



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

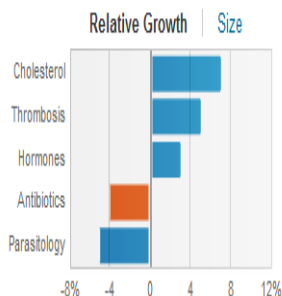
▼ -4% y/y

Primary Industry: Pharmaceuticals

In common usage, an antibiotic (from the Ancient Greek: ἀντί – 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



Related Companies



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

Search: antibiotics



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

• kayteedeeaye, [+] 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_alдинho 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

My Web Sites:
Sciencereel.com
Webicina.com

Contact me:
berci.mesko@gmail.com
Skype: ncourse

My Medicine 2.0 Credit Course:
Med20course.wordpress.com

My Blog Carnival:
Genegene.wordpress.com
Medicine20.wordpress.com



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://sciencereel.com>

Following

Tweets Favotes Following Followers Lists



Berci Bertalan Meskó, MD

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



ipharmd Pharified Solutions

@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

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

#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

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

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

LinkedIn



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

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 books.



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-Virals (ICAV) L...



PeakFish PeakFish [Follow](#)

Resource Economics



AIDigest AIDigest [Follow](#)

A Global Initiative on Sharing All Influenza Data, etc...

Following [View all](#)



[About](#) [Help](#) [Blog](#) [Waste](#) [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



#4 PEOPLE

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

Quora does not support accounts for organizations.

Amarantoblook E-Publishing

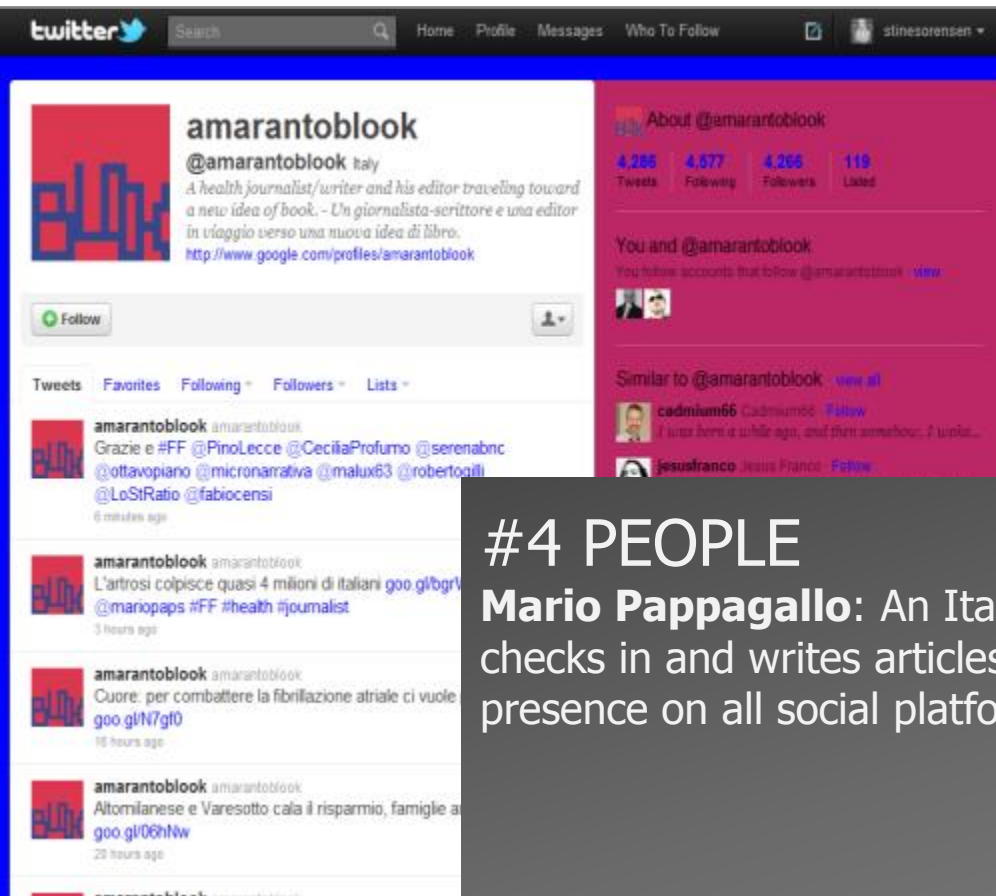
Suggest Headline

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amarantoblook
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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 Following 4,265 Followers 119 Liked

