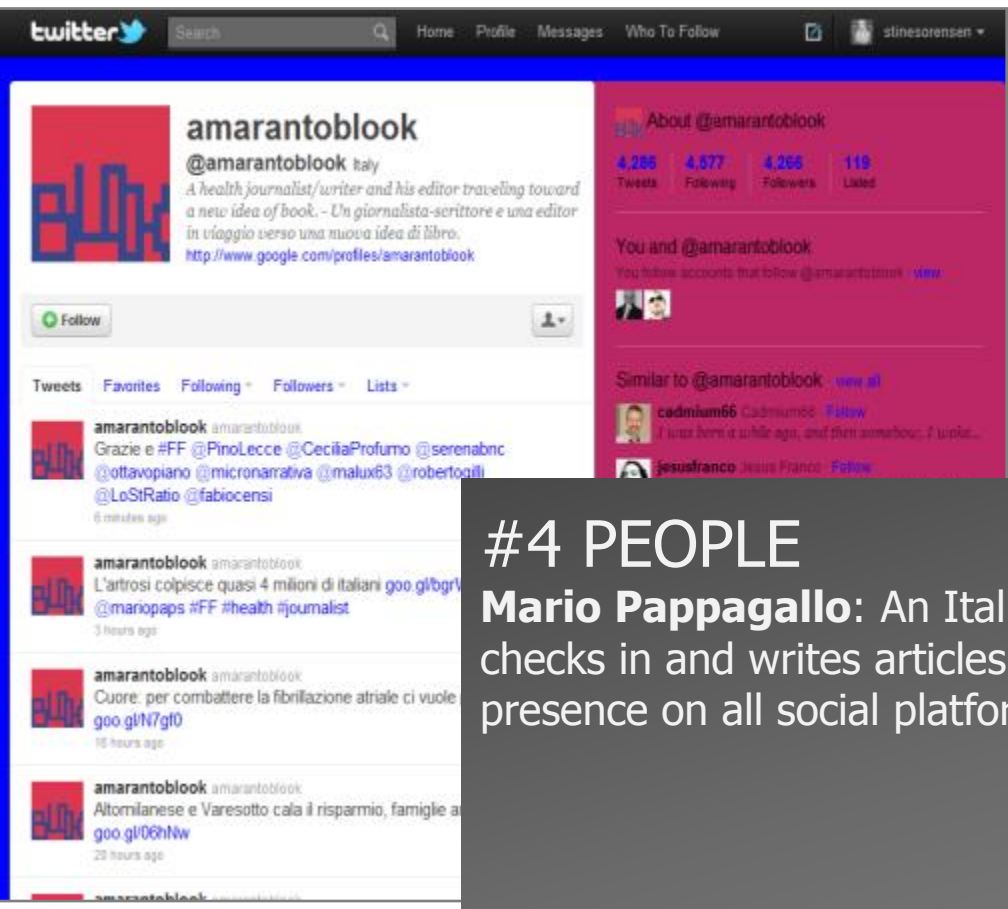
Suggest Headline

Profile About Edits (2)

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amarantoblook
@amarantoblook Italy
A health journalist/writer and his editor traveling toward a new idea of book. - Un giornalista-scrittore e una editor in viaggio verso una nuova idea di libro.
<http://www.google.com/profiles/amarantoblook>

