

Perceived Outcomes of Periacetabular Osteotomy (PAO): a Social Media Analysis

Ryan Bialaszewski¹, John Gaddis¹, Bretton Laboret², Joel Wells³, Adina Stewart³

¹The University of Texas Rio Grande Valley School of Medicine, Edinburg, TX, ²UT Southwestern Medical Center, Dallas, TX, ³Baylor Scott and White Hip Preservation Center, McKinney, TX
ryan.bialasz@gmail.com

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INTRODUCTION: Social media is a popular resource for patients seeking medical information and sharing experiences. PAO is the gold standard treatment for symptomatic acetabular dysplasia with good long-term outcomes. However, little is known regarding the perceived outcomes of PAO on social media. Therefore we aimed to describe the perceived outcomes following PAO using three social media platforms: Facebook, Instagram, and Twitter.

METHODS: Facebook, Instagram, and Twitter posts were retrospectively collected from 02/01/2023. Facebook posts were collected from the two most populated interest groups; “periacetabular osteotomy” and “PAO Australia.” Instagram posts and Tweets were queried using the most popular hashtags; #PAOWarrior, #periacetabularosteotomy, #periacetabularosteotomyrecovery, #PAOsurgery, and #PAOrecovery. Posts were assessed for; demographic data (sex, race, location), perspective (patient, physician, professional organization, industry), timing (preoperative vs. postoperative), and perceived outcome (positive, negative, neutral).

RESULTS: 1054 Facebook posts, 1003 Instagram posts, and 501 tweets were consecutively assessed from 887 unique authors. The majority (63.3%) of these posts and tweets were from patients in the postoperative period, with an average of 321 days postoperatively (median 84 days, IQR 20-275 days). The longest follow-up timeframe postoperatively was 20 years. Regarding perceived outcomes, 52.8% expressed satisfaction, 39.7% held neutral opinions, and 7.5% were dissatisfied. Most dissatisfied patients (50.9%) reported pain (chronic or uncontrolled acute) as an attributing factor.

DISCUSSION: Most PAO-perceived surgical outcomes on social media had a positive tone. Findings also indicate a small percentage of patients reported negative perceived outcomes. However, dissatisfaction with PAO primarily stemmed from post-operative pain. Social media posts from other sources (physicians, hospitals, professional organizations, etc.) trend towards neutrality. Healthcare providers must consider the social media narratives of patients following PAO as they may reveal additional outcome expectations and help improve patient-centered care, create informed decision-making, and optimize treatment outcomes.

SIGNIFICANCE/CLINICAL RELEVANCE: This study highlights using social media as a resource for patients to share their perceived outcomes following PAO. With the majority of dissatisfaction being attributed to post-operative pain, this emphasizes the need for providers to address and manage expectations and pain effectively in PAO patients to enhance their overall satisfaction.

Table III: Perceived Outcome Categories by Social Media Platform

Social Media Platform	Positive (%)	Neutral (%)	Negative (%)
Instagram	78.3	18.4	3.3
Facebook	31.0	60.1	8.9
Twitter	36.5	45.9	19.9

Table IV: Factors Associated with Negative Perceived Outcome

Social Media Platform	Negative Posts Reporting Pain (%)	Negative Posts Reporting other complication (%)
Instagram	71.4	9.5
Facebook	52.3	21.8
Twitter	56.3	21.9

Table V: Perceived Outcome (n) with Concomitant Procedure(s)

Concomitant Procedure	Positive Outcome	Neutral Outcome	Negative Outcome
Hip Scope	20	13	0
Femoral	2	1	0
Surgical hip dislocation	0	0	0
Second surgery following PAO	37	27	10
Other	49	42	6
Total	108	83	16