You and @amarantoblook
You follow accounts that follow @amarantoblook · [view](#)

Similar to @amarantoblook · [view all](#)

[cadmium66](#) Cadmium66 · Follow
I was here a while ago, and then amarantoblook · 7 weeks ago

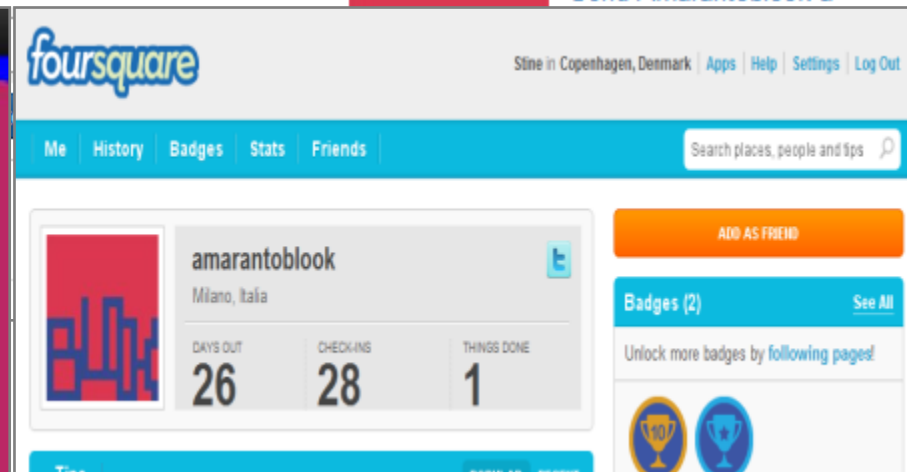
[jesusfranco](#) Jesus Franco · Follow

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Grazie e #FF @PinoLecce @CeciliaProfumo @serenabnc @ottavopiano @micronarrativa @malux63 @robertonili @LoStRatio @fabiocensi
6 minutes ago

amarantoblook @amarantoblook
L'artrosi colpisce quasi 4 milioni di italiani goo.gl/tbgrt
@mariopaps #FF #health #journalist
3 hours ago

amarantoblook @amarantoblook
Cuore: per combattere la fibrillazione atriale ci vuole goo.gl/V7gfd
16 hours ago

amarantoblook @amarantoblook
Altomilanese e Varesotto cala il risparmio, famiglie a goo.gl/V6hNw
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	CHECKING IN	THINGS DONE
26	28	1

[ADD AS FRIEND](#)

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](#)

★ **Best Answers in:**
Using LinkedIn (161)... [see more](#)

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

Links:

Bernard Gore
Consultant at Self Employed
[see all my answers](#)

★ **Best Answers in:**
Using LinkedIn (70)... [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.



NIAID_Flickr's photostream pro

[Collections](#) [Sets](#) [Galleries](#) [Tags](#) [People](#) [Archives](#) [Favorites](#) [Profile](#) [✉](#)

Slideshow

[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.

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.



Find us on:



**Become a
Partner!**

Partners



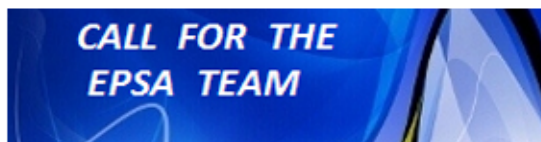
EAFP Annual Conference

"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. This is a great opportunity for you to express your desire to be part of the team and to contribute to the development of the Association. It is also a last opportunity for you to show your energetic and creative ideas for the year, memories and experiences of your lifetime!

[Introducing the new EPSA team for the mandate of 2011/2012](#)

During the 17th Annual Conference of the European Association of Faculties of Pharmacy (EAFP) in Lisbon, Portugal, the new EPSA team was elected. In the Assembly, the members of the Association elected a new team for the mandate of 2011/2012. The new team consists of a President, a Vice-President, a Secretary, a Treasurer, and five members of the Executive Committee. The new team will be responsible for the development of the Association during the next year. The new team will be responsible for the development of the Association during the next year.

