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# Healthcare Social Media #HCSM

## Harnessing the Power of #HCSM for Medical Education, Reputation Management and Promotions

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Internal Medicine Residency
Brookdale University Hospital Medical Center

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Tuoro College of Osteopathic Medicine

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IG: @nsonpal



Special thanks to **Karen Tucker Labello** and **Ben Max** from NYACP
For always being AWESOME!
The Resident / Fellows and Early Career Physicians teams love working with you!

*"The Only Risk of Failure is Promotion"*

*Scott Adams*

# Objectives:

- ×Beyond the likes: Application Potential
- ×Reputation Management
- ×Medical Education
- ×Advancement: Promotions and Tenure
- ×Creating a Social Media Portfolio

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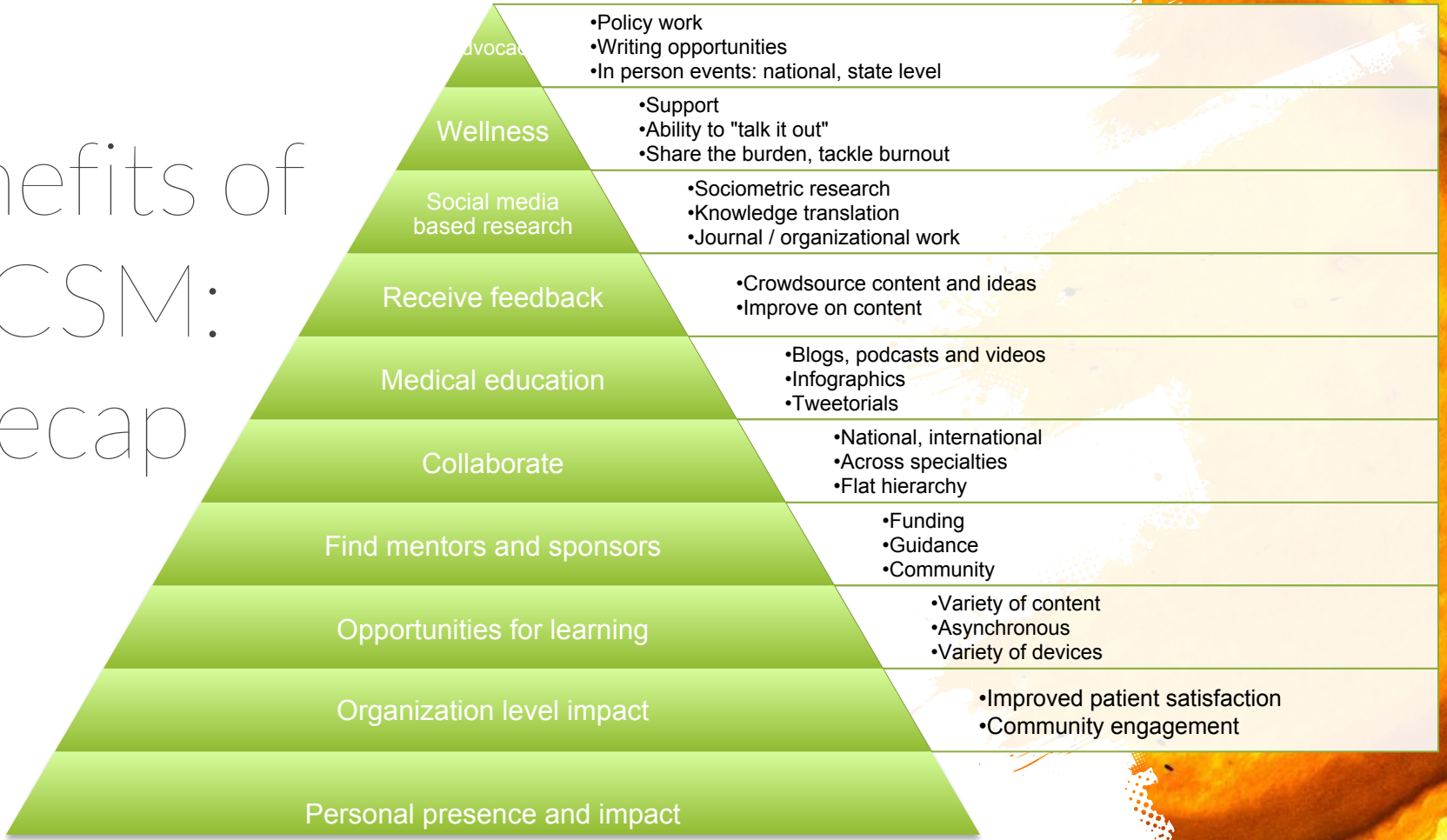
# Benefits of #HCSM: A Recap

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# Harnessing The Potential

Reputation Management

Medical Education

Promotions, Advancement and Tenure

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# Reputation Management

**Dr. Abbas's Overall Patient Experience Rating**

**Fair**

Based on 8 reviews

**Dr. Zervos's Overall Patient Experience Rating**

**Very Positive**

Based on 13 reviews

**Dr. Abbas's Overall Patient Experience Rating**

**Very Positive**

Based on 13 reviews

### Ability to Answer Questions

Previous patients' assessment of this physician's ability to answer all of their questions

Very Positive

### Clarity of Instructions

Previous patients' satisfaction in the clarity of this physician's instructions for taking care of their health condition

Excellent

### Provider's Attitude

Previous patients' assessment of this physician's friendliness and caring attitude

Excellent

Publicly available data from:

U.S.News Health

TOP U.S.News DOCTOR

Do these “ratings” truly reflect acumen/expertise?

