## International Conference on the Management of Liver Diseases

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### **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 identifiing 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 Nov2020 to Nov2022. Manual and automated algorithms were used to filter the dataset, and thematic analysis was used to summarise country-specific data.

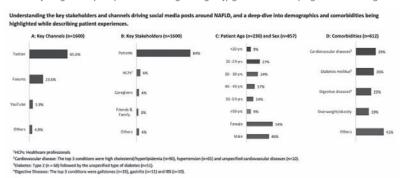
#### Results

Country-specific random samples of data(~10,000posts)were manually reviewed to identify a total of 1600relevant 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=lmage1.jpg&ai=10880&op=getabstractimg&dirN=0



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