

INTRODUCTION

- **YouTube** use is rapidly growing as education tool.
- It’s becoming increasingly important to appraise YouTube content for quality and reliability.
- **Objective:** To evaluate the quality of YouTube videos on basivertebral nerve ablation using validated scoring systems and determine whether standardized animations improve understandability.

METHODS

- **Search:** YouTube queried on November 1, 2024, using “intracept” and “basivertebral nerve ablation”
- **Sample:** 44 English-language videos including educational content about Intracept. Duplicates, unrelated, and non-English videos were excluded.
- **Data Extraction:** Views, duration, thumbs-up, and author type recorded.
- **Quality Scoring:** Each video rated independently by **four reviewers** using 3 scoring systems (DISCERN, JAMA, PEMAT)
- **Reliability:** Intracalss correlation coefficients (ICC= 0.53-0.65) assessed inter-rater agreement.
- **Analysis:** Conducted in **SPSS**.

Summary of Results

- The **average DISCERN score** indicated *low overall quality* (<3).
- The **average GQS score** reflected *low-to-intermediate educational value* (2–3 range).
- The **average JAMA score** suggested *partial adequacy* in source attribution and disclosure (2–3 range).

YouTube as a Source of Medical Information about Basivertebral Nerve Ablation (Intracept)

Demah Alobaidi MS3, Alexander Beletsky MD1, Abhinav Gupta MD2, Caroline Trinh DO1, Garni Dadaian DO1, Chris Elias MD1, Artin L Vartanian MD1, James Wamsley DO1, Cherry Liu MD1, Rajiv Reddy MD2
University of California San Diego, Department of Anesthesiology and Pain Management, La Jolla, USA

YouTube’s Take on Intracept: High Variability, Low Reliability and Room for Improvement

Table 2- Views, Video Length, and Score Averages by Type of Video

Average across all reviewers based on video author type	# of views avergae	Length average	Number of Thumbs up average	Percentage of sample	DISCERN average	GQS average	JAMA average
Individual MD	1319	15:22:45	14	8%	2.38	2.44	2.5
Industry	1032	31:25:30	9	15%	3.16	3.22	2.84
Private Practice	2490	5:16:17	15	58%	2.1	2.62	2.03
Academic/Society	2693	26:15:50	20	11%	3.54	2.87	2.83
Other (nonprofit, news media, other educational	9825	3:29:15	38	8%	2.38	2.75	2.13

Table 1- Average and Median Scores

Average/Median for all videos acros all reviewers		
	Average	Median
Number of Views	2758	929
Length	12:13	5:07
Comments	1.66	0
Thumbs Up	16.06	7
Thumbs Down	0	0
DISCERN	2.46	2
GQS	2.74	3
JAMA	2.29	2

Discussion and Conclusion

- Overall quality of YouTube videos on Intracept was variable and depended on the evaluation system used.
- JAMA and Actionability scores were lowest, showing poor citation and limited guidance.
- GQS and PEMAT A/V scores were higher, reflecting better visual quality.
- Videos using the standardized Relievant animation achieved significantly better audiovisual quality, demonstrating the value of consistent, high-quality visuals.
- These results highlight the need for accurate, transparent, and patient-centered educational content to better inform viewers about evolving treatments like Intracept.

References

1. Osman W, Mohamed F, Elhassan M, Shoufan A. Is YouTube a reliable source of health-related information? A systematic review. BMC Med Ed. 2022 May 19;22(1):382.
2. Smuck M, Truumees E, Macadaeg K, Jaini AM, Chatterjee S, Levin J. Intraosseous basivertebral nerve ablation: Pooled long-term outcomes from two prospective clinical trials. Intervent Pain Med. 2023 Jun;2(2):100256.
3. Asupoto O, Anwar S, Wurcel AG. A health literacy analysis of online patient-directed educational materials about mycobacterium avium complex. Journal of clinical tuberculosis and other mycobacterial diseases. 2024 May;35:100424.