**Who would you take your family to?**

# Reputation Management: Data

J Med Internet Res. 2012 Jan-Feb; 14(1): e38.
Published online 2012 Feb 24. doi: 10.2196/jmir.2003
PMCID: PMC3374528
PMID: 22366336

## A Changing Landscape of Physician Quality Reporting: Analysis of Patients' Online Ratings of Their Physicians Over a 5-Year Period

J Med Internet Res. 2012 Sep-Oct; 14(5): e146.
Published online 2012 Oct 17. doi: 10.2196/jmir.2280
PMCID: PMC3517341
PMID: 23076301

## Patients' Ratings of Family Physician Practices on the Internet: Usage and Associations With Conventional Measures of Quality in the English National Health Service

"My website, my email, my blog, my books, my public seminars, all create the ability for social media to work and all build reputation and ranking"

Jeffrey Gitomer

# Personal Presence and Impact

About 59,800 results (0.86 seconds)

**Dr. Viren Kaul, Pulmonologist in Elmhurst, NY | US News Doctors**
https://health.usnews.com/doctors/viren-kaul-1010833
Dr. **Viren Kaul** is a pulmonologist in Elmhurst, New York and is affiliated with NYC Health and Hospitals/Elmhurst. He received his medical degree from ...
You've visited this page many times. Last visit: 7/20/18

**Viren Kaul, MD (@virenkaul) | Twitter**
https://twitter.com/virenkaul?lang=en
The latest Tweets from **Viren Kaul**, MD (@**virenkaul**). Luckiest husband • pup dad • PCCM fellow • #pleuraldiseases #POCUS #ECMO #MedEd • tweet ...

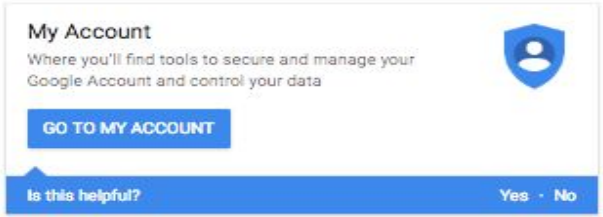
**Dr. Viren Kaul, MD – Elmhurst, NY | Pulmonology - Doximity**
https://www.doximity.com › States › New York › Elmhurst
Dr. **Viren Kaul**, MD is a pulmonologist in Elmhurst, New York. He is affiliated with NYC Health + Hospitals / Elmhurst.
You've visited this page 4 times. Last visit: 8/10/18

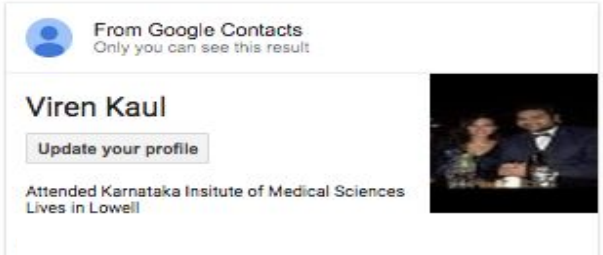
**Dr. Viren Kaul - Clinical Fellow - Mount Sinai Health System | LinkedIn**
https://www.linkedin.com/in/virenkaul
View Dr. **Viren Kaul's** profile on LinkedIn, the world's largest professional community. Dr. Viren has 8 jobs listed on their profile. See the complete profile on ...

**Viren Kaul, MD | NEJM Resident 360**
https://resident360.nejm.org/profiles/viren-kaul
**Viren Kaul**, MD's avatar. **Viren Kaul**, MD. Fellow in Pulmonary Disease at Pulmonary and Critical Care. Pulmonary Disease. Fellow, Pulmonary / Critical Care ...
You've visited this page 2 times. Last visit: 7/27/18

**Our Team | QxMD**
https://qxmd.com/our-team
Dr. **Viren Kaul** is a Pulmonary and Critical Care Medicine fellow based in New York City. His academic interests lie in Interventional Pulmonology and pleural ...
You've visited this page 5 times. Last visit: 2/26/18

**Viren Kaul - Google Scholar Citations**
scholar.google.com/citations?user=IXjoRgsAAAAJ&hl=en
A brief medico-socio-demographic profile of non-fatal road traffic accident cases admitted to Karnataka Institute of Medical Sciences. V **Kaul**, D Bant, N Bendigeri ...
You've visited this page many times. Last visit: 6/9/18

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TOP U.S.News & WORLD REPORT DOCTOR

healthgrades™
How America finds a doctor.®

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# Organization Level Impact

J Med Internet Res. 2014 Nov; 16(11): e264.
Published online 2014 Nov 27. doi: 10.2196/jmir.3758

PMCID: PMC4260061
PMID: 25431831

## Use of Social Media Across US Hospitals: Descriptive Analysis of Adoption and Utilization

## Hospital Evaluations by Social Media: A Comparative Analysis of Facebook Ratings among Performance Outliers

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Glover, McKinley, et al. "Hospital evaluations by social media: a comparative analysis of Facebook ratings among performance outliers." *Journal of general internal medicine*30.10 (2015): 1440-1446.
Griffis, Heather M., et al. "Use of social media across US hospitals: descriptive analysis of adoption and utilization." *Journal of medical Internet research* 16.11 (2014).

# Managing Your Online Presence

Step 1: Google yourself **REGULARLY !**

Step 2: Claim Your Profile!