4,285 Tweets 4,577 Followers 4,285 Likes 119 Listed

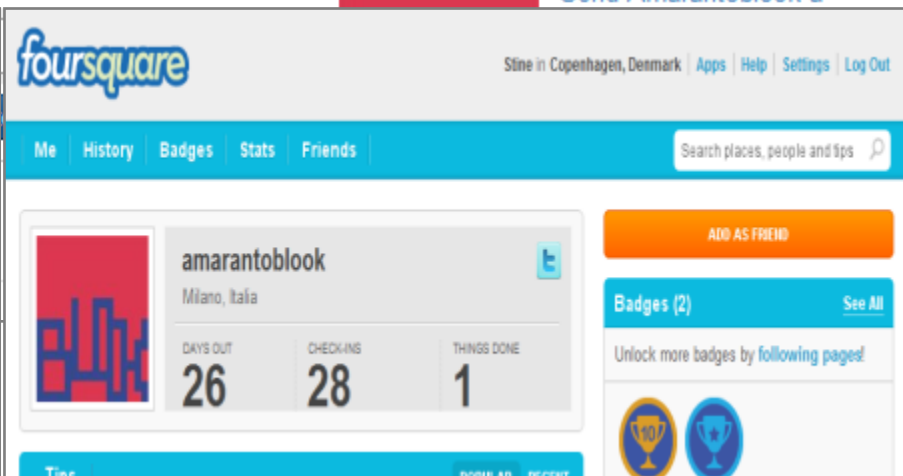
About @amarantoblook
You follow accounts that follow @amarantoblook

Similar to @amarantoblook

- cadmium66** Cadmium66 Follow
I was here a while ago, and then amabook, I hope...
- jesustranco** Jesus Franco Follow

Tweets

- amarantoblook** @amarantoblook
Grazie e #FF @PinoLecce @CeciliaProfumo @serenabnc @ottavopiano @micronarrativa @malux63 @robertonfi @LoStRatio @fabiocensi
6 minutes ago
- amarantoblook** @amarantoblook
L'artrosi colpisce quasi 4 milioni di italiani goo.gl/bgr1 @mariopaps #FF #health #journalist
3 hours ago
- amarantoblook** @amarantoblook
Cuore: per combattere la fibrillazione atriale ci vuole goo.gl/N7gf0
16 hours ago
- amarantoblook** @amarantoblook
Altomilanese e Varesotto cala il risparmio, famiglie a goo.gl/06hNw
29 hours ago



foursquare
Stine in Copenhagen, Denmark | Apps | Help | Settings | Log Out

Me History Badges Stats Friends

Search places, people and tips

amarantoblook
Milano, Italia

DAYS OUT	CHECK-INS	THINGS DONE
26	28	1

Badges (2) See All
Unlock more badges by following pages!

#4 PEOPLE

Mario Pappagallo: An Italian health journalist and writer. Blogs, tweets, checks in and writes articles related to health care. He has a huge presence on all social platforms and communities.


Wall

Info

Photos

1,499

people like this

Create a Page

Add to my page's favourites

Subscribe via RSS

Unlike

Report Page

Share

Antibiotics

Company

Wall

Antibiotics · Most recent ▾

 Share: **Post** **Photo** **Link** **Video**

Write something...


Gary R. Miller

 Antibiotics taken to clear up infections also create devastating changes in the colon's bacterial makeup. <http://www.prebiotin.com/?p=1645>

Antibiotics and their Impact on the Gut and Obesity
www.prebiotin.com

It is now well proven that when almost any kind of antibiotic is taken to clear up an infection, it also creates a devastating change in the colon bacterial makeup - all of it bad.

11 May at 21:32 · Like · Comment · Share


Tim Sandle
<http://pharmig.blogspot.com/2011/05/facts-about-antimicrobial-resistance.html>

Pharmaceutical Microbiology: Facts about antimicrobial resistance (WHO)
pharmig.blogspot.com

For pharmaceutical microbiology, contamination control, cleanrooms, healthcare, pharmaceutical manufacturing and

#5 PLATFORMS

On **Facebook** there are several groups and pages about antibiotics. They are mostly business-to-consumer or consumer-to-business oriented. Most of the posted links refer to articles and further information about 'antibiotics'.

30 March at 00:22 · Like · 151 person



Medicine & Healthcare: [Lungs](#) [Antibiotics](#) [Medication](#) [Infectious Diseases](#) [Doctors](#)

[Exceptional Comment Threads](#) [Edit](#)

I apparently have a lung infection. Which antibiotic should I take to kill it? [Edit](#)

I am having trouble breathing and am concerned about my survival. It has been going on for many months. I don't want to go to a doctor and can get whatever medicines I need. [Edit](#)

[31 Comments](#) · [Flag Question](#)

[12 Answers](#) · [Create Answer Summary](#)

[▲](#) **Laszlo B. Tamas, I'm a doc (neurosurgery) who operates...**

19 votes by Anon User, Htet Khine, Shannon Larson, (more)



No one can give you medical advice on the internet, which would not only be unethical but also a terrible way to assess what can be complex problems.

