



# Practicing Cardiology in the Social Media Era

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Disclosures: None



# Eroding trust



ASPEN  
IDEAS  
HEALTH

- I. Decline in trust of scientific institutions
- II. Peer Driven Health Ecosystem
- III. New credentials = lived experience



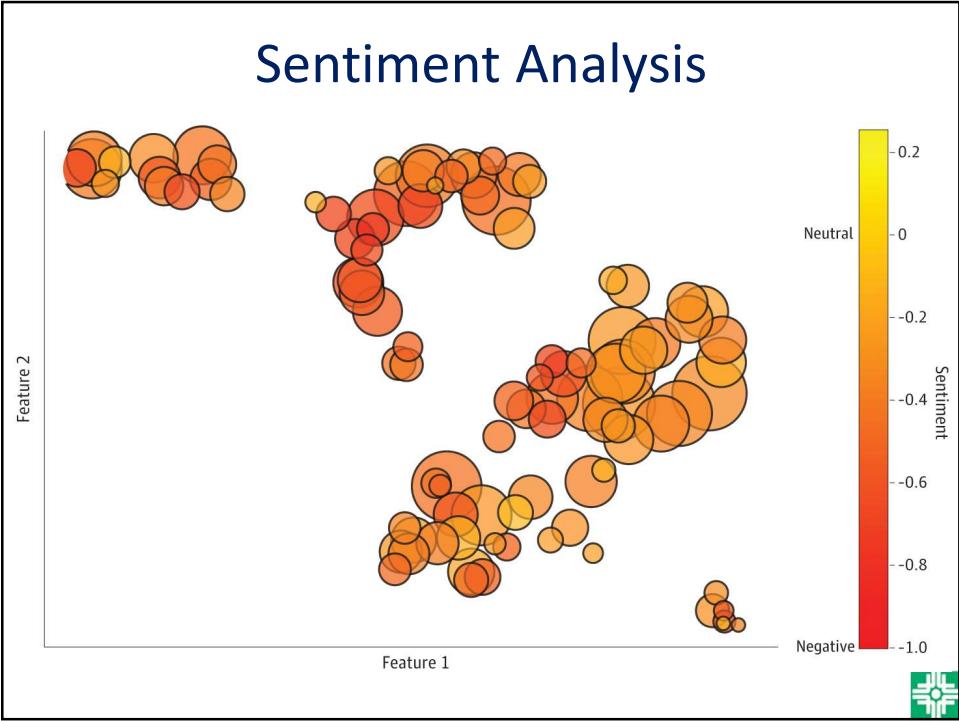
**Original Investigation** | Cardiology

## Artificial Intelligence-Enabled Analysis of Statin-Related Topics and Sentiments on Social Media

Sulaiman Somani, MD<sup>1</sup>; Marieke Meija van Buchem, MS<sup>2,3,4</sup>; Ashish Sarraju, MD<sup>5</sup>; *et al*