Step 3: Keep Profile Updated

Step 4: Share Helpful Information

Step 5: Link Profile to Professional Social Media Channels

Step 6: Get Rid of Unnecessary Publicly Available Information

# Where Do I Start?

# It's Too Much!

doximity
Linking Medical Minds

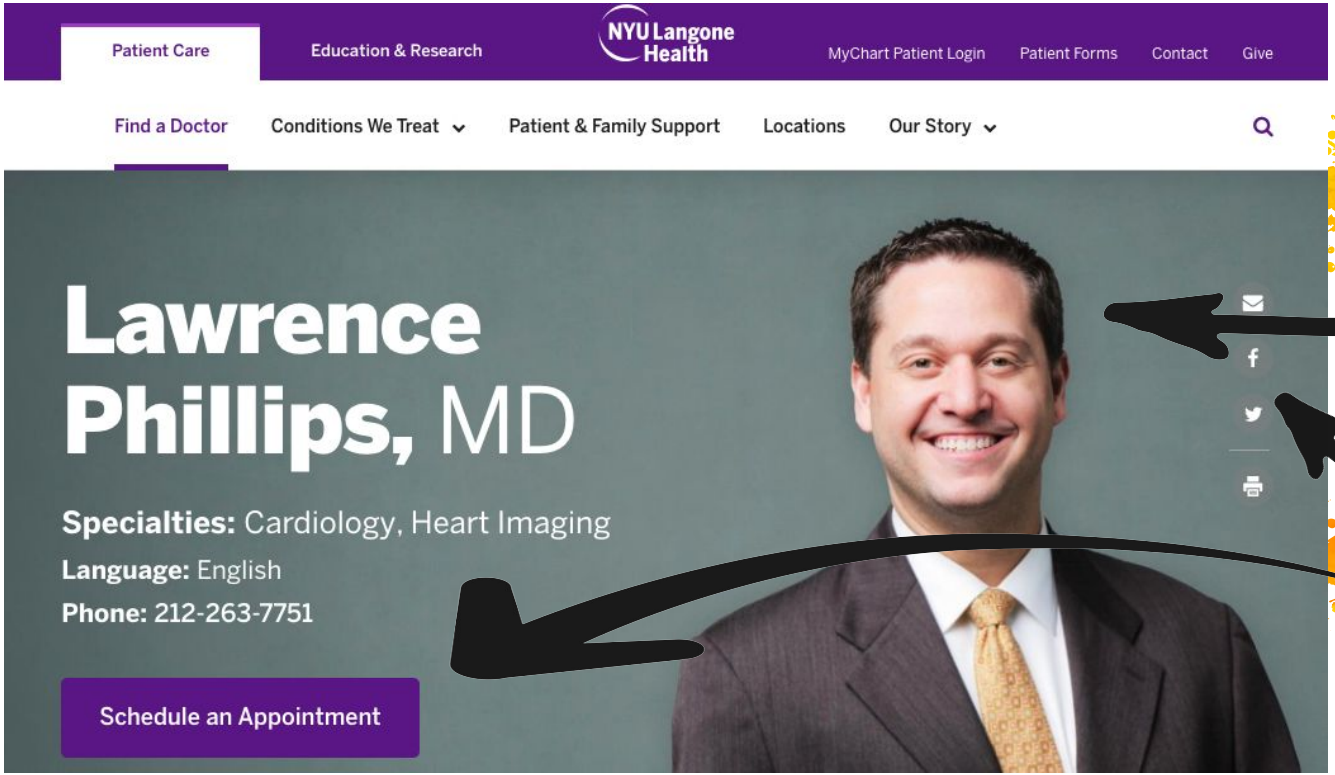
A number of sites have editors who you can send your CV to, and they will update your profile FOR YOU!!!!

Having an updated CV at all times is KEY!

Remember to add:

1. You Talks
2. Community Engagement
3. Educational Efforts
4. Mentoring Initiatives
5. Committee Work
6. Advisor Roles
7. Patient Engagement
8. Patient Safety
9. Patient Experience

# Remember that workplace webpage!




## First Impression:

Have a professional headshot posted!

Clear description

Links to social media

Easy scheduling info

# Remember That Workplace Webpage!

## About Me

## First Impression:

That video you made at your workplace for smoking cessation?

That's you advocating for your patients and education them!

**Get that posted on your workplace profile**

# Remember That Workplace Webpage!

## Credentials

### Positions

Assistant Professor, Department of Medicine
Associate Director, Educational Affairs, Leon H. Charney Division of Cardiology
Associate Director, Cardiovascular Disease Fellowship Program
Director, Nuclear Cardiology Laboratory
Medical Director, Outpatient Clinical Cardiology, FGP

### Board Certifications

American Board of Internal Medicine (Cardiovascular Disease), 2008

### Education and Training

Fellowship, North Shore University Hospital & Long Island Jewish Medical Center, Cardiology, 2008
MD from Thomas Jefferson University, 2001

## Training:

Share your qualifications!

You worked hard for them.

Patients deserve to know.

It's transparent

Gives them an idea on your breadth of experience

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# Remember That Workplace Webpage!

## Publications

**Case Presentation Commentary On "Ammonia For Positron Emission Tomography (PET): A Promising Technique For Patients With LBBB And Suspicion Of Coronary Artery Disease" [Editorial]**

Phillips, Lawrence M

*Journal Of Nuclear Cardiology*. 2018 Aug 29; 25(4):1089-1089

**Value Of Gated-SPECT MPI For Ischemia-Guided PCI Of Non-Culprit Vessels In STEMI Patients With Multivessel Disease After Primary PCI**

Phillips, Lawrence M; Vitola, JoÃ£o V; Shaw, Leslee J; Giubbini, Raffaele; Karthikeyan, Ganesan; Alexanderson, Erick; Dondi, Maurizio; Paez, Diana; Peix, Amalia

*Journal Of Nuclear Cardiology*. 2018 Aug 01;

**KEEP IT FRESH!**

Having work from 1998 on the webpage is alright, but if you have been active and contributing, that is much more effective!

