



THE OHIO STATE UNIVERSITY

COLLEGE OF PHARMACY

Comparing engagement between social
media platforms on an educational
prescription-cost resource

Abbi Corbett – BSPS – Class of 2022



Introduction

85% of adults over the age of 60 used at least one prescription medication in the last 30 days¹

The percentage of people over the age of 65 that are unable to afford their medications has doubled since 2006²

Non-adherent adults over the age of 50 have a 17% higher risk of hospitalization³

72% of U.S. adults use at least one form of social media, with 40% of people over 65% reporting the same⁴

Aim

The goal of this project is to determine how engagement on an educational resource about prescription medication costs differs across social media platforms.

1. Martin, C.B., Hales, C.M., Gu, Q., Ogden, C.L. (2019, May). *Prescription Drug Use in the United States, 2015-2016*. National Center for Health Statistics. <https://cdc.gov/nchs/products/databriefs/db3334.htm>
2. Chung, G.C., Marottoli, R.A., Cooney, L.M., & Rhee, T.G. (2019). Cost-Related Medication Nonadherence Among Older Adults: Findings from a Nationally Representative Sample. *Journal of the American Geriatric Society*, 67(12), 2463-2473. 10.1111/jgs.16141
3. Walsh, C.A., Cahir, C., Tecklenborg, S., Byrne, C., Culbertson, M.A., Bennett, K.E. (2019, September 4). The association between medication non-adherence and adverse health outcomes in ageing populations: A systematic review and meta-analysis. *British Journal of Clinical Pharmacology*, 85(11), 2464-2478. 10.1111/bcp.14075
4. Pew Research Center. (2019, June 12). *Social Media Fact Sheet*. <https://pewresearch.org/internet/fact-sheet/social-media>



Methods

An article was written to educate patients on topics relating to how their prescription medication costs are determined including:

- Brand name vs generic medications
- The drug supply chain
- Common insurance terminology
- Strategies they can use to lower their prescription medication costs

The article was then distributed on three social media accounts belonging to a College of Pharmacy:



Metrics were taken from each platform including:

- Number of individuals who viewed post on each platform
- Number of individuals who clicked on the URL provided to read the article
- Demographics of followers of each social media page
- Average amount of time spent on article page

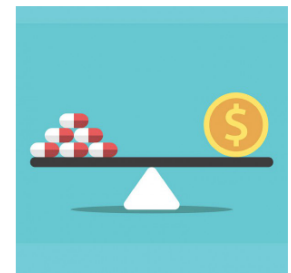
A GUIDE TO UNDERSTANDING AND REDUCING PRESCRIPTION MEDICATION COSTS



February 10, 2021

By Abbi Corbett, BSPS student

Prescription medications are an important part of most Americans' daily lives, with 86% of adults over the age of 65 being prescribed at least one medication in the last 12 months. Many adults take multiple medications to manage their health, and the associated costs can prove to be a burden. The percentage of people over 65 that are unable to afford their medications has doubled since 2006. Being unable to afford medication could lead to the worsening of chronic conditions like diabetes or high blood pressure, which could lead to severe health complications.





Results

Data collected included:

- Number of individuals that viewed post containing link to article across social media platforms (Figure 1)
- Number of individuals that clicked on the embedded URL to access the article (Figure 2)

Figure 1.

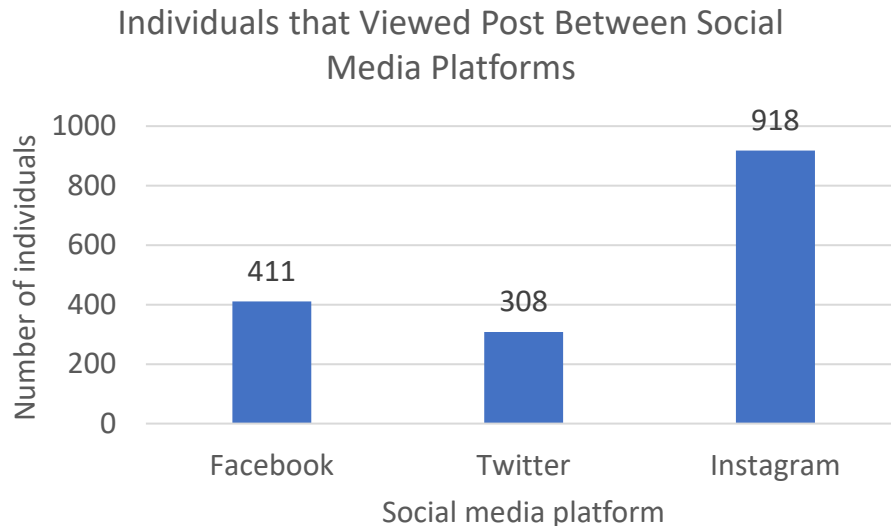
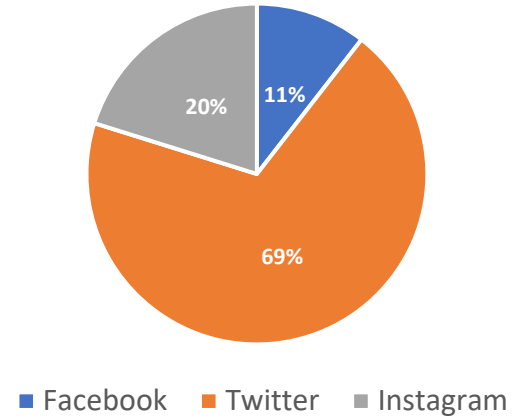


Figure 2.