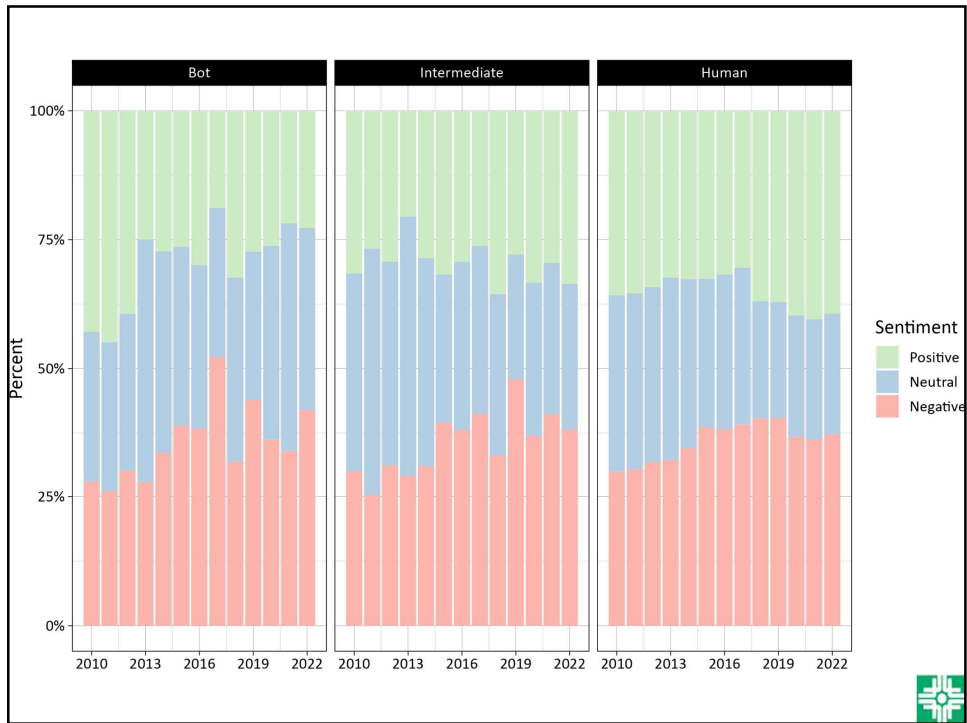
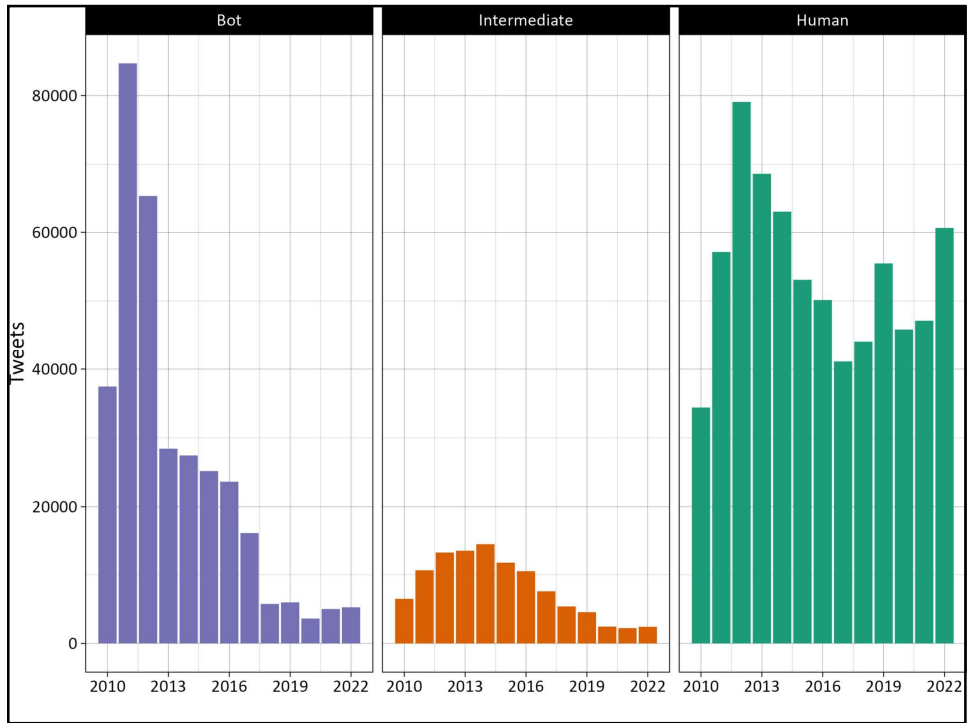


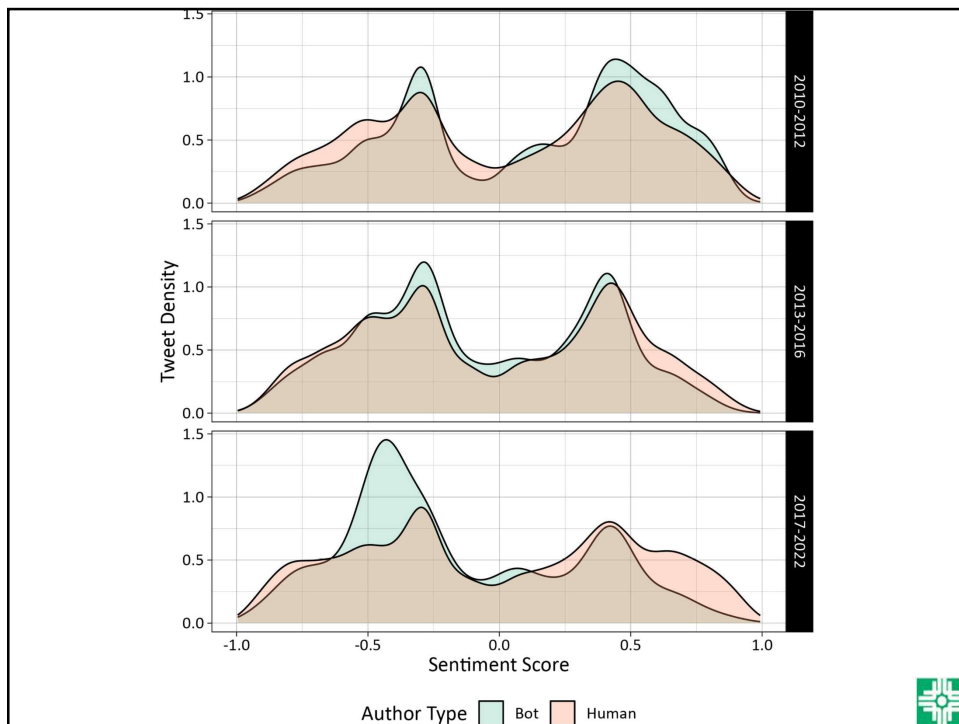
**RESEARCH ARTICLE** | Originally Published 27 March 2024 |       Check for updates