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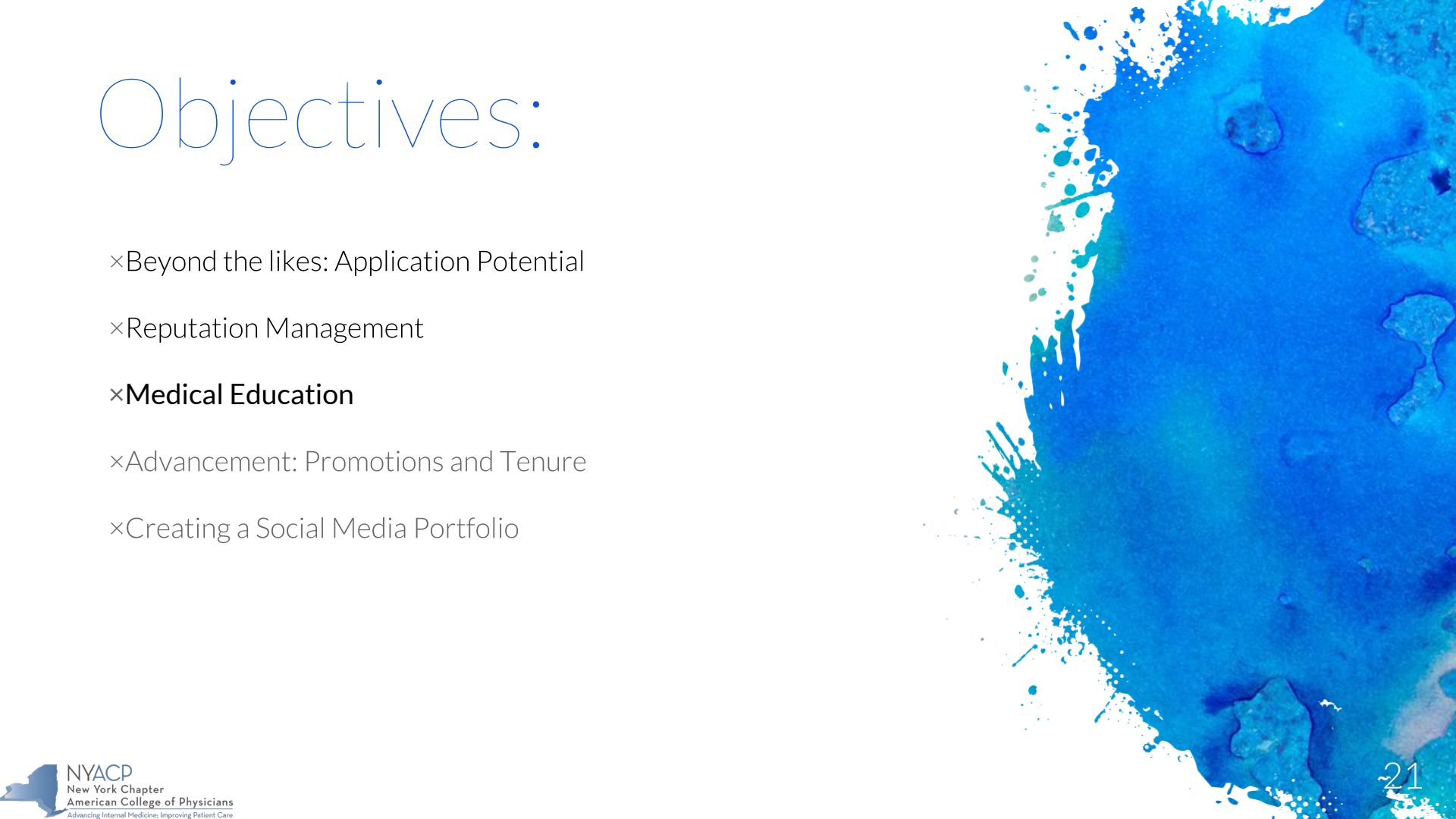

# MedEd: Teaching the Millennials

- Blogs
- Commentaries
- Editorials
- Investigative pieces

- Video series
- Podcasts
- Interviews
- Simulations

- Social media teams
- Online journal clubs
- Post publications peer-reviews

- Exploring social media as a medium for delivery of education
- Feedback evaluation
- Faculty-student interactions

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There's something for EVERYONE!

