



# EXPANDING THE ROLE OF CME/CPD PROFESSIONALS TO THE WORLD OF SOCIAL MEDIA

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# Disclosure

- I report no conflicts of interest, and have nothing to disclose
- I do not receive any financial remuneration from any social media company, app company or any other agency except my employer
- I am interested in emerging technologies to educate myself, my learners and patients for the purpose of improving education and patient care

# Objectives



- ❑ Describe impact of social media on medicine and medical education
- ❑ Explore novel use of emerging technology for collaboration within medical education
- ❑ Balance potential benefits of online social network use with risks/consequences

# Definition

- **SOCIAL MEDIA**
- *“Internet-based applications which allow for the exchange of user-generated content; includes services such as social networking, professional online communities, wikis, blogs and microblogging”*



# Infographic – Explaining social media



# Infographic – Explaining social media

## Social Media Explained



**I need to pee**



**I peed**



**All the details about my pee**



**Look at this pee!**



**I'm good at peeing**



**This is where I pee**



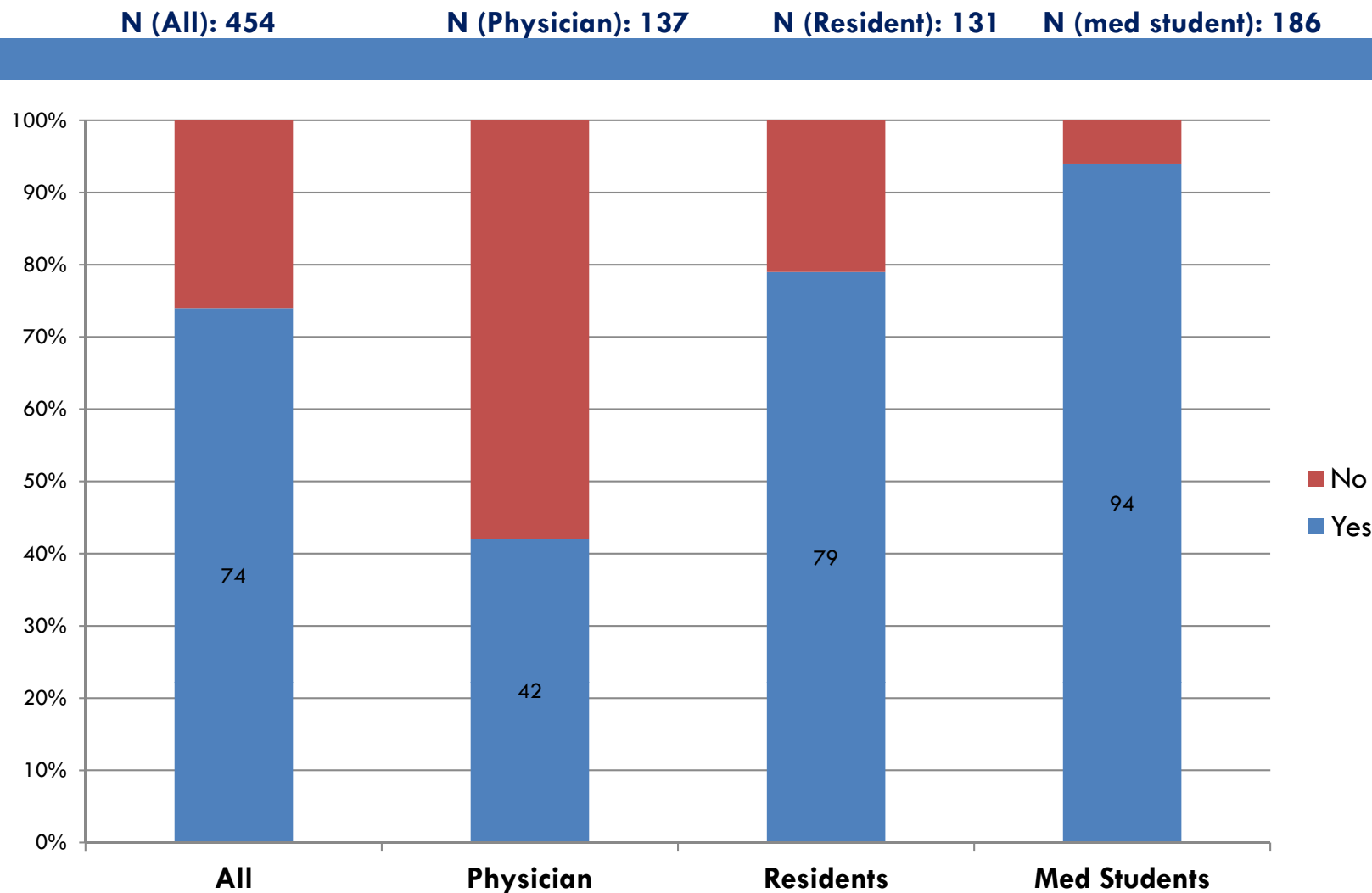
**Why am I peeing?**



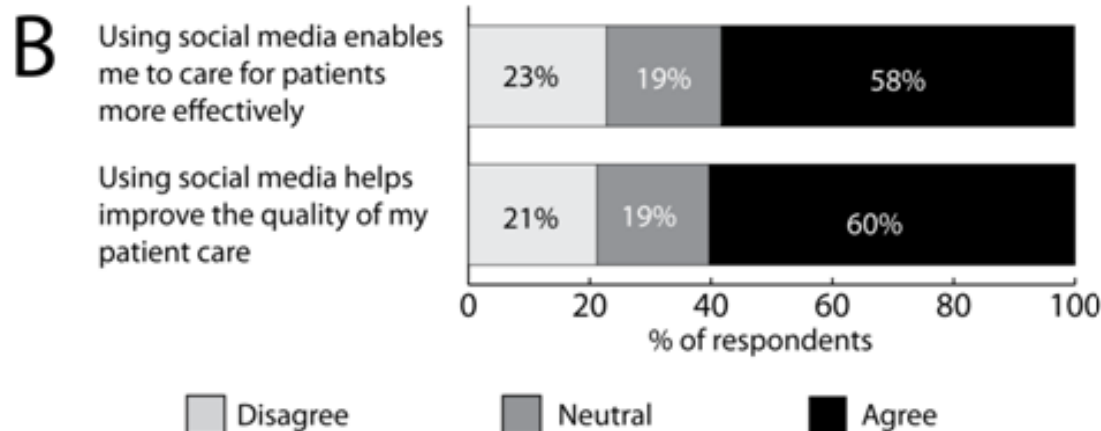
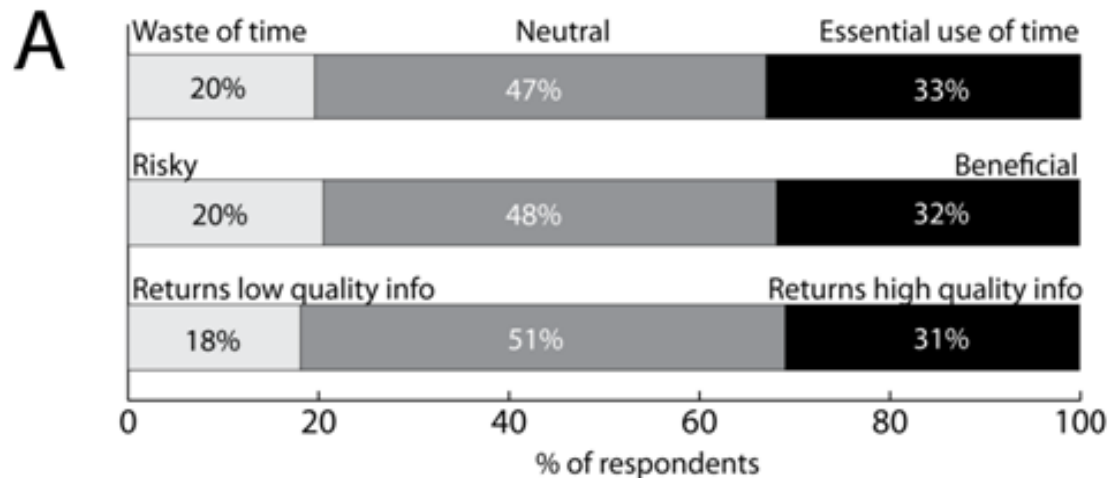
**Why did everyone pee & leave?**

