

Leverage your Digital Opinion Leaders to dramatically increase awareness and drive meaningful action

The 2022 BH&IA Conference Best Paper Award winner, presented by:

Katz Kiely

Katz is a serial entrepreneur and solution designer who built the first open innovation platform for HP, re-architected the way a UN agency does business and designed a behaviour change platform with Intel that connected mobiles, big screens and data.

Anni Neumann

Anni's career in the pharmaceutical industry spans markets across Europe and South America. Today in her role as Associate Director of Health Strategy, she leads the work with CREATION.co's clients to best serve their needs and help them solve their key business challenges.



Katz Kiely
Founder,
Beep & Frontline.Live



Anni Neumann
Associate Director of Health
Strategy, CREATION.co



So, I want to tell you how Frontline Live happened...

It was April 2020. I was talking to a friend, she's a Senior Nurse. I was complaining about not being able to get a shopping delivery and she said... poor you... tomorrow I will be dealing with COVID patients and we don't have any masks!

Imagine



Close your eyes for a second. Imagine what that was like. Remember the fear we ALL felt and imagine what it was like to have no masks. No gloves. No gowns. Nothing to protect you from THAT virus. I started seeing thousands of doctors, nurses, health care workers tweeting about the same thing. 35,000 healthcare workers to be more specific. At the same time lots of community groups were raising money for PPE. Others were making PPE or pivoting their business to give hand gel away.

But, there was no way for people who had PPE to connect with people who needed PPE quickly. I could see there was a way to fix it... So I put out a call on my social channels. Over 40 volunteers stepped forward to build frontline.live. We built and launched the platform within 4 weeks.



How did it work? People in need could Tweet their need or fill in an anonymous form on the website and we added their need to a digital map so these communities could get the urgent protection they needed. Unfortunately, 'build it and they will come' never works - and we had no money for communications, so we had to box clever to get the word out.




We formed partnerships with two amazing PR agencies who got us a partnership with The Sun and the Times - who by the way gave us a free full page spread in the Saturday magazine. The GM of SnapChat ran a national campaign for two weeks. The CEO of Ocean Outdoor gave us 18 of the biggest digital outdoor screens in cities across the UK to run ads for a whole month. We reached millions. But kept hearing that our target audience, those in need, didn't know we were there. They were busy... they were scared to speak up. We all know that people need to feel confident to use a new service.

The challenge:

The Challenge

To cut through the 'noise' online and effectively communicate to frontline care workers.




We needed to break through the noise. We needed credible voices to be advocates. Our volunteers had day jobs - and we had zero to pay for a targeted campaign.

Enter CREATION.co.

The solution



Firstly we collected the data of public and anonymous PPE requests from HCPs as reported via the Frontline.Live platform. We then used CREATION Pinpoint to analyse the unprompted conversations of UK healthcare workers discussing PPE on public social media (generally, and when raising specific PPE needs) to supplement and validate these insights.

Common lexicon being used in HCP PPE discussion was identified to improve future engagement between Frontline.Live and healthcare workers in need. As well as this, HCP PPE needs were classified and compared by HCP role, type of PPE, location, and across the public and anonymous requests, to analyse trends within these.

3 HCP [Digital Opinion Leaders](#) and other influential HCP authors in the online PPE conversation were identified and profiled.

How are they identified?

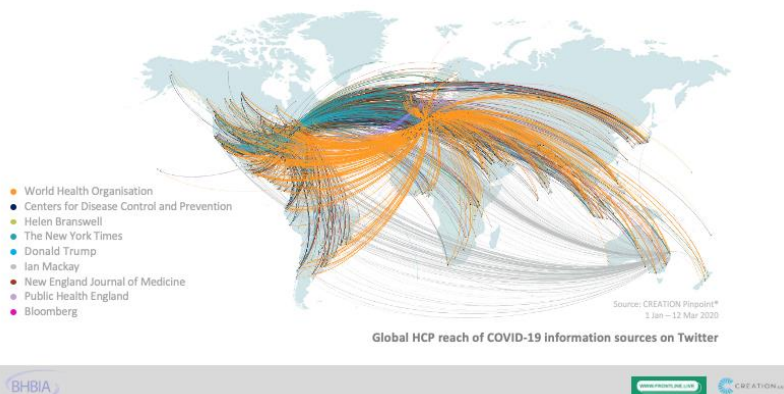


Before we share the key insights from this amazing work, I want to explain some thoughts very quickly around Digital Opinion Leaders or 'DOLs'.

- We might define a DOL as an individual or organisation, who influences the view or behaviour of other health stakeholders through their digital activity.
- To identify those DOLs we are able to measure different indicators of peer-to-peer trust and engagement
- Only because somebody posts a lot of content, does not make them credible; simply because somebody claims to be a doctor, does not make them trusted.
- But when a physician shares in open dialogue with peers, the credibility of their voice is tested by the network. Influence is determined by the "crowd" of other experts, in a type of mass peer review. So those trusted by other physicians develop a strong network of influence among their peers.