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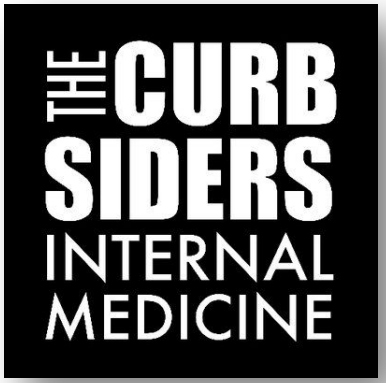
# Teaching the Millennials: Blogs

# Teaching the Millennials: Podcasts



# Teaching the Millennials:
# Online Journal Clubs / Twitter Chats

NEJM Resident 360 | Rotation Prep | Learning Lab | Resident Lounge | Career | Stuc Cor

@NEJMres360 Journal Club: Hosted by Yale University
Program on Adjunctive Glucocorticoid Therapy in Pati
Hydrocortisone plus Fludrocortisone for Adults with S

Women Who Made Medical History

Following

**#WomenInMedicine Chat**
@womeninmedchat Follows you

Sundays @ 9pmET #womeninmedicine chat=place 2 discuss issues women face in #Meded #Medicine Guest Moderators+Topic Suggestion Welcome! Just DM founder @petradMD

| Tweets | Following | Followers |
|---|---|---|
| 2,054 | 826 | 6,279 |

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# Teaching the Millennials: Tweetorials

26 tweets, 12 min read

**Elliot Tapper**
@ebtapper

Follow  Read on Twitter

Subs

What's the deal with Ammonia in hepatic encephalopathy?
A #cirrhosis QI #tweetorial

Aims
Try to answer this question while also showing
1) Ammonia levels dont matter
2) U should not restrict protein in patients with HE

**Tony Breu** @tony_breu · Sep 10
1/
Why does acute pulmonary embolism (PE) cause hypoxia?

It took me a while to realize I didn't have a good answer. Think about it: the blood upstream of the clot should be fully oxygenated. Where is the blood that isn't being oxygenated?

The answer is pretty cool...

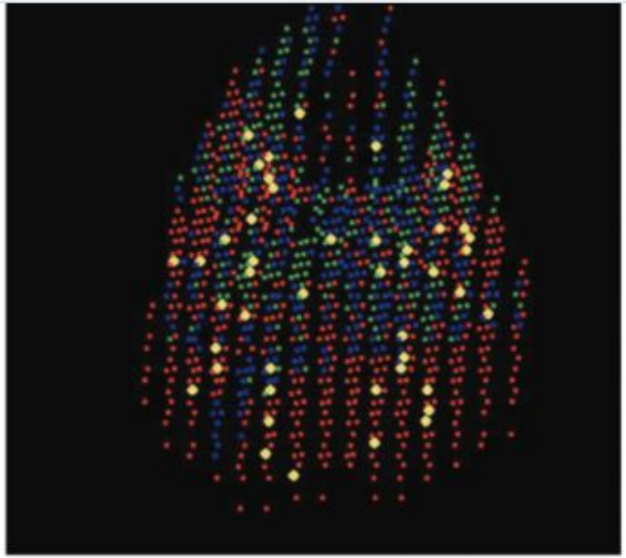

Figure 2. Red dots represent regions where the blood flow was reduced after acute pulmonary thromboembolism, blue dots regions where blood flow was maintained, and green dots re-gions where blood flow was increased. Yellow dots mark the

15  497  949

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# Teaching the Millennials: Visual Abstracts / Infographics

**visualmed.org**

## Tips for Live-Tweeting a Meeting / Talk

**Prepare**
- Know the topics, speakers, conference hashtag (eg. #CHEST2018).
- Consider tweeting software eg.TweetDeck, Hootsuite

**Augment content**
- Look up references & save links to tweet.
- Consider secondary hashtags (eg. #pulmcc) to spread reach

**Attribute Credit**
- Find the speaker's handle & tag them in posts
- Try to "thread" posts for a talk by replying to your previous post

**Be Professional**
- Be respectful of speaker & participants (in real life & online!)
- Critique courteously, if it adds value.

**Be Creative**
- Post "quotes", high yield findings, behind the scene commentary, create your own questions / polls, make visual abstracts

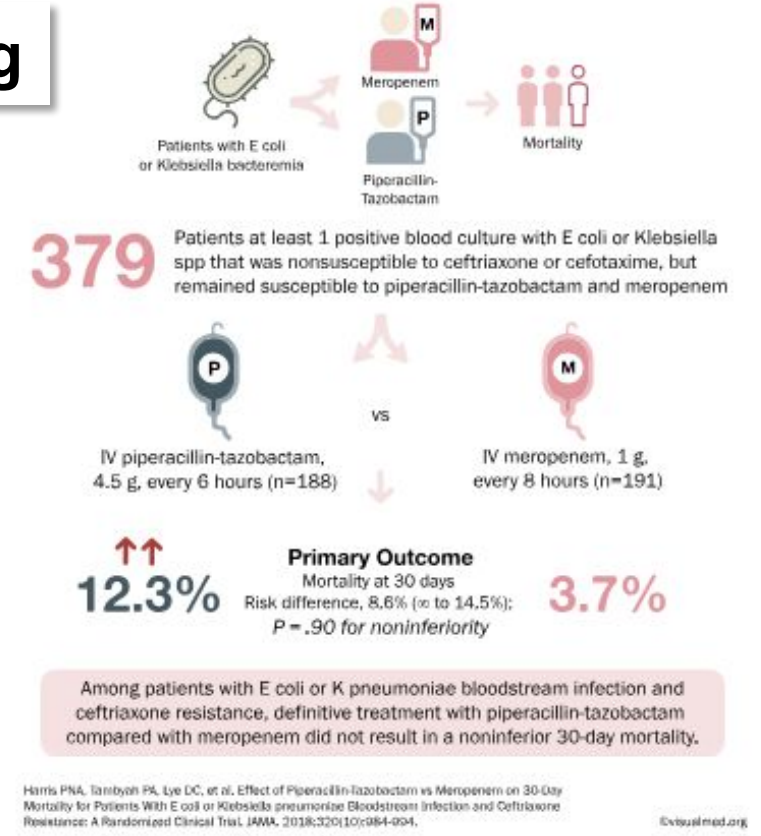
**Position Yourself**
- Find a good place to sit!
- Seats in the front & middle give better pictures (& usually not crowded!)

