



## 2024 NEW YORK REGIONAL SOCIETY OF PLASTIC SURGEONS ANNUAL RESIDENTS' NIGHT RESEARCH COMPETITION

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**ABSTRACT SUBMISSION TITLE:** *B5 - Microtia and Social Media: How Can We Help Out Patients?*

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**Abstract Text:**

**PURPOSE:**

Previous literature has documented the reliance on social media (SM) for families of microtia patients for medical information and community. Growing evidence suggests the highest quality medical information available on social media is produced by certified practitioners despite certified practitioners only making up a fraction of SM content. This study aims to elucidate the nature of social media use in families of microtia patients and of microtia treating articular reconstructive surgeons.

**METHODS:**

Two surveys were administered, one to parents of children with microtia identified through microtia themed groups on various SM platforms and one to reconstructive surgeons identified through the International Society for Auricular Reconstruction. The survey administered to microtia families inquired about (1) perceived importance of SM's role in microtia awareness/treatment, (2) whether microtia surgeons should have a SM presence, (3) which apps families used, and (4) what role SM played in microtia education. The survey administered to surgeons inquired about (1) if they had a SM

presence and (2) which SM platforms they held a presence. A combination of chi-squares and Fisher's exact tests were carried out to assess significance.

#### RESULTS:

Surveys were collected from 42 microtia families and 50 surgeons. 38/42 (90.5%) of microtia family respondents believed that microtia surgeons should have a presence on SM platforms, however only 23/50 (46.0%) of microtia surgeons had an active presence on SM ( $\chi^2 = 18.269$ ,  $df = 1$ ,  $p < .001$ ). Significantly less microtia family respondents reported SM beneficial for engaging with microtia surgeons or their teams ( $p < .001$ ). Interactions with families of other microtia patients (23,55%) and exploration of treatment options (23,55%) were the most commonly reported SM uses. Microtia surgeons more often utilized Instagram ( $p < .01$ ) and Twitter ( $p < .05$ ) than Microtia families.

#### CONCLUSIONS:

There is a significant gap between the demand for microtia surgeon presence on SM and the number of microtia surgeons reporting SM use. With the reliance by families of microtia patients on SM for medical information and connection, it is paramount for physicians to supply high-quality medical information through SM platforms.