Clinical Research in Orthopedics

Perspective

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The Social Media Presence of Professional Sports Team Physicians: An Epidemiological Analysis

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Abstract:

Background: Social media utilization is variable across medical specialties but has never been quantified among professional sports team physicians. Purpose/Hypothesis: The purpose was to identify rates and predictors of social media usage among professional sports team physicians. We hypothesized that the majority of professional sports team physicians would have a social media presence. In addition, private practice physicians would have greater social media utilization than academic physicians.

Study design: Cross-sectional study; level of evidence. Methods: Team physicians for professional sports teams in the National Football League (NFL). National Hockey League (NHL), Major League Baseball (MLB), and National Basketball Association (NBA) were identified and characterized based on training background, practice setting, and geographic location. Rates of overall social media presence and presence on facebook, twitter, linkedIn, instagram, and research gate were determined. Differences between social media users and non-users were analyzed.

Results: 505 professional team physicians were identified across four major professional sports. 64.6% of physicians were orthopedic surgeons. Of 505 physicians, 65.7% had a social media presence. More specifically, 21.8% had a professional Facebook page, 22.6% a professional twitter page, 52.1% a LinkedIn profile, 21.4% a research gate profile, and 9.1% and Instagram account. Fellowship-trained physicians had greater odds of having a social media presence relative to those without fellowship training (p=0.008). Social media presence did not differ between private practice and academic physicians.

Conclusions: Nearly two-thirds of professional team physicians have a social media presence, most commonly LinkedIn. Fellowship training is a significant predictor of sports medicine physician social media presence.

Biography:

Hashim has completed his undergraduate education at the university of california davis in a degree in biochemistry and molecular biology. He then went on to work as a research technician for the department of surgery at the university of california san francisco with a focus on genetically modifying human regulatory T-cells with a Chimeric Antigen Receptor to combat autoimmune diseases. Hashim will be attending the university of rochester medical school this upcoming fall.