**Quality Posts**
- 3Es: Educational
  Engaging
  Easy to Understand
- Try to tell a story & have a narrative to the tweets

**Post Talk Compilation**
- Create a Twitter "Moments" to provide a record of the talk
- Include other people's tweets to add substance.

Follow #CHEST2018 for updates from CHEST annual meeting 2018
Brought to you by the CHEST Social Media Work Group

CHEST

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# Teaching the Millennials: Videos / Media Exchange

Home

JACC
JOURNAL OF THE AMERICAN COLLEGE OF CARDIOLOGY

**Journal of the American College of Cardiology**

Volume 72, Issue 25, December 2018
DOI: 10.1016/j.jacc.2018.11.007

**Disrupting Fellow Education Through Group Texting**
WhatsApp in Fellow Education?

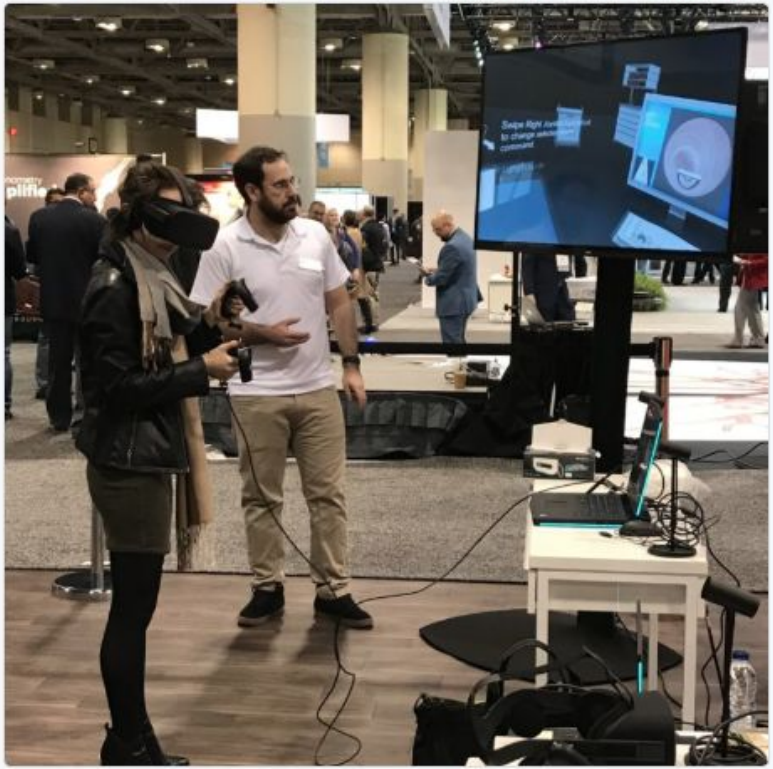
# Teaching the Millennials: Virtual Reality

**RCSI** @RCSI_Irl · 4 Jan 2017

Students at RCSI **Medicine** Open Day experience using **virtual reality**

**CHEST** @accpchest · Sep 5

Experience CHEST will be bigger and better at this year's CHEST Annual Meeting. Get a sneak peek at what's in store! #CHEST2018 hubs.ly/H0dzdrz0



**Claudia Sandoval**

Follow

ool at NYU
ow students at NYU
earning. I was
yps in a colon.
dreality #vr #ar
tech

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# Teaching the Millennials: Advocacy

**NYACP** @NewYorkACP · May 31

Today, at #SUNYDownstate, Drs. Moro Salifu and Wayne Riley with #NYACP Exec Director @LindaLambert5 held a #grandrounds discussing the importanc of #advocacy for physicians in healthcare.

**Ankita Sagar** @sagar_ankita · 15 Nov 2018

Rocking my #sciencenotsilence button this week!
#ThisISOurLane #WomenInMedicine #WellnessWednesday
#flushotsnotgunshots