The clue you give - "having trouble breathing" - can be a symptom of serious disease (not sure, but you have to rule out the worst possibility, while hoping for the best).

You should get to a doctor as

Repeat - get to a doctor as s

From there, you can figure out impersonal things like chest worth every bit as much as (them.

[Add Comment](#) · [Thank](#) · [Flag](#) ·

[Follow Question](#)

[* Options](#)

[Related Questions](#) [Edit](#)

[I am 35 weeks pregnant and have a strong cough. The doctor prescribed an antibiotic called amoxicillin 500 mg. How safe is... \(continue\)](#)

[Is it common for a baby or young child to have frequent ear infections?](#)

[I stopped taking my antibiotics early, am I at risk and how will I know?](#)

[Are there any painkillers available without a high dosage of caffeine?... \(continue\)](#)

[What should I do if I scraped my knee on a coral reef and it caused bleeding? Should I take antibiotics to prevent](#)

5 PLATFORMS

Quora is a platform where users can ask questions, follow topics and discuss. There are a wide range of discussions on antibiotics. The topics are mostly about the use and effects of antibiotics.

has 6 monitors with 5823 topic followers and

Go back to Answers Search Results

Geniva Carpenter
CLINICAL / MEDICAL ASSISTANT
see all my questions

Can anyone give me any advice on how I can fight my battle with M.R.S.A disease? I have researched and read everything I think there is and have done all the disinfecting to me my huse but I am now on The Last Resort medication there is availble for it.

I have researched and read everything I think there is and have done all the disinfecting to me and my house and preventive measures but I am now on The Last Resort Medication there is available for it. SO PLEASE HELP ME IF YOU CAN.

posted 1 month ago in Public Health and Safety, Health Care | Closed | Report question as...

Share This

Answers (7)

Taylor Winship
Sr IT Project Manager seeking new opportunity
see all my answers

Interestingly I just heard something on the radio just yesterday. See link to news article below.

Links:

★ Best Answers in:
Using LinkedIn (161)... see more

5 PLATFORMS

LinkedIn is mostly used for facilitating business-to-business connections. LinkedIn offers functions such as groups and Q&A sections. By searching these functions a lot of different discussions are found.

Bernard Gore
Consultant at Self Employed
see all my answers

★ Best Answers in:
Using LinkedIn (70)... see more



NIAID_Flickr's photostream pro

Collections Sets Galleries Tags People Archives Favorites Profile

Slideshow Slideshow icon Email Facebook Twitter More



Scanning electron micrograph of Yersinia pestis

Scanning electron micrograph of Yersinia pestis, the causative agent of bubonic plague, on proventricular...

© All rights reserved
Uploaded on Apr 27, 2011
0 comments



Antimicrobial (Drug)...

6 photos
7 views



Tuberculosis Research

10 photos
9 views

5 PLATFORMS

Flickr is a photo sharing platform and gives a visual approach to the topics searched for. These photos are easy to share, download and comment on. In that sense, discussion and comments about topics can also be found on these kind of social platforms.

ACTION ON ANTIBIOTIC RESISTANCE

GLOBAL ACCESS AND AFFORDABILITY

[HOME](#) • [WHO WE ARE](#) • [WHAT WE DO](#) • [NEWS](#) • [RESOURCES](#) • [CONTACT US](#)

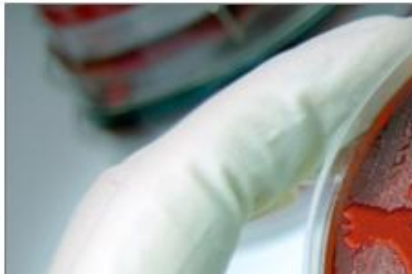
News

Search

CONCLUSIONS CONFERENCE OF INNOVATION

#6 CASES

ReAct - Action on Antibiotic Resistance is an international network linking a wide range of individuals, organisations and networks committed to respond to antibiotic resistance as a global health problem. They involve a lot of different operators and have created a website, a Facebook page and offline-conferences, papers and other resources.