When a physician is trusted by their peers online, they can make a significant impact on learning, on health systems, and through this on health outcomes, often all over the world.

The impact of Digital Opinion Leaders



This graph above shows HCPs from across the globe sharing health information from various sources at the outset of the COVID-19 pandemic.

It's important to remember that DOLs are real people! Even with the word digital, it doesn't make them any less human. Take Mark Lewis for example who is a pancreatic cancer survivor who is a real patient advocate and influences the pancreatic cancer online space.

What do Digital Opinion Leaders look like?



Anirban Maitra
@Ailms1742
Gastrointestinal Pathologist
MD Anderson Cancer Center, Texas
Study posts: 478

Content creator



Muhammad S. Beg
@ShaalaniBeg
Gastrointestinal Oncologist
UT Southwestern Medical Center, Texas
Study posts: 354

PancChatter



Mark Lewis
@marklewismd
Gastrointestinal Oncologist
Intermountain Medical Center, Utah
Study posts: 97

Patient advocate



Allyson Ocean
@drallysonocean
Gastrointestinal Oncologist
Sandra and Edward Meyer Cancer Center, New York
Study posts: 205

Content distributor



Aatur Singhi
@PancPathologist
Gastrointestinal Pathologist
University of Pittsburgh Medical Center, Pennsylvania
Study posts: 123

HCP influencer

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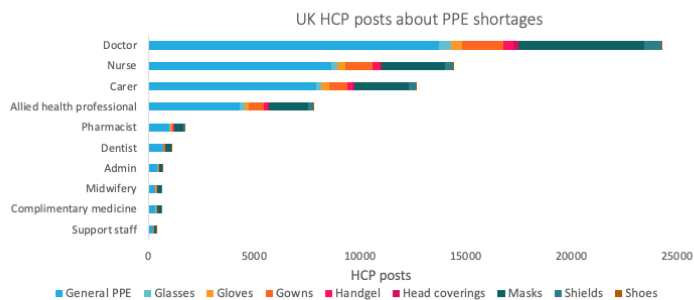
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The Insights

After we received all the data our team of analysts started to look through the conversation and pull out insights. Firstly, we saw that more senior HCPs felt comfortable to share their needs about PPE shortages online as junior HCPs felt less able to speak out. Doctors were most actively raising awareness of and talking about shortages on public forums. Nurses, carers, and allied health professionals were also vocal in the shortage space.

Doctors lead the way in publicly sharing about PPE shortages online



Source: CREATION Pinpoint
1st April 2020 – 30th July 2020

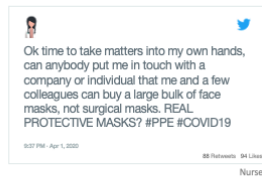
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It was powerful and heart-breaking at times to see HCP posts sharing their specific needs like 'we need face masks' or 'eye protection for surgeons'.

HCPs share specific needs



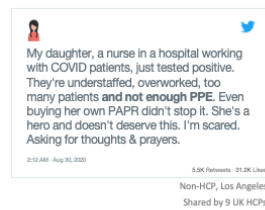
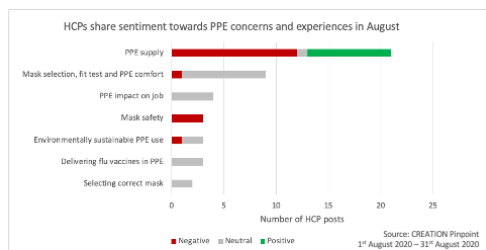
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The HCPs' online PPE conversations were analysed by topic and sentiment and we were able to pull out different concerns and experiences with emotions.

HCPs share sentiment towards PPE concerns and experiences



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Influencers were identified who engaged in the conversation.



In the context of PPE, influential HCPs were identified as either 'HCP influencers' or 'Active posters'. HCP influencers are likely to have a high Twitter following and the content they post is often shared a large number of times. They may post less frequently about PPE, but when they do, their content has the potential to reach a large audience. Active posters may have a reduced following compared to HCP influencers and their content is less widely shared, however they are actively involved in the PPE conversation and tend to post more original PPE content.

HCP influencers and active posters

HCP influencers	Active posters
 <p>David Oliver @mancunianmedic Consultant in Geriatrics and Acute Medicine Berkshire</p>	 <p>Danielle Jade @daniellejade198 Nurse London</p>
 <p>Philip Lee @drphiliplee1 Consultant in Geriatrics and Acute Medicine London</p>	 <p>Mike Henley @trentconsultant Urologist Derby</p>
 <p>Dominic Pimenta @DrDomPimenta Cardiologist London</p>	 <p>Linda Dykes @DrLindaDykes GP and Consultant in Emergency Medicine Hereford</p>


Besides HCP influencers and active posters, we identified the key HCP Digital Opinion Leaders, which were a GP, a Palliative Care Physician and a Cardiologist.