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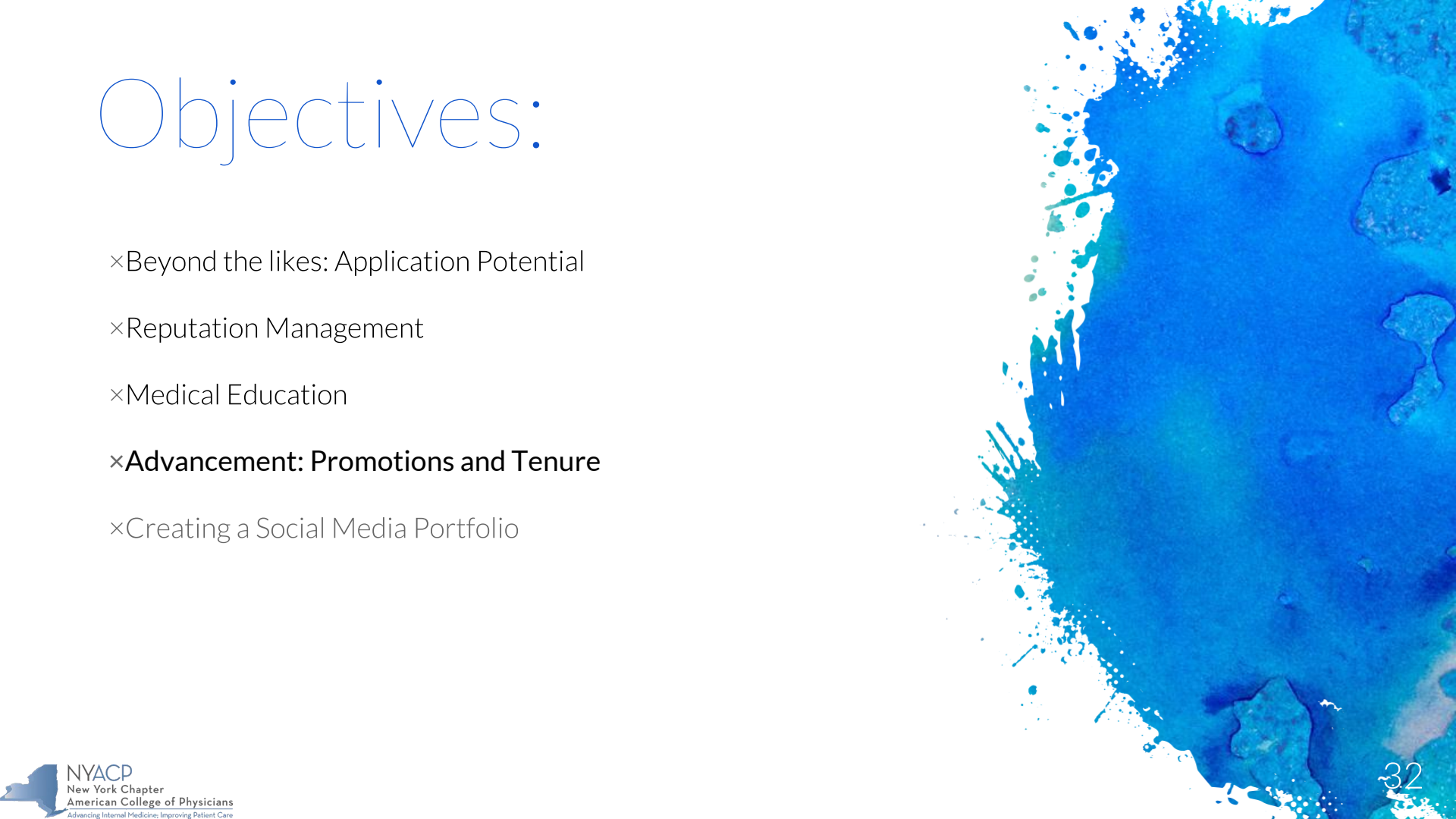


# WHAT COUNTS TOWARDS ADVANCEMENT?

"..committees use recognition models, based on publication metrics, grant funding, and research output."

Since 2016 …

"Mayo Clinic .. began including digital and social media scholarship among the criteria considered in review of proposals for academic advancement"

- Cabrera, JGME, Aug 2017

Cabrera, Daniel, et al. "More than likes and tweets: creating social media portfolios for academic promotion and tenure." *Journal of graduate medical education* 9.4 (2017): 421-425.

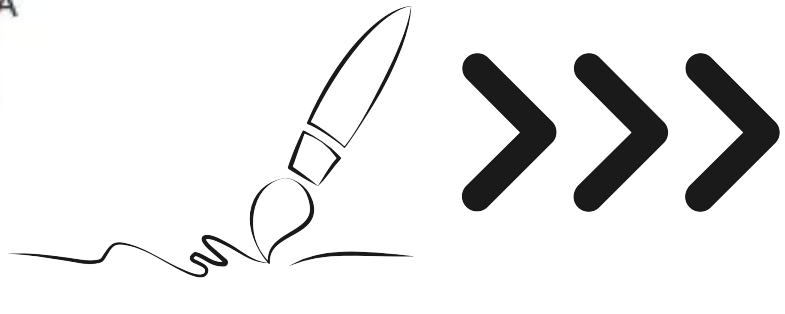
# Advancement: Promotion and Tenure!

Journal of Graduate Medical Education®

ACGME

## More Than Likes and Tweets: Creating Social Media Portfolios for Academic Promotion and Tenure

Daniel Cabrera, MD
Bryan S. Vartabedian, MD
Robert J. Spinner, MD
Barbara L. Jordan, MA
Lee A. Aase, BS
Farris K. Timimi, MD



# It's Not A One and Done Thing!

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# Social Media Portfolio: Creatio

# Glassick's Framework

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# Social Media Portfolio: Clear Goals

| Who? Audience | What? Content | How? Platform |
| --- | --- | --- |
| • Students<br>• Residents<br>• Fellows<br>• Practicing physicians<br>• **Specialty** | • Basic Science<br>• Clinical<br>• Med Ed<br>• Analytical<br>• Explorative<br>• Translational<br>• Evidence Appraisal<br>• Visual representation | • AV based content?<br>• Microblogging<br>• All other avenue discussed before! |

# Social Media Portfolio: Reporting

## Content Hosting and Curation

- Type of Content
- Where Was it Created?
- Where is it hosted?
- Hosted in a Durable Format?
- Platform Administration
- Data Analysis Details

## Pre and Post Publication Peer Review

- Description of the Process
- Inclusion and Acknowledgement of Review in Timely Fashion

## Record of Analytics

- RTs, likes
- Altmetrics
- Page Visits
- Comments
- Utilization of Content by Others

# Social Media Portfolio: Altmetric Attention Score

Impact of Social Media on Engagement with American Thoracic Society Journals

Authors V Kaul, A Alexander, N Stewart, D Behrens, A Gutman, N Dangayach, B Geisler, CL Carroll