# Physician “Use” of social networking sites

## Have you ever used a social networking site?



# Meaningful Use of Social Media





# Meaningful Use

## □ 4 WAYS TO CONSIDER USING SOCIAL MEDIA



**TREAT**



**TEACH**



**LEARN**



**ADVOCATE**

Adapted from McGowan B. <http://www.slideshare.net/cmeadvocate/medicine-2pt0-meaningful-use-of-so-me-by-physicians-final> & Kind T, et al. Advantages and challenges of social media in pediatrics. *Pediatr Ann* 2011;40(9):430-4.

# Examples of Advocacy via SoMe

- <http://www.youtube.com/watch?v=KJuziJgUlgQ>
- <http://vimeo.com/77727683>

# Social Media in Medical Education



Use SoMe as  
tool to teach  
meded content

- Teaching journal club via social media
- Twitter hashtag #SACME14

Teach SoMe  
content to  
meded learners

- e.g., Workshop on how to use LinkedIn
- AND professionalism

# Caution - Professionalism

- Study of physicians on Twitter
  - ▣ Analyzed tweets from physicians May 2010
  - ▣ 3% of Tweets deemed unprofessional
- “Social networks may be considered the new millenium’s elevator.”



Chretien KC, Azar J, Kind T. Physicians on Twitter. *JAMA* 2011;305(6):566-8.  
Mostaghimi A. Professionalism in the digital age. *Ann Intern Med* 2011;154:560.

# Professionalism - Case Study #1

- ❑ Lapse in professionalism – 2<sup>nd</sup> year medical student – Facebook post
- ❑ Info made its way to school administration as violation of school Honor Code
- ❑ Student came before Student Promotions Committee as possible dismissal
- ❑ Student wrote reflections for other students to learn and, ultimately, to publication

**Strausburg M. How Facebook almost ended my career with a single click.**

*Acad Emerg Med 2011;18:1220.*

**Bosslet GT. Commentary: the good, bad & ugly of social media. *Acad Emerg Med 2011;18:1221-2.***

# Professionalism - Case Study #2

- ❑ New intern orientation
- ❑ Discussed expectations
- ❑ Mentioned my interest in Twitter
- ❑ One intern became a Twitter follower
- ❑ His avatar is here:

# Professionalism - Case Study #2

- ❑ New intern orientation
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# Professionalism – The Positive

- *“We must go farther than curtailing unprofessional behavior online and embrace the positive potential for social media: physicians and health care organizations can and should utilize the power of social media to facilitate interactions with patients and the public that increase their confidence in the medical profession.”*

