

#SoMe in Surgery – What is the Future?

Trends Today

Similar platforms

Open Science

Eyes everywhere

Networking patterns



Identity

Interactions

Influence

Impact

Ensure Quality

Avoid Silos

Advance Science

Beacons of
Information

Future Goals



Presented by Thomas K. Varghese, MD

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Tuesday, Jan 30, 11:30am

Visual Abstract by @CassieSonntag



#ASC2018

The Science of Digital Scholarship:



Presented by Justin B. Dimick, MD, MPH

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Tuesday, Jan 30, 11:30am

Visual abstract by @CassieSonntag



#ASC2018

#SoMe and the Science of #SurgEd: The Many Uses of Social Media in Surgical Education



Crowd-sourced
Assessment of
Technical Skills



Podcasts
&
Video



Skills
&
Simulation



Personal
Learning
Communities



Research
&
Scholarship



Presented by Amalia L. Cochran, MD
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Visual abstract by @CassieSonntag



#ASC2018

#SoMe 2.0: Social Media and the Science of Cancer



Estimated 1.7 M
new cancer
diagnoses in
2018¹

72% of adult
internet users
search for online
health information²



Doctors need to
meet patients
where they are-
Online!



Quality of online
info is concerning

¹ www.cancer.org ² Fox S. The Social life of health information <http://www.pewresearch.org/fact-tank/2014/01/15/the-social-life-of-health-information/>



Presented by Deanna Attai, MD
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Tuesday, Jan 30, 11:30am
Visual abstract by @CassieSonntag



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Engaging the Public in Areas of Debate

 <p>Authenticity</p>	 <p>Physicians are uniquely positioned to inform and shape public narrative</p>	 <p>Professionalism</p>
 <p>Values</p>	<p>Tell YOUR Story</p>	 <p>Substance</p>



Presented by Joseph Sakaran, MD
Tuesday, Jan 30, 11:30am
Visual abstract by @CassieSonntag



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Public Health Initiatives in Trauma:

#SoMe Helps Disseminate Information on Injury Prevention

Discussions need to start on common ground



#StopTheBleed keeps the discussion in the news even when mass casualties are not in the headlines

Whether you are gun rights or gun control, we can agree to be #AntiBulletHole



Presented by Jamie J. Coleman, MD
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Visual abstract by @CassieSonntag



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