[EPSA Summer University](#)



This summer, during the 8th - 14th August, EPSA has the pleasure to invite you to attend the Summer University in Warsaw, Poland.



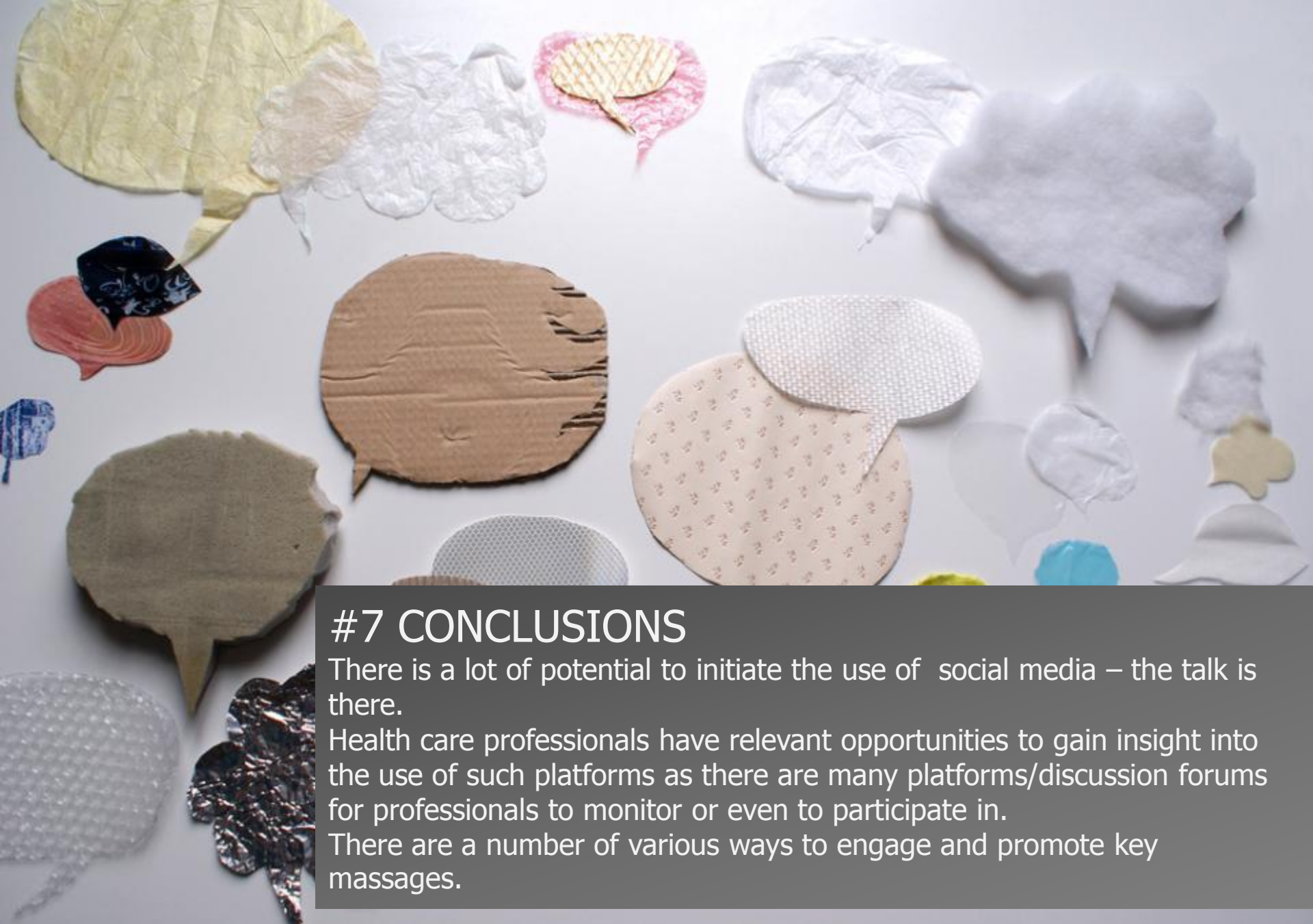
Flash news

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

#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 you want to try (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.

A background image showing several horizontal power lines against a clear blue sky. Numerous birds are perched on the lines, and some are captured in flight, creating a sense of movement and connection.

#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/>