

Survey into Bladder Conditions on Social Media- The Results

In April 2021, Aspire Pharma carried out a survey into how patients would like bladder conditions to be portrayed on social media. This was kindly made possible by Bladder Health UK.

The aim of the survey was to highlight the content that patients wanted to see on social media, the aspects of bladder conditions that are not discussed enough, and how sufferers would use a social media platform in relation to their bladder conditions. All this information was used to help guide Aspire in the building of and collating material for their social media page; [Bladder Matters](#).

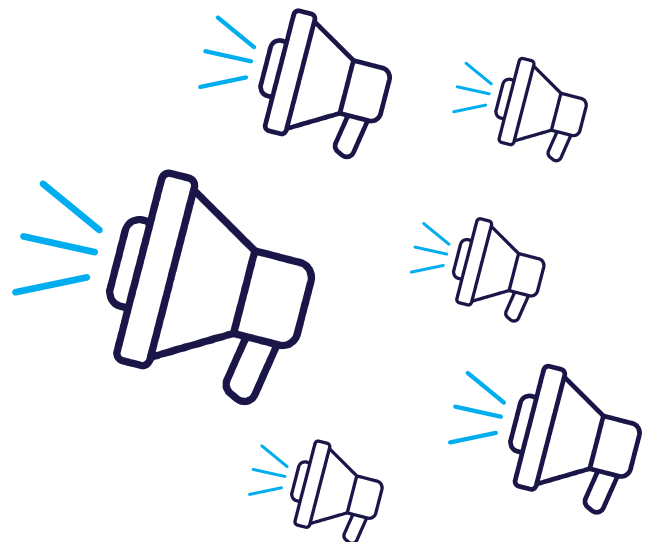
100 patients took part in the survey; suffering from a range of bladder conditions, and covering an **age range from under 20 to over 70**.

In sharing some of the results of the survey, it is hoped that patients might feel less alone and more empowered to speak about their condition to friends and family, as well as having the confidence to question their treatment choices and diagnosis.

Some of the most profound results of the survey are highlighted below.

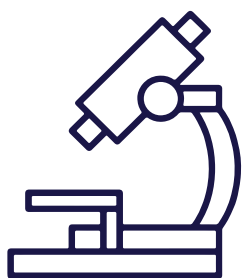
97% would engage with posts that asked users to comment on a question.

The main idea behind **Bladder Matters** was to create a community where patients have the confidence to share their own tips and advice, so **Bladder Matters** will provide the platform for patients to have a voice.



It is vital that a social media page like Bladder Matters contains the content that patients want to see and will find useful in the management of their condition. This section of the survey investigated what type of content patients would find most useful.

Which of the following would you use a social media page on IC/BPS and recurrent UTIs for?



A community where patients can share advice and tips, and connect with other sufferers was the main outcome from this question. It was surprising that so many patients (95%) also wanted to learn more about the scientific background of bladder conditions and the research into them.

When asked directly about interest in learning more about the science of bladder conditions and how they are treated and managed, 99% of patients surveyed wanted this to be included in social media content.



Q: Did you feel your condition and treatment options were fully explained upon diagnosis?

A: Yes: 19% No: 81%

This was a stark and somewhat surprising result. It was clear from the results of the previous questions that patients wanted to know more about their conditions; this result underlines the fact that many patients aren't provided with enough information upon diagnosis.

The results of these questions highlights the desire among sufferers to be educated more on their condition and treatment, as well as learning more about scientific research. **Bladder Matters** will therefore explain these conditions and delve into the science in an accessible way.

It was important to find out not just what general content patients wanted to see on social media, but also how patients would use it and therefore how best to display it.

Q: Who would you like to see tips and tricks from?

A: 96% of respondents would like to see tips and tricks shared by both clinicians and patients.

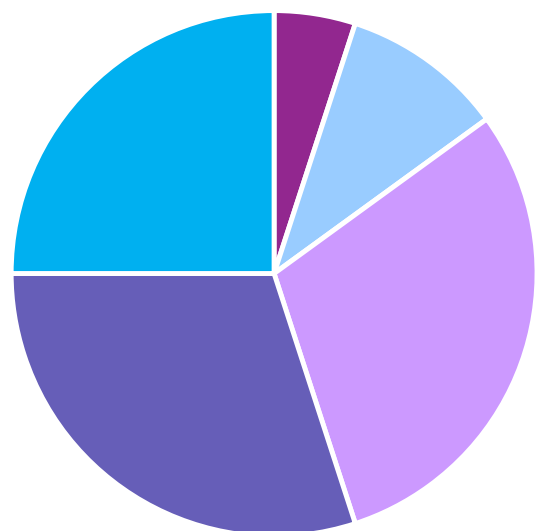
Being a place where patients can pick up tips and advice from professionals in the field as well as fellow sufferers is obviously valuable to patients.

Bladder Matters will be showcasing useful and relatable tips and tricks from both the clinician and patient sides.

Although a survey is about obtaining answers to set questions, it can also provide an opportunity for the respondent to have their say, and the last question of the survey provided just that. If **Bladder Matters** is to be an interactive social media page, interaction with the patients using it needs to start from the offset.

Do you have any other suggestions for content that you would find useful on a social media page?

- Understanding my condition
- Research
- Explaining condition to others
- To share stories/tips and tricks
- Help with speaking to HCPs



Whilst sharing tips was one of the most popular suggestions, help in explaining bladder conditions to others was too.

Patients suffering from bladder conditions will often say how they feel isolated and that their friends, family and colleagues struggle to understand just how life changing and debilitating they can be. This, again, links to understanding the scientific background of how and why bladder conditions occur and how treatment can help. **Bladder Matters** will seek to provide content that can be understood and shared by everyone. By educating the people who surround those suffering from bladder conditions, it is hoped that more support and understanding can be given.

Finally, it was important to understand where patients wanted to see content on bladder conditions, so when asked, [67% of respondents wanted to see content on both Instagram and Facebook.](#)

Bladder Matters has a presence on both platforms where patients can take short snippets of useful information, or join the conversation surrounding bladder conditions and support each other.

From the results of the survey, **Bladder Matters** hopes to be a reliable, informative platform; one where patients can feel supported and part of a community. It will serve as a platform for patients to share their stories, tips and experiences in order to support fellow sufferers.

Thank you to everyone who took part in the survey.

Join the **Bladder Matters** community



Instagram: [@bladdermatters](#)



Facebook: [Bladder Matters](#)

