COINs$^3$

Analyzing Collaborative Care Networks (C3N)

Peter A. Gloor
COINs

COIN (E-Mail)
Month-by-Month (contents)

June 2010

August 2010

September 2010

October 2010

November 2010

December 2010
Team View
Team View without Mailbox Owners
34 Key Project Members
Betweenness of key members

- Full network
- Project network
- Full network without Mailbox owners
Temporal betweenness of key people

C3N Co-Primary Investigator 2

C3N Project Specialist

C3N Project Coordinator

C3N Co-Primary Investigator 1

C3N Project Manager
Communication and Success of Prototypes

The more messages exchanged, the higher the Understanding about the prototype.
The less centralized the network, the higher the importance of the prototype.
COINs²
# 7 Facebook groups about Crohn’s

<table>
<thead>
<tr>
<th>Facebook Group</th>
<th>Friendship Network</th>
<th>Discussion Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crohn’s Disease and IBD</td>
<td>9245</td>
<td>1119</td>
</tr>
<tr>
<td>Fight Against Crohn’s Disease</td>
<td>10037</td>
<td>171</td>
</tr>
<tr>
<td>Crohn’s Disease</td>
<td>1251</td>
<td>237</td>
</tr>
<tr>
<td>Crohn’s Disease, Ulcerative Colitis and IBD – UK Group</td>
<td>(2728)</td>
<td>396</td>
</tr>
<tr>
<td>People with or know someone suffering with Crohn’s disease</td>
<td>(1117)</td>
<td>31</td>
</tr>
<tr>
<td>Crohn’s and Colitis Foundation of Canada (CCFC)</td>
<td>(3132)</td>
<td>370</td>
</tr>
<tr>
<td>People who live or support people with ulcerative colitis</td>
<td>(1565)</td>
<td>225</td>
</tr>
</tbody>
</table>
Discussion Networks (unconnected)
Friendship Networks (unconnected)
Combined Friendship & Discussion

Facebook Fan Page “Crohn’s Disease and IBD”, top 5000 people by degree
Tag Cloud of girl & mom
Key terms on Facebook Wall
CIN(Web/Blogs)

COINs^3
Tracking latest trends

Ccfa
Chronic disease
Improve care now
Inflammatory bowel disease
Lybba
Key Topics on “Inflammatory Bowel Disease” on Wikipedia
Main Tweets on “Crohn’s”
Term betweenness Aug 17, 2010 to Feb 21, 2011
Insights - COIN building well on track, but.....

- COIN – E-Mail
  - Patient representatives underrepresented
  - Nurture emergent COINs around prototypes

- CLN - Facebook
  - Connect Facebook communities
  - Recruit C3N members, trendsetters

- CIN - Web
  - Decide on external branding, focus on key Web sites for targeted marketing