**ALTMETRICS:**
**Article and journal level metrics**
**Capture the engagement from academic and community sources!**

# Social Media Portfolio: Altmetric Attention Score

**Social Media Engagement and the Critical Care Medicine Community**

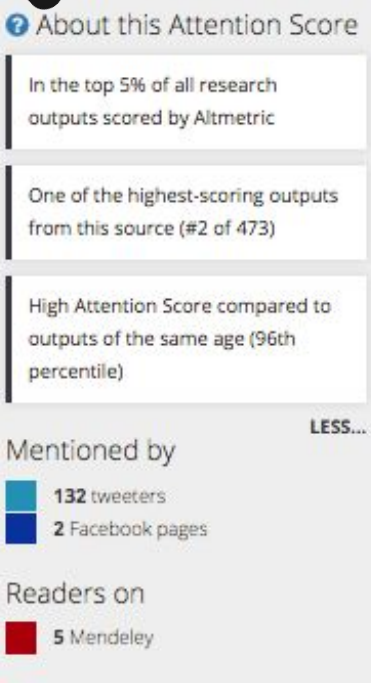
Sean S. Barnes, MD, MBA, Viren Kaul, MD, Sapna R. Kudchadkar, MD, PhD,

First Published April 26, 2018 | Review Article | Check for updates

https://doi.org/10.1177/0885066618769599

Article information

Altmetric 83




Altmetric Attention Score

The Doughtnut

Social Media Channels That Contributed

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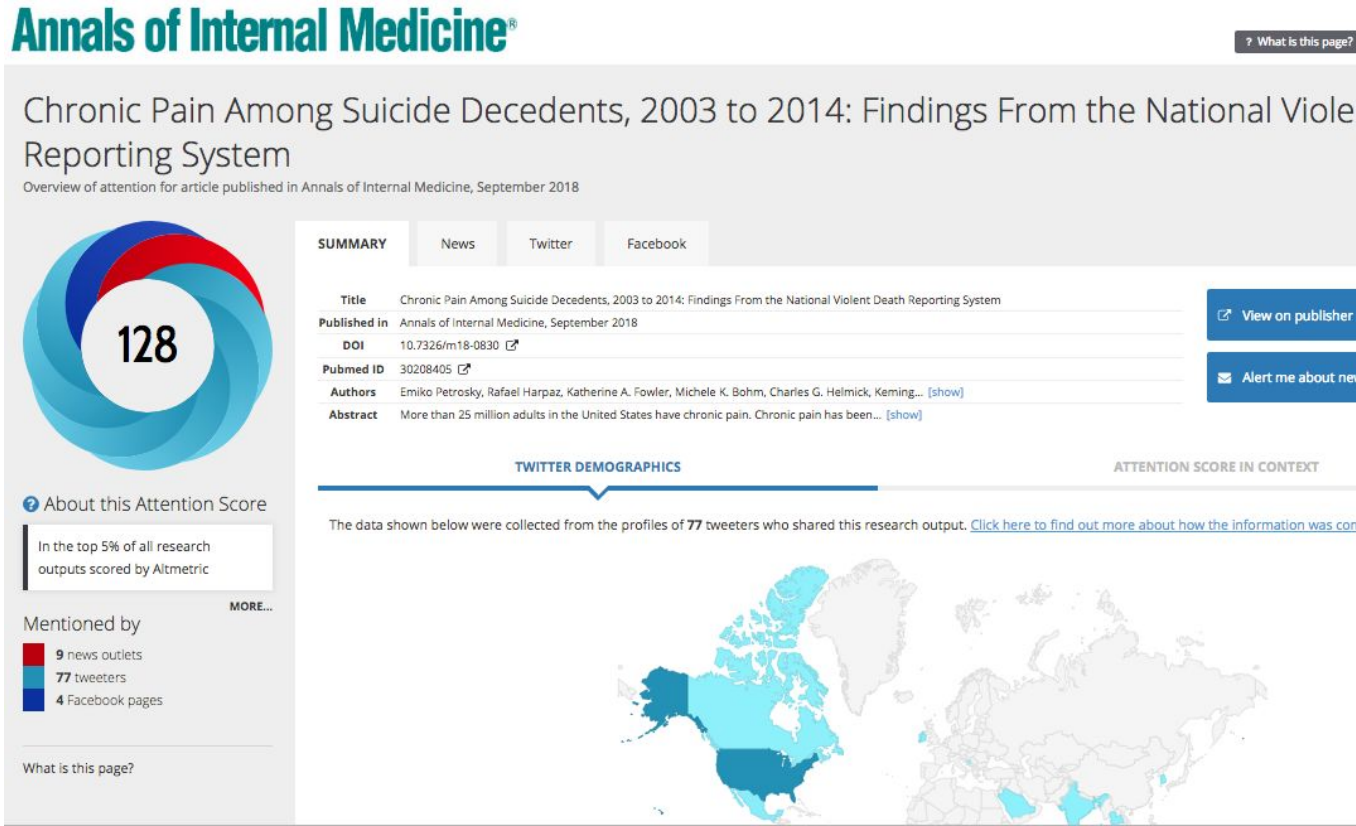
# Social Media Portfolio: Altmetric Attention Score

Utilize Altmetrics Scores to Describe Reach of Traditional AND New Media Scholarship!

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Start slow

Feel your way

Experiment

Find your niche!

# Thanks!

NYACP: @NewYorkACP

Ankita Sagar: @sagar_ankita

Niket Sonpal: @nsonpal

Viren Kaul: @virenkaul

# Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash
- Watercolor textures by GraphicBurguer