Temporal trends in the incidence of metastatic melanoma and utilization of dermatology in the United States

The aim of this study was to investigate temporal trends in the incidence of metastatic melanoma (MM) and utilization as well as the impact of geography on these trends. We performed a retrospective cohort study of 12,544 patients with MM extracted from Truven MarketScan®, a national private insurance claims database, from 2011-2015. Immunotherapy use was assessed for patients with MM. The incidence of MM was highest in the Northeast, followed by the West and Midwest, whereas utilization of dermatology was highest in the West, followed by the Southeast and Midwest. The incidence of MM remained stable from 2011 to 2014, whereas utilization of dermatology increased from 2011 to 2014. In 2015, the incidence of MM decreased from 77.9 to 71.7 days from 2011-2015. Immunotherapy use was highest for patients with MM located in the U.S. The top five geographical locations were Florida, New York, Texas, California, and Pennsylvania. The increased visibility and accessibility of practitioners on social media has led to emerging "influencers" in all fields of medicine, including dermatology. 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 by our custom algorithm which aims to identify and analyze dermatology enthusiasts on social media. The top 50 dermatology influencers on Twitter were predominantly board-certified dermatologists and physically based in the U.S. This study shows that current reducing mortality strategies should be reoriented, and specific strategies should be developed to identify dermatology influencers across other social media platforms.