


MONTERO DELGADO J.A.¹, MARTÍNEZ SESMERO J.M.², DE POURCQ J.T.³, PLATA PANIAGUA S.⁴, VIÑA ROMERO M.M.¹, PLASENCIA GARCÍA I.¹, GOMEZ MELINI E.¹, RAMOS SANTANA E.¹, MESA EXPÓSITO R.¹, HERNÁNDEZ ROJAS S.¹, MERINO ALONSO F.J.¹.

¹Hospital Universitario Nuestra Señora de Candelaria (S/C de Tenerife, Spain), ²Complejo Hospitalario de Toledo (Toledo, Spain)

³Hospital de la Santa Creu i Sant Pau (Barcelona, Spain), ⁴Gerencia de Atención integrada de Albacete (Albacete, Spain)

BACKGROUND

 Twitter® (www.twitter.com) has become a useful digital tool for professional networking, update of knowledge and communication in the spanish community of hospital pharmacy.

It is estimated that the number of *Spanish Hospital Pharmacists* (SHP) is approximately **3500**, but the rate of SHP using Twitter is not well known. 

PURPOSE

To estimate the percentage of SHP that have an active Twitter account.

MATERIALS AND METHODS

- A *cross-sectional* descriptive study was carried out from **09/26/2017** to **10/14/2017**.
- A new Twitter profile was created in privacy mode on *Google Chrome* browser.
- SHP profiles were identified through "*snowball*" method following a four steps procedure:

1 KEYWORDS & HASHTAGS

"#FarmaciaHospitalaria" + "Farmacia Hospitalaria" + "Farmacéutica de Hospital" + "Farmacéutico de Hospital" + "Farmacia de Hospital" + "Farmacéutica especialista" + "Farmacéutico especialista" + "Farmacia Hospital" + "Hospital Pharmacist" + "Hospital Pharmacy" + "FIR" and "#FIR".

3 LISTS

Related to "*Farmacia Hospitalaria*" after searching on Google "**inurl:lists inurl:Farmacia Hospitalaria site:twitter.com**".

Lists of **Spanish Society of Hospital Pharmacist**. (@sefh_)

2 @sefh_ FOLLOWERS

Followers of **Spanish Society of Hospital Pharmacist**

4 WHO TO FOLLOW

Using "*Who to follow*" functionality on Twitter.

Inclusion criteria

Twitter accounts self-identified as **HP** or **HP resident** or shown the prespecified **keywords in their biography**.

Exclusion criteria

- Institutional or personal profiles **non-related with Hospital Pharmacy**.
- **Non-Spanish** profiles or without picture.
- **Private companies** profiles.

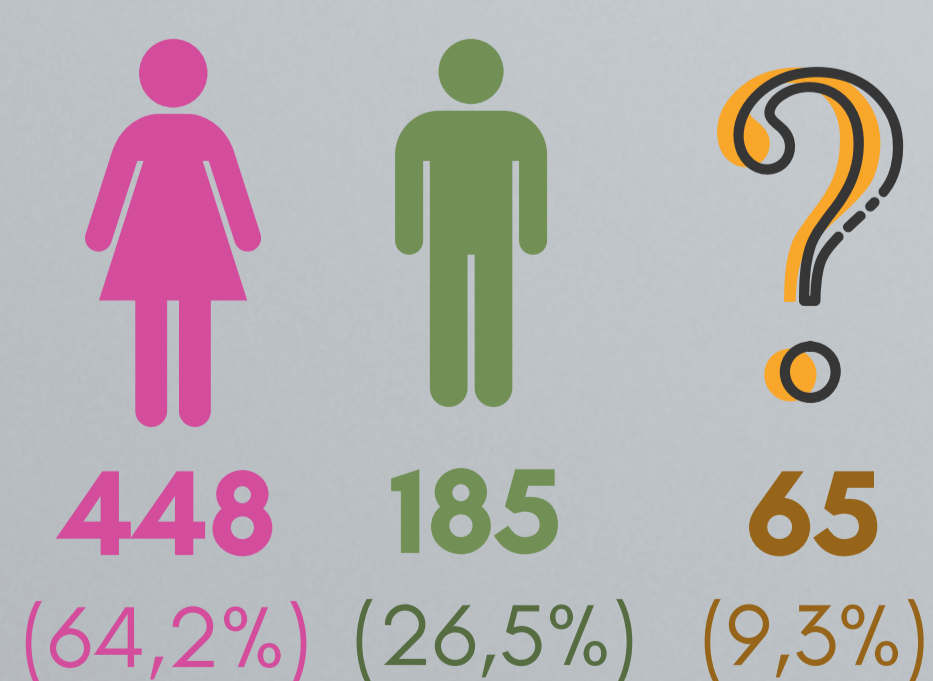
- Each Twitter profile that met inclusion criteria was followed by the new created account.
- To export the accounts database and to analyze the data two online tools were used



