

MASH

#P14 - A social media listening study of patients' experiences toward NAFLD (LISTEN-NAFLD)

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Background & Aims

Patients increasingly use social media to share and access health-related information and experiences. Social listening is a mixed-method approach identifying and assessing what is being said about a topic on social media platforms. This study used social listening to gain patient-centric insights into NAFLD, a liver disease with increasing prevalence and healthcare system burden.

Methods

Data from blogs, forums, and social media platforms including Twitter, Facebook, & YouTube were collected using pre-defined keywords through licensed aggregator tools for 8 countries (Brazil, China, France, Germany, Japan, South Korea, Spain, UK), from Nov 2020 to Nov 2022. Manual and automated algorithms were used to filter the dataset, and thematic analysis was used to summarise country-specific data.

Results

Country-specific random samples of data (~10,000 posts) were manually reviewed to identify a total of 1600 relevant posts for in-depth analysis (balanced for country representation). Patient-journey posts (n=1479) were mainly about ongoing-disease management (72%, 1061/1479), diagnosis & tests (50%, 734/1479), and causes & risk factors (36%, 534/1479). Dietary changes (55%, 588/1061), exercise (39%, 417/1061) and weight loss methods (25%, 268/1061) were the most frequently discussed management techniques. The key diagnostic tests mentioned were ultrasound (31%, 170/553), blood tests (24%, 130/553) and liver function tests (16%, 91/553). Unhealthy diet (39%, 208/534), overweight/obesity (32%, 169/534) and harmful effects of medication (12%, 65/534) were perceived as the key causes leading to the condition. 12% (192/1600) discussed the impact of the disease on QoL. Emotional analysis (84%, 1338/1600) revealed patients were worried (20%, 266/1338) and frustrated (19%, 252/1338) about their condition, but they were also hopeful (14%, 186/1338) and determined (20%, 273/1338) to improve their health. In 19% (311/1600) of conversations, an unmet need was highlighted, especially the need to access knowledgeable HCPs (16%, 51/311), driven by European countries. Other needs were better education (25%, 79/311) and management options (13%, 40/311), driven by Asian countries.

Conclusions

This social media listening study highlights the experiences of people living with NAFLD, including perceived challenges, coping strategies and unmet needs. Insights from social media can help us improve communication and patient care through education and support.

Figure 1

<https://livebyglevents.key4register.com/key4register/api.aspx?e=199&img=Image1.jpg&ai=10880&op=getabstractimg&dirN=0>