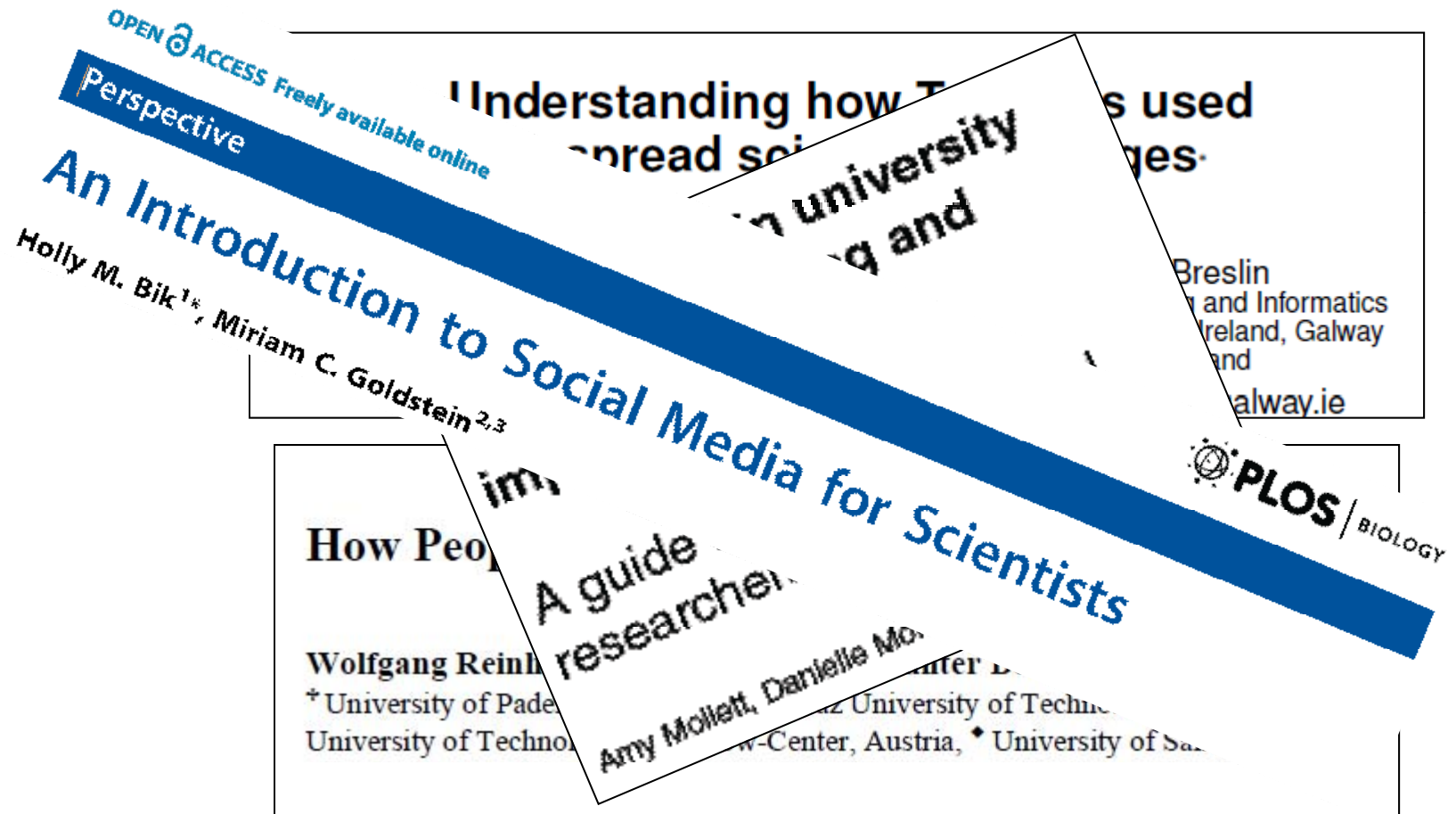


# Use of Twitter and other OSNs

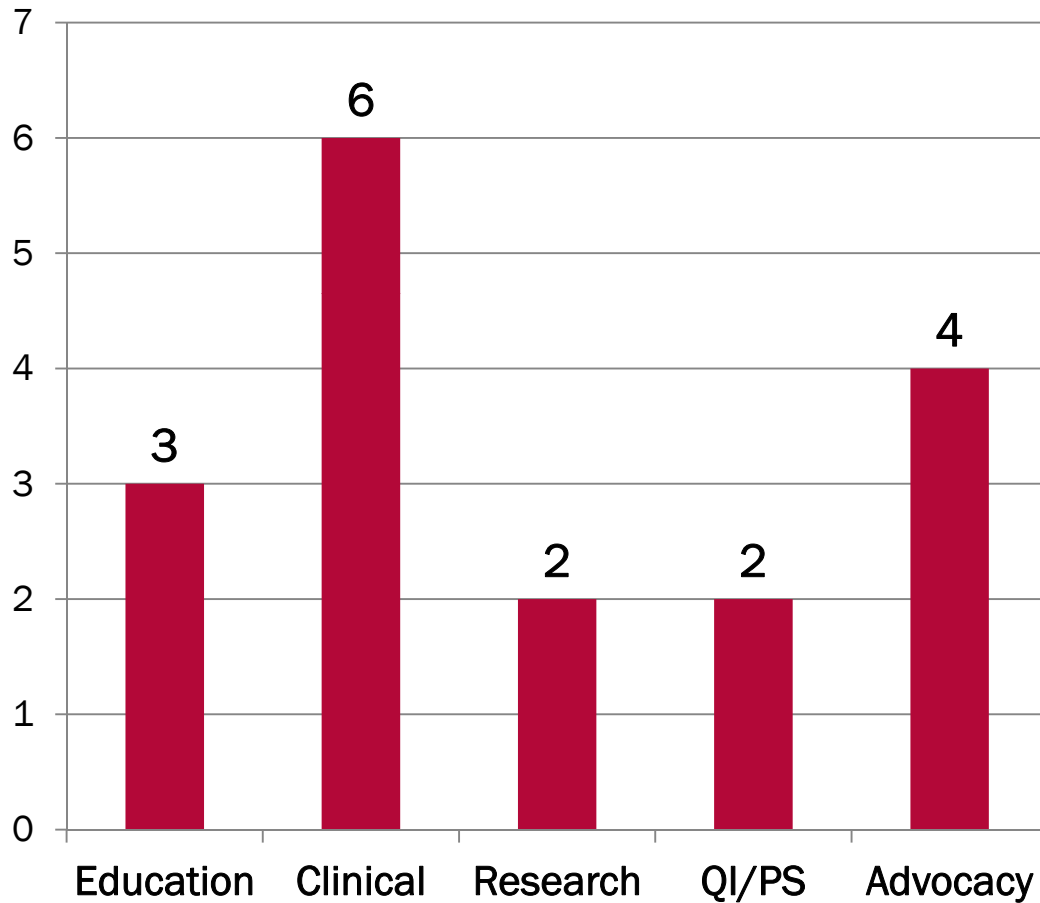
- As of September, 2013
- 18% of online adults use Twitter
- 42% of online adults use multiple social networking platforms



# Is social media academic/scholarly?



# GR Tweeted March – August 2012



□ **17** presentations

□ Education

□ Clinical

□ Research

□ QI/PS

□ Advocacy

□ **613** Tweets

□ **61** separate participants

# Twitter at conferences

- Great to create a “back-channel”
- Highlight important aspects of meeting
- Can be done as part of a formal presentation
- [http://chrisheffer.com/2012/08/23/how-to-use-twitter-conference/?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed:+ChrisHeffersBlog+\(Chris+Heffer's+blog\)](http://chrisheffer.com/2012/08/23/how-to-use-twitter-conference/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+ChrisHeffersBlog+(Chris+Heffer's+blog))

Desai T. Tweeting the meeting: an in-depth analysis of Twitter activity at **Kidney** Week 2011.  
*PLoS One* 2012;7(7):e40253.

Chaudhry A. Trends in twitter use by physicians at the **ASCO** meeting, 2010 & 2011.  
*J Oncol Pract* 2012;8(3):173-8.

Matta R. The dramatic rise of social media in urology: trends in Twitter use at the American & Canadian **AUA** annual meetings. *J Urol* 2014; Feb 24. e-pub ahead of print.

Logghe H. Twitter usage at **Clinical Congress** rises markedly over two years.  
*Bull Am Coll Surg* 2013;98(2):22-4.

Neill A. The impact of social media on a major international **Emergency Medicine** conference.  
*Emerg Med J* 2013 Feb 19. Epub ahead of print.