RESULTS

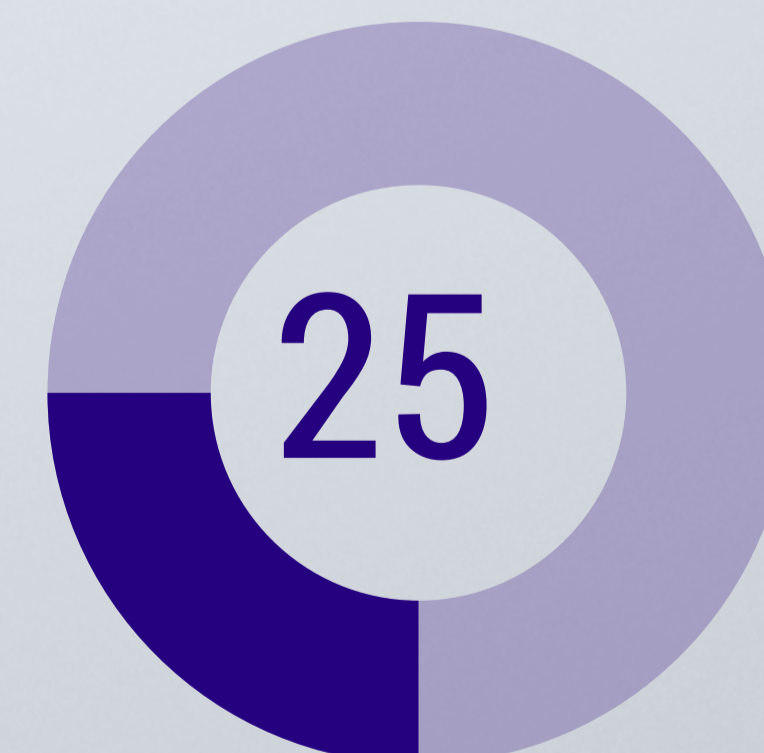


SHP Twitter accounts



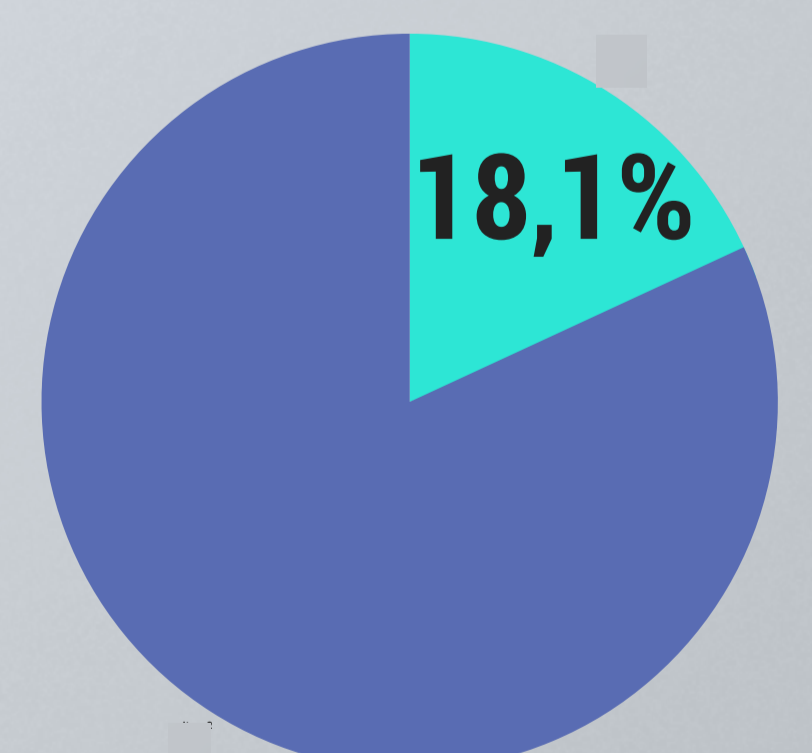
Institutional profiles

(5 associated to *Spanish Society of Hospital Pharmacy* and 17 associated to their work teams).



SHP departments

with an active Twitter profile.



SHP with active Twitter account

CONCLUSIONS

- There are many institutional Twitter accounts associated to *Spanish Society of Hospital Pharmacy*.
- Despite being a relevant Hospital Pharmacist community, the rate of SHP with presence on Twitter is low.