[TRANSLATE THIS PAGE](#)

Find us on:



Become a Partner!

EAFP Annual Conference

"The Faculty of Pharmacy of the University of Lisbon (FFUL) is hosting the XVIIth Annual Conference, "Topics in Pharmaceutical Education" of the European Association of Faculties of Pharmacy (EAFP) Lisbon 2011 (23-25 June).

[...more](#)

Newest resources

[CALL for the EPSA Team](#)



EPSA is looking for enthusiastic volunteers to fill the positions in the EPSA Team of 2011/2012. We are looking for people who have the desire to be part of the last opportunity of this year, energetic and motivated. It's a great opportunity to create memories for a lifetime!

[Introduci...](#) [2011/2012](#)

During the Annual Conference in Portugal. In the Assembly, event. Or Members have voted and successfully elected a new EPSA team for the mandate of...

[EPSA Summer University](#)



This summer, during the 8th - 14th August, EPSA has the pleasure to invite you to attend



Flash news

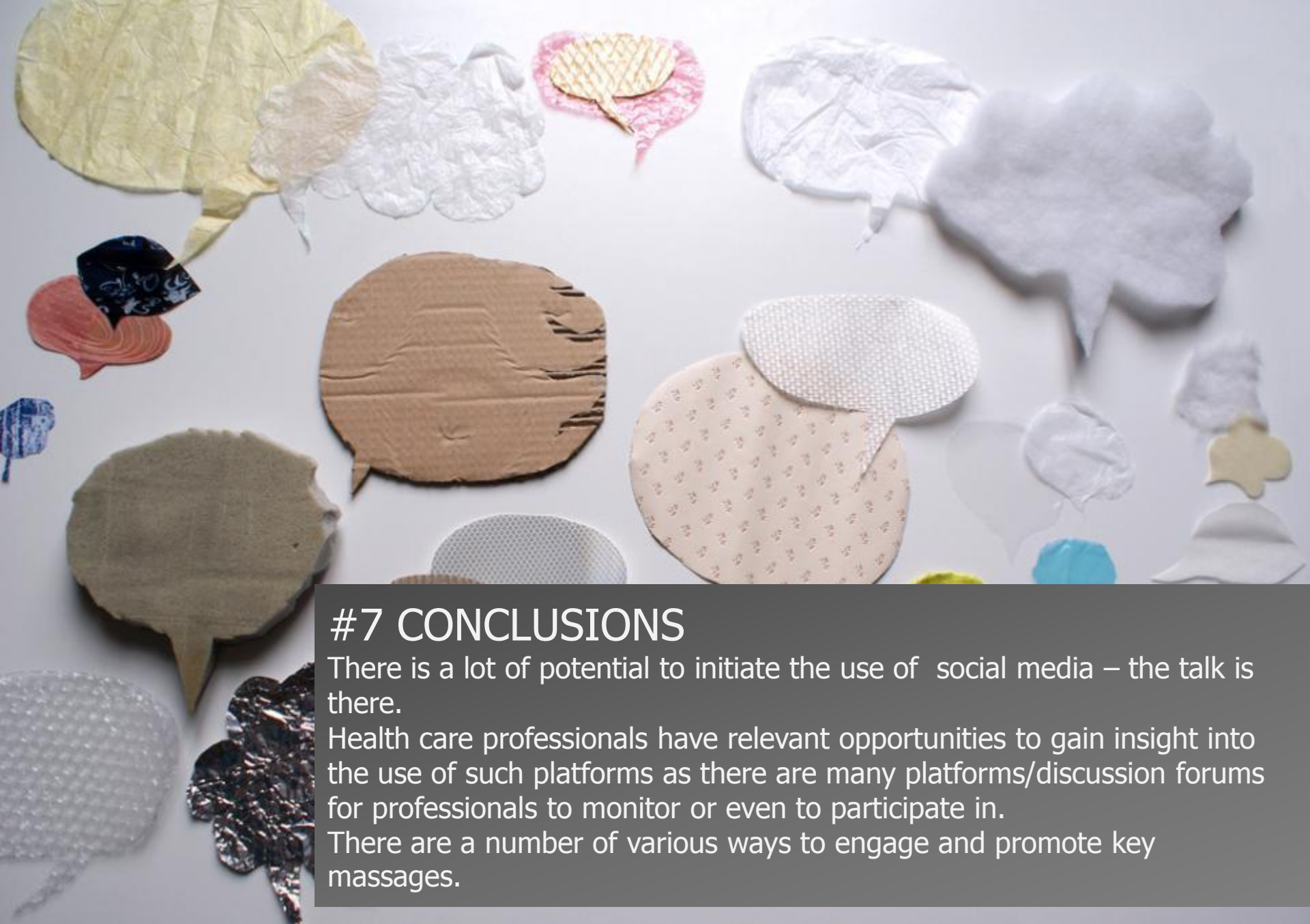
[European Medicines Agency establishes Geriatric Expert Group](#)
[The European Medicines](#)

