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**Effects of Social Media on Patient Perceptions and Compliance**

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Nearly all Americans use the internet or social media daily. I will always follow my physician’s recommendations for taking pain medications.

Results:

- 86% believe that the information they find on the internet and social media is reliable.
- 64% report that the information they find on social media influenced their decisions regarding their healthcare.
- Over 3/4 of patients report that the information found on social media is accurate.

Conclusions and Future Research:

- Over 3/4 of this patient population uses social media regularly, for an average of 2.23 hours a day; however, only 2.6% believe that what they read on social media is accurate.
- Higher number of sources used correlates with:
  - Worry about the US Opioid Epidemic
  - Poor adherence with physician recommendations
- Adherence to physician recommendations is significantly correlated with “direct in-office patient education” and physician ensures patient understanding of conditions and medications regardless of social media use and attitudes regarding the opioid epidemic.

It is the physician’s responsibility to ensure that their patients are collecting credible and accurate information. Considering the significant proportion of patients using social media to search for health information and make decisions regarding their healthcare, it is critical for physicians to incorporate this into their patient education in order to ensure positive outcomes.

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