BOOST Education and Office Hours

Managing Medical Misinformation: How To Address This Information Mess!

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About Alliant Health Solutions
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Objectives

At the completion of this session, learners will be able to:

• List common causes for the propagation of health care misinformation

• Demonstrate evidence-based strategies for debunking misinformation

• Identify ways in which confronting health care misinformation overlaps with the roles of post-acute and long-term care medical directors and providers
Definitions

Misinformation
Information that is incorrect but is not spread to cause harm

Disinformation
Information that is incorrect and is spread to cause harm

The difference is Intent.

Contagious Rumors in the Time of COVID - Renée DiResta | 2022 ABIMF Forum President Lecture.  https://www.youtube.com/watch?v=BFTZVSWT6e0
What Contributes to the Mess

Repeat Exposure
Declining Trust
Polarization
Social Media
Echo chamber

Images from Unsplash
Setting the Stage

• We are ALL vulnerable!
• Uncertainty and fear lead to information “hunger” and vulnerability
• **Disinformation campaigns** are deliberate, orchestrated, and a very lucrative business
• Combination of a shift in how we get and share information, and a decline in trust
• COVID-19 presented a new challenge: waiting for data and navigating the “informational void”
  • How do you share information when there is no scientific consensus?
  • How do we give guidance when we are still learning?
  • “A lie can go around the world before the truth gets its pants on”

ABIM Webinar on Medical Misinformation and trust on 1/19/23. Contagious Rumors in the Time of COVID - Renée DiResta | 2022 ABIMF Forum President Lecture. [https://www.youtube.com/watch?v=8PTzV5W7e0](https://www.youtube.com/watch?v=8PTzV5W7e0). Your Local epidemiologist, Katelyn Jetelina, 1.20.23. Photo by Barry Weatherall on Unsplash
Susceptibility

- Repeat exposure
- False information spreads farther, faster, and deeper than the truth (6x faster BEFORE the pandemic)
- Micro targeting / Echo chambers
- Motivated reasoning: a person starts their reasoning with a predetermined goal
  - Alignment with their affinity group
  - In this case, priming is not helpful
- **GOOD News:** Exposure does not equal being “infected” with misinformation
- **Challenge:** Our information is often scientifically updated, and this presents a challenge for diagnosing misinformation and promoting trustworthiness

Influence and Expertise Have Been Decoupled
Mapping Twitter Conversations

Contagious Rumors in the Time of COVID - Renée DiResta | 2022 ABIMF Forum President Lecture.
https://www.youtube.com/watch?v=BFTZVSWT6e0. Image by Gilad Lotan. Used with permission from the speaker.
Photo by NASA on Unsplash
Strategies Used to Spread Misinformation

**Repeat It Often**

- “The more a claim is repeated, the more familiar it becomes and the easier it is to process.”

**Personal Testimonials**

- Taking down misinformation can lead to more attention: “This was removed from Facebook, but you can see it here!”

**Kernel of Truth!**

- Mixing true and false information
- “A Healthy doctor died two weeks after getting a COVID-19 vaccine” fails to provide context

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https://doi.org/10.1038/s41591-022-01713-6.

Contagious Rumors in the Time of COVID - Renée DiResta | 2022 ABIMF Forum President Lecture.
https://www.youtube.com/watch?v=BFZV8SWT6e0.

Your Local epidemiologist, Katelyn Jetelina, 1.20.23.
Strategies Used to Spread Misinformation

| Intentionally Vague | • Blending different data to get the intended results |
| Fake experts        | • Credentials, Logos                                   |
| Appear Mainstream   | • Fringe views appear mainstream                        |
| Easily spread       | • If it’s interesting, it must be true!                 |
How do we make an impact?
If We Can’t Stop Misinformation, What Can We Do?

1. Build trust
   • Build and maintain trust with our teams as leaders
   • Teams need to trust each other

2. Educate
   • Finding accurate information
   • Identify mis- and disinformation
   • Pre-bunking and debunking
Based on Frances Frei’s Ted Talk and IHI’s Conversation Guide To Improve COVID-19 Vaccine Uptake


Photo by Brett Jordan on Unsplash
Three Drivers of Trust

- **Authenticity**
  I experience the real you.