# Social Media for Medical Educators

- Identify and reflect on one's digital identity
- Observe and establish comfort first;  
*"Think, then contribute"*
- Use social media to disseminate evidence-based health information
- Apply social media guidelines
- Tap into power of community



# 10 reasons anyone interested in medical education should be using Twitter



# Social media and journal club

- Annals Emergency Medicine hosted an asynchronous global Emerg Med journal club on a blog
- Comments moderated on the blog and Twitter



# Social media and Evaluation/Feedback

- Used private (Direct Messaging) feature from Twitter to provide feedback to resident trainees





# Milestones for social media

- *“It is time to view the use of social networking sites as an EPA.”*
- Advanced developmental milestone: “successfully tailoring communication strategies to the audience, purpose, and context.”



# Physician literacies in the digital age



- ❑ Network Awareness/Collaboration
- ❑ Manage input
- ❑ Creation/Translation
  - ▣ Observe → Converse → Curate → Content Creation
- ❑ Mindfulness
  - ▣ Balance technology fascination with attention to patients

Bryan Vartabedian blog: 33 charts. Found at: <http://33charts.com/2012/09/new-physician-literacies.html>

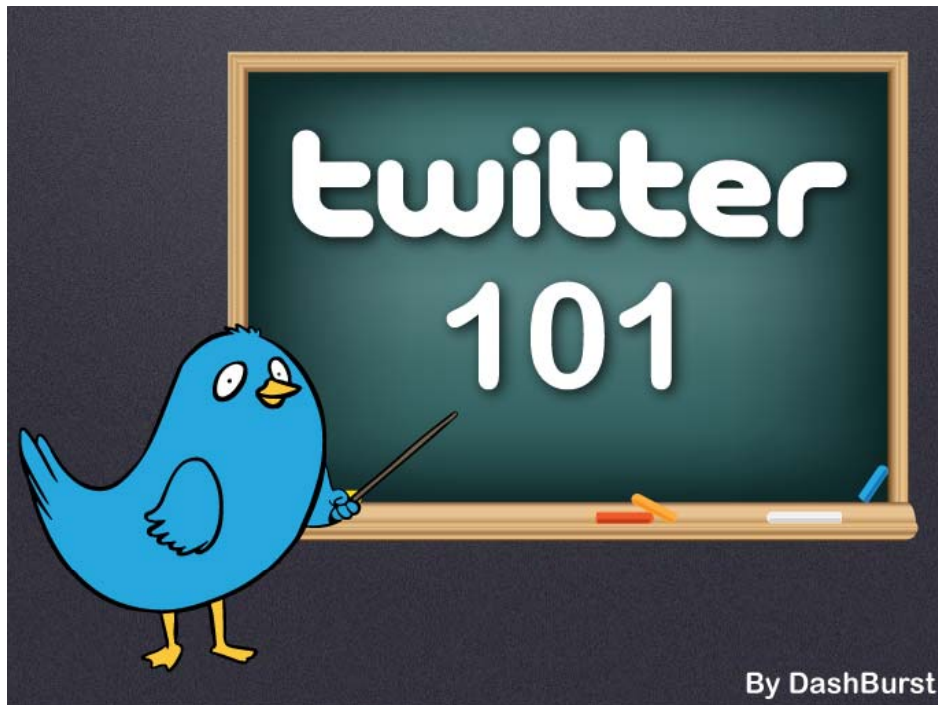
# The cost of technology



# Caution about social media

- [http://m.youtube.com/watch?v= u3BRY2RF5I&feature=youtu.be](http://m.youtube.com/watch?v=u3BRY2RF5I&feature=youtu.be)

# Twitter for HCPs 101 & 102



## □ Twitter Basics 101:

- [gutcheckblog.com/2012/04/30/ok-im-on-twitter-now-what-a-primer-for-physicians-aka-twitter-101-for-docs](http://gutcheckblog.com/2012/04/30/ok-im-on-twitter-now-what-a-primer-for-physicians-aka-twitter-101-for-docs)