#6 CASES

EAFP has been integrating various platforms like Facebook, a blog and a Twitter account. Altogether it has created great activity on their Facebook page with almost 3,000 'likes', links, photos, comments and post from users.



Still unsure of where to spend your holidays? Do [\(imatinib\)* for three](#)



#7 CONCLUSIONS

There is a lot of potential to initiate the use of social media – the talk is there.

Health care professionals have relevant opportunities to gain insight into the use of such platforms as there are many platforms/discussion forums for professionals to monitor or even to participate in.

There are a number of various ways to engage and promote key messages.

The background of the slide features a clear blue sky with several horizontal power lines. Numerous birds are silhouetted against the sky, some perched on the lines and others in flight. The overall scene is peaceful and natural.

#8 WHY CONNECT WITH INFLUENCERS AND PLATFORMS

Create connections on the various platforms (see next slide).

Get inspiration, help and leads.

Monitor activities and influencers on different social platforms.

Learn about 'people' and process by signing up for different tools and networks.

Show a presence.



#8 THERE ARE MANY WAYS TO CONNECT

LinkedIn: Ask people to join your network, and be transparent about the purpose

Twitter: Is a one-way connection, but start either following, and/or reply to tweets

Facebook: Is a more private platform but if there is an official Facebook page use that one.

Quora: Sign up, and start to follow topics, discussions or people.

#9 Appendix of other relevant findings

Twitter search- Health care related hash tags (see notes)

Twitter profiles across EU within the field of social media:

[@bacigalupe](#) (Spanish professor)

[@andrewspong](#) (editor at British Nexus)

[@kevinmd](#) (US doctor)

[@fabianseyfried](#) (German editor HC online magazine)

[@Dominic_Tyer](#) (British editor of Inpharm.com)

Monitoring social media:

Ideas to conduct a formal effort at monitoring social channels using a social media monitoring/analysis software : Techrigy SM2, ScoutLabs, Vocus, SocialRadar, Radian6.

Here is an article about how you can leverage the use of # (hashtags) in your monitoring

<http://www.healthcarecommunication.com/Main/Articles/6781.aspx>

#9 Appendix of other relevant findings

Blogs:

Juha Wahlstedt is from Finland, Client relations manager at Labquality has two blogs, and he blogs about: Laboratory medicine and EQAS related news for laboratory professionals

<http://medlab-eqas.blogspot.com/>

<http://eqa-eqas.blogspot.com/2011/04/eccmid-2011.html>

Juha Walstedt has made a list of blogs he likes to read:

<http://www.blogger.com/profile/03013685294456136839>

A Facebook Page: <http://www.facebook.com/LaboratoryEQAS>

A Twitter Profile: <http://twitter.com/#!/LaboratoryEQAS>

European Federation of Pharmaceutical Industries and Associations (EFPIA)

<http://efpia.blogspot.com/2011/05/may-is-hepatitis-awareness-month.html>

Pharmaceutical Group of the European Union (PGEU)

<http://iqpc-pharma.blogspot.com/>