Identification of top Digital Influencers

 <p>Trisha Greenhalgh @trishgreenhalgh General Practitioner Professor of Primary Care University of Oxford</p>	 <p>Rachel Clarke @doctor_oxford Palliative Care Physician Oxford</p>	 <p>Asif Qasim @DrAsifQasim Interventional Cardiologist London Bridge Hospital</p>
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Asif Qasim ended up being key to this project. As we shared about this work online, he was also very happy to be a PPE Digital Opinion Leader in the UK as you can see in his post!

Meet: Asif Qasim



Asif Qasim
@DrAsifQasim
Interventional Cardiologist
London Bridge Hospital

- Active poster | Frontline content**
- Ranked highly in original posts (47) - mostly sharing his own insight and opinion on PPE rather than retweeting others.
- Asif has involvement with Doctors' Association UK, a non-profit who describe themselves as a "voice of frontline doctors" - he has been supporting the effort to get PPE to frontline workers.
- As founder and CEO of network and technology platform [Frontline](#), Asif has an interest in digital innovation and increasing understanding through online collaboration.
- His work in digital engagement as well as his interest in SAGE industries he may be well suited to collaborating with Frontline Live.

Key topics

Respiratory	75
Government	75
Research	75
Care homes	75


Volume of posts

1st April - 31st August:

- Total PPE posts: 655
- Original PPE posts: 206
- PPE posts shared by UK HCPs: 171
- Mentioned by UK HCPs in the context of PPE: 272

Most mentioned author

- @TheUK_Doctors_Association_LK (32 mentions and retweets)



Dr Asif Qasim @DrAsifQasim

Pleased to be a Digital Opinion Leaders on PPE in the UK

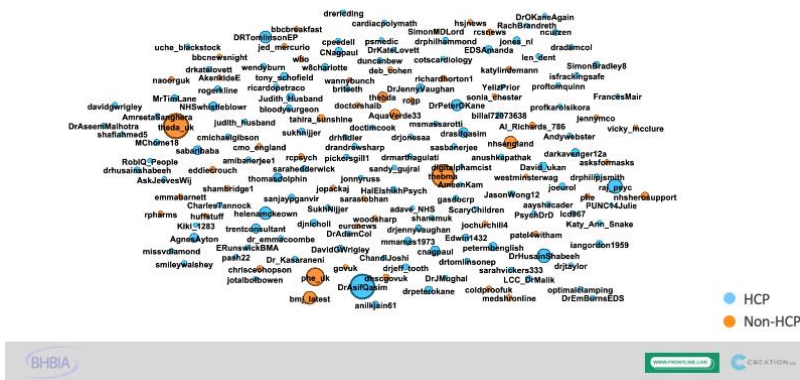
with colleagues @trishgreenhalgh @doctor_oxford @drphiliplee1 @DrDomPimenta @mancunianmedic @DrLindaDykes @Dr_Elke @DrJennyVaughan and many others - worried we'll see more of the same soon

Digital Opinion Leaders raise awareness of PPE needs in the UK - CREATORS @creatorsuk

12:08 PM - Oct 15, 2020

3 Retweets 3 Likes

And one last interesting thing about Asif Qasim. He was part of an online cluster which centres on UK Doctors' Associations. This was a very frontline-worker focused network which mostly included HCPs. The non-HCP accounts in the cluster are often medical organisations, for example, The BMA and PHE.



The results

- Using the insights we started tailoring our messages to the things that triggered the highest levels of engagement and using words that resonated best with our target audiences.
- We used the data to get more PR to raise awareness. We started building relationships with the key influencers, the people our target audiences trusted and listened to. We found that like Asif, people like to be seen as opinion leaders! Asif pulled together a cohort of the most active, most influential players in the most influential organisations. One of those organisations had raised money for PPE, one of them had warehouse space to store the PPE they bought. Our risk radar platform meant we knew exactly where and when needs were arising.
- The piece de resistance was persuading the CTO of My Hermes to agree to collect and deliver that PPE from that warehouse to the people who needed it within 24 hours.
- Across our network we delivered over half a million items of PPE... and not one single penny changed hands

The results

>500,000
units of PPE delivered

>£650,000
total donated time/ services

The key learnings

The key learnings

- 1**
Listen to your customers in real time
- 2**
Partner with influential stakeholders
- 3**
Give back and add value through your communications



This was an impactful project in so many ways, but there are principles that can be applied to other health and communication challenges

1. Listen to your customers in real time to understand their needs, in this case on PPE, and to understand their behaviours, in this case fewer senior roles where less likely to share their concerns.
2. Partner with influential stakeholders. Having identified Digital Opinion Leaders, establishing mutual goals will be essential to any successful collaboration, advocacy, or partnership. This will create a community which has power to change things!
3. It is not about creating more noise online but to add value to the HCP conversation by effectively communicating to in this case the frontline care workers.

This is just the beginning

That was just the beginning!

FrontlineLiveUkraine.org



This is an open source platform (process, partners and tech) that can be easily replicated for any crisis when unexpected needs appear. As such we have recently launched FrontlineLiveUkraine.org! Aid organisations, health care organisations, schools can report when they're running short of supplies so that citizen activists and aid organisations can get supplies to where they are needed fast.