Percentage of Individuals that Clicked on URL to Access Article



Total number of individuals that clicked on URL to access article (Figure 2):

- Facebook: 12
- Twitter: 79
- Instagram: 23

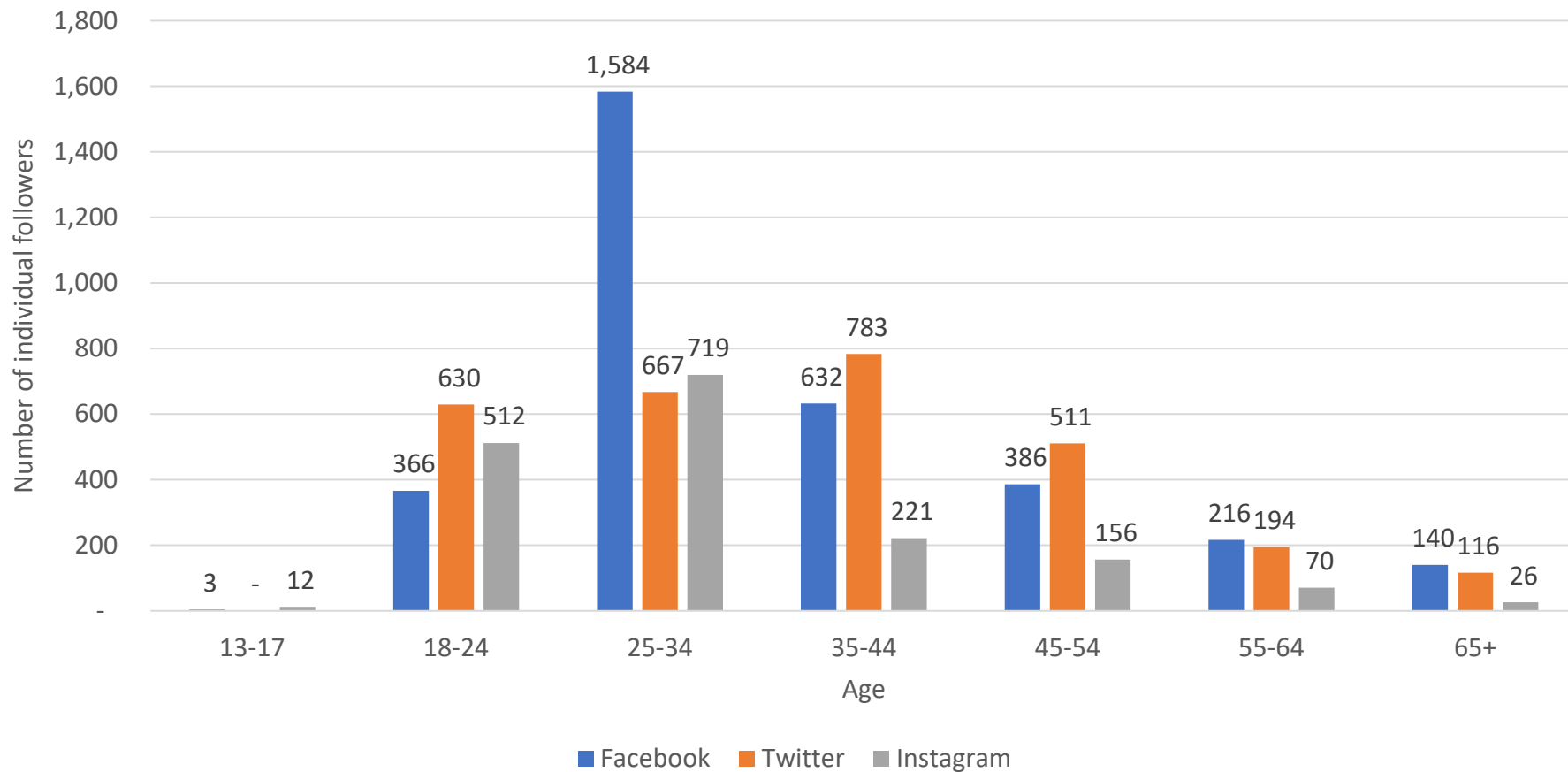
Average time spent on article page:
2:38 minutes



Results

Figure 3.

Age distribution of followers between social media platforms





Limitations

- Validity tools to gather link click data resulted in varied results between social media platforms and Google analytics
- Individual demographic information for the research post itself was not readily available
- The article was posted to Facebook and Twitter on February 10, while it was not posted to Instagram until February 15

Conclusions

- Larger audiences may be reached through newer social media platforms like Instagram, however, engagement of the resource may be greater through social media platforms with an older average demographic
 - Target demographic may be better reached through platforms such as Twitter or Facebook, where they make up a larger share of followers
- Future studies should focus on if drug information resources result in reported change in confidence in navigating the drug supply chain and minimizing drug cost burden