## □ Twitter Basics 102:

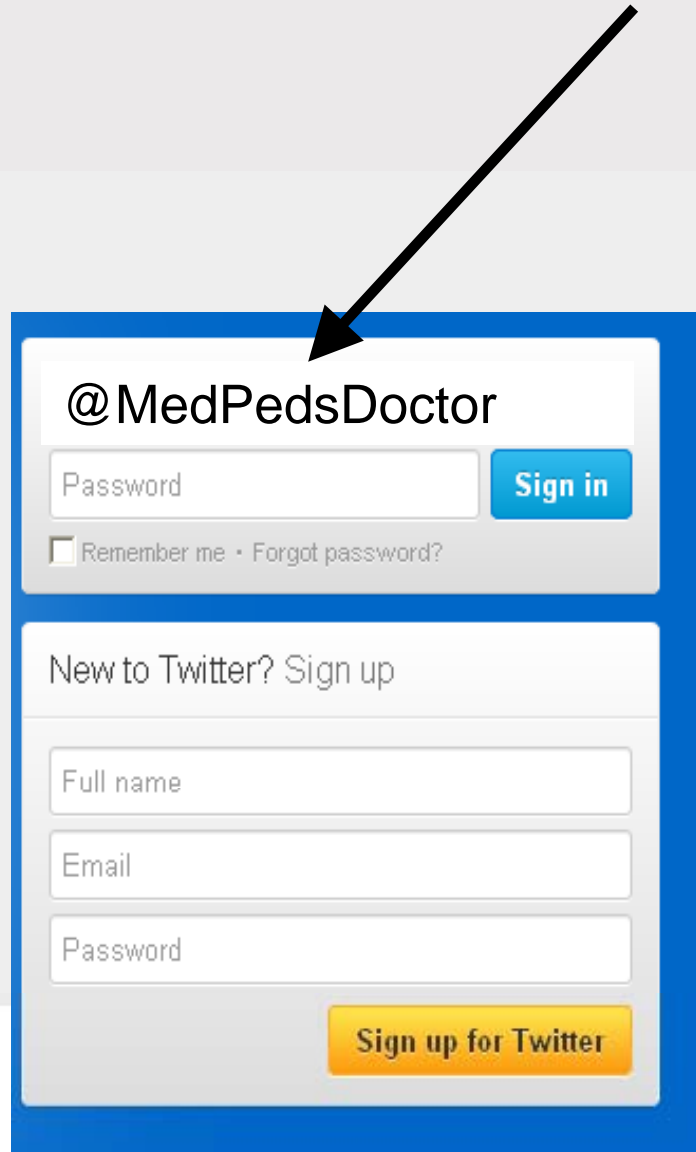
- [gutcheckblog.com/2012/05/28/twitter-101-for-docs-twitter-lingo](http://gutcheckblog.com/2012/05/28/twitter-101-for-docs-twitter-lingo)

# Time to put you to work

- ❑ Sign on to Twitter
- ❑ <http://twitter.com>
- ❑ Need to put basic info in: name, where you live, etc.
- ❑ Need a handle
- ❑ Need a “bio”: 160 characters which describes yourself to others. Don’t skip this part.
- ❑ Ideally, put in a picture of yourself. If don’t, it defaults to an egg.
- ❑ Try to tweet at least once
- ❑ Try to follow at least one person. We can review “whom to follow” – can give examples



# Setting up a Twitter account: choose your “handle” (your Twitter name)



**@MedPedsDoctor**

Password  **Sign in**

☐ Remember me • [Forgot password?](#)

New to Twitter? [Sign up](#)

Full name

Email

Password

**Sign up for Twitter**

## Join Twitter today.

Enter your first and la

☐ Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("**Terms**") govern your access to and use of the services and Twitter's websites (the "**Services**"), and any

Printable versions:  
[Terms of Service](#) · [Priv](#)

**Create my account**

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

# Write a profile +/- pic, location, website

☐ Picture



☐ Profile

**Alex Djuricich MD**

@MedPedsDoctor

Assoc Dean for CME & Med-Peds Residency Prog Dir at Indiana Univ,  
interested in Medical Education & Quality Improvement;  
Father/Husband. Tweets are my own.