## Statin Twitter: Human and Automated Bot Contributions, 2010 to 2022

Samuel D. Slavin, MD , Adam N. Berman, MD , Andrew L. Beam, PhD , Ann Marie Navar, MD, PhD , and Murray A. Mittleman, 







## Other Common Topics

- Nutrition
  - Ketogenic / carnivore / caveman
  - naturopathic / supplements
  - changing dietary guidelines
- Vaccine hesitancy
- Full body scans
- Ivermectin

## Forming Solutions

- A new normal relationship with the internet pre-informed patient
- Empathize (work to understand patient point of view) to maintain trust
- Emphasize evidence-based recommendations over anecdote
- Address the extremes
  - “statins are evil”
  - Brain fog  $\neq$  permanent dementia



## Forming Solutions

- Systemic solutions
  - Media literacy training
  - Identify misleading content: conflict, sensational, conspiracy theory content goes viral first.
  - Increase frequency of output from health authorities to match fast pace of tweets
  - Diversity of positive influencers: people trust people who are concordant like them
  - Government oversight and social media platform accountability
- Dr. Google
  - May need to steer patients to evidence based resources
  - Open Evidence



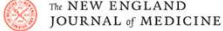
# OpenEvidence®

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Ask about Drug Interactions
Ask in a Language Other Than English


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## The leading medical information platform




Featuring multimedia and clinical findings from The New England Journal of Medicine




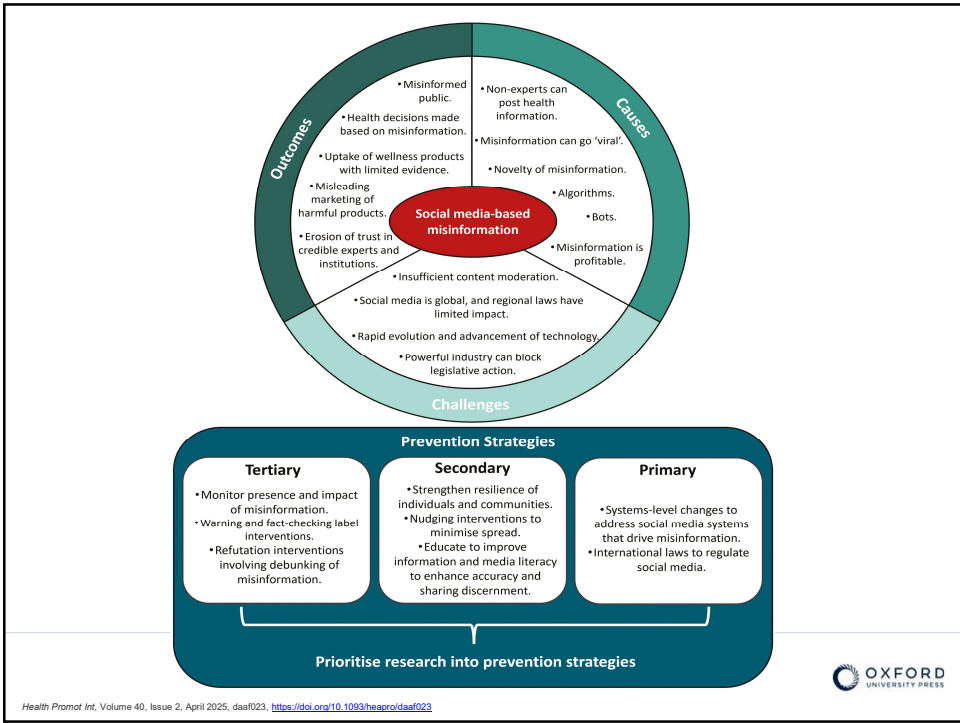
Featuring multimedia and clinical findings from JAMA and the JAMA Network specialty journals



Featuring NCCN Guidelines®, multimedia, and Clinical Pathways from the National Comprehensive Cancer Network



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# Thank You



## Resources

- Heiss et al. (December 2025). "Responding to public health challenges of medical advice from social media influencers." *BMJ* 2025;391:e086061
- Johnson, Heather. 2025. "The impact of health misinformation and health literacy on the management of dyslipidemia". *Am Journal of Preventive Cardiology*. 24 (2025).
- Slavin et al. (March 2024). "Statin Twitter: Human and Automated bot Contributions, 2010-2022." *Journal of the American Heart Association*. 13 (7). <https://doi.org/10.1161/JAHA.123.032678>
- Somani et al. (April 2023). "Artificial Intelligence-Enabled Analysis of Statin-Related Topics and Sentiments on Social Media" *JAMA Network Open*. 6 (4). doi:10.1001/jamanetworkopen.2023.9747
- [www.whitehouse.gov/wp-content/uploads/2025/05/MAHA-Report-the-White-House.pdf](http://www.whitehouse.gov/wp-content/uploads/2025/05/MAHA-Report-the-White-House.pdf)