- **Logic**
  I know you can do it; your reasoning and judgment are sound.

- **Empathy**
  I believe you care about me and my success.

From: “Begin with Trust,” by Frances Frei and Anne Morriss, May-June 2020
Pre-Bunking

• Effective
• Free online games demonstrate tools to fight disinformation — can lead to a healthy skepticism

https://www.goviralgame.com/en
Inoculation Against Misinformation

• Proactive
• Practice creates a defense against manipulation, i.e., antibodies
• Requires boosters
• Target specific needs of a community

Make Inoculation Common

- Town Hall
- Specific disease focus
- Debunk internet stories using a checklist
- Morning huddle to review orders
- Time-out after important decisions have been made to regroup
- Psychotropic meeting med review
- Just-in-time teaching on walk rounds
- Sign out with other clinicians
Four Guiding Principles of Changing Behavior: R-U-L-E

R: Resist the righting reflex
U: Understand the person’s motivation, explore
L: Listen
E: Empower

The Art of Debunking: A Therapeutic Treatment

• Post exposure

• Correction backfiring risk is small and should not deter debunking

Four Steps to Debunking Misinformation

1. Lead with facts. Use simple points, expert sources
2. Warn about myths - only once, so as not to repeat them
3. Expose techniques of manipulation: How and why the myth is false
4. Conclude with the facts again. Provide a credible alternative explanation

Address Historic Mistrust

- Acknowledge that we have not been trustworthy
- Lead with that acknowledgment
- What have we done to fail this patient
- We need to earn trust

Photo by Brett Jordan on Unsplash
Pro Tips for Debunking

- Make information simple, easy to digest and accessible
  - Lessons from marketing: reach, resonance and relevance. For example, humorous memes
- Get to the “Why”; i.e., Why is this resonating with people?
  - “Now I can understand why you believe this…”
- Be empathetic, make space to connect with people
- Lead from where you stand; i.e., your personal story, lived experience
- Know your audience; misinformation is not evenly distributed
- Use community credible messengers to deliver the correction
- Here is the most reliable information that we have currently

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Do’s and Don'ts for Debunking Misinformation

• **Don’t** lead with the myth: “You might have heard this myth. Let me do a myth bust”
  - Limited time, may only remember the misinformation

• After sharing the facts, **Do** share the causes of the misinformation if you know it
  - “This is why you are hearing this misinformation, but it’s not true”

• **Don’t** just label the information as false or incorrect, people need to know “why”

• **Do** utilize your relationships with patients, families and colleagues. Providers and nurses continue to be trusted sources of information

• **Do** put your quarter in and **have the conversation**

• **Do** share your personal testimonial, “Here is my personal lived experience of the vaccine”

Butterfield, S. Fighting false Information. ACP Internal Medicine Meeting News. Friday, April 29, 2022.
References


Questions?
Nursing Home and Partnership for Community Health: CMS 12th SOW GOALS

**OPIOID UTILIZATION AND MISUSE**
- Promote opioid best practices
- Reduce opioid adverse drug events in all settings

**PATIENT SAFETY**
- Reduce hospitalizations due to c. diff
- Reduce adverse drug events
- Reduce facility acquired infections

**CHRONIC DISEASE SELF-MANAGEMENT**
- Increase instances of adequately diagnosed and controlled hypertension
- Increase use of cardiac rehabilitation programs
- Reduce instances of uncontrolled diabetes
- Identify patients at high-risk for kidney disease and improve outcomes

**CARE COORDINATION**
- Convene community coalitions
- Reduce avoidable readmissions, admissions to hospitals and preventable emergency department visits
- Identify and promote optimal care for super utilizers

**COVID-19**
- Support nursing homes by establishing a safe visitor policy and cohort plan
- Provide virtual events to support infection control and prevention
- Support nursing homes and community coalitions with emergency preparedness plans

**IMMUNIZATION**
- Increase influenza, pneumococcal, and COVID-19 vaccination rates

**TRAINING**
- Encourage completion of infection control and prevention trainings by front line clinical and management staff
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