To identify dermatology influencers across other social media platforms. We found that the top dermatology social media influencers on Twitter are predominantly board-certified. However, the inability to verify board certification for internationally trained providers is a major limitation. This study shows that many dermatologists are transforming into social media influencers for education and public health purposes. Geographic regions were defined by standard US census regions, with the Northeast set as reference. The incidence rate of MM remained stable from 67.6 to 67.1 per million-person-years from 2011-2015 (annual percentage change 0.3%, 95% CI -2.2% to 8.4%). Immunotherapy utilization among eligible patients increased from 4.0% in 2011 to 21.4% in 2015. Time to immunotherapy after MM diagnosis decreased from 77.9 to 71.7 days from 2011-2015. Immunotherapies appear to be an important tool for patients with metastatic melanoma, but more research is needed.

The aim of this study was to investigate temporal trends in the incidence of metastatic melanoma (MM) and factors associated with incidence as well as the impact of geography on these trends. We performed a retrospective cohort study of 12,544 patients with MM extracted from Tuven MarketScan®, a national private insurance claims database, from 2011-2015. Immunotherapy use was investigated for NK-cell immunotherapy, pembrolizumab, and ipilimumab. The growing presence of dermatology influencers on social media prompts questioning of the identities of those influencers. In this study, we sought to identify the top 50 dermatology influencers on Twitter, characterized their use of social media, and compared annual percentage changes in their social media influence. The monthly average total engagement (which combines the number of likes, comments, and shares) of dermatology influencers on social media was calculated.

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