☐ Location

Indianapolis, Indiana · <http://alexdjuricich.blogspot.com/>

☐ Website

8,698  
TWEETS

636  
FOLLOWING

2,371  
FOLLOWERS



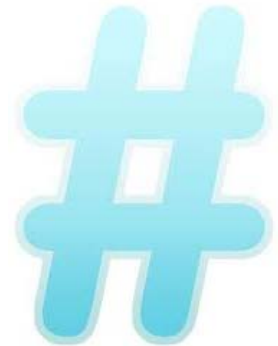
# Getting started With Twitter: @

- “@” symbol: letters coming after it are what one’s “Twitter handle” is
- @MedPedsDoctor is mine
- @meducate is Lawrence Sherman
- @theCMEguy is Derek Warnick
- @CincylM is Eric Warm
- @iumedschool is the official handle for IUSM



# Getting started with Twitter: #

- A “#” symbol is a hashtag, used to describe a common theme under which one can collect information
- #meded: “medical education”
- #FOAMed: “free open access meducation”
- #ACGME2014: ACGME meeting
- #SACME14: SACME meeting this week
- #IUPedsGrRounds: Pediatric Grand Rounds at IUSM on Wednesdays 8am EST



# Twitter feed at AMEE 2012 conference



# Using Twitter hashtag

Visible Tweets - Twitter Visualisations. Now with added prettiness! - Windows Internet Explorer

http://visibletweets.com/#query=iupedsgrounds&animation=1

Visible Tweets

iupedsgrounds Animation About

RT @MedPedsDoctor: .@DrBobBlock "Kids don't vote, but I care for kids and I vote." #advocacy comment at its finest! #IUPedsGrRounds

marktgrimes, 4 days ago

Internet | Protected Mode: On 94%

9:50 PM 8/26/2012

# Putting it together



**Alex Djuricich MD** @MedPedsDoctor · 3 mins

Excited to be presenting at Society for Academic CME meeting 5/1/14 on "Social Media in #meded ". #SACME14

[Collapse](#)

[↩ Reply](#) [🗑 Delete](#) [★ Favorite](#) [⋮ More](#)

FAVORITE

1



2:47 PM - 24 Apr 2014 - Details

# Tools to ease the process

- ❑ <http://Tweetchat.com>
- ❑ You put in the hashtag you want to follow
- ❑ Only those tweets with that hashtag will show up
- ❑ Basically is a “filter”
- ❑ There are many other apps/programs that do just this

# Twitter chats

- This is an opportunity to learn from others and comment on questions during a scheduled time
- #meded chat occurs on Thursdays, 9 pm EST
- #hcsn chat occurs on Sundays, 9 pm EST
- List of health chats:  
<http://www.symplur.com/healthcare-hashtags/>

# Twitter list

- You can separate out whom you follow
  - ▣ Researcher colleagues
  - ▣ College friends
  - ▣ Institution colleagues
  - ▣ Physician-only
  - ▣ “Just for fun”-colleagues
  
- Great explanation of lists here:  
<http://t.co/HspLPjoy>



# Commitment to Change for Twitter

- Please complete as much of the document as possible for yourself
- Focus on different components for your own learning
  - ▣ Goals
  - ▣ Actions
  - ▣ Identify
  - ▣ Benefits/Caveats

# Take Home Points

- ❑ Social media: embrace it ... with cautious optimism
- ❑ Start slow, but start
- ❑ Many resources are out there to help medical educators “take the leap” into using social media
- ❑ Meaningful use makes it worthwhile: each person defines her/his own meaningful use

# Thank You for Participating!

