#SoMe in Surgery – What is the Future?

**Trends Today**
- Similar platforms
- Open Science
- Eyes everywhere
- Networking patterns

**Future Goals**
- Ensure Quality
- Avoid Silos
- Advance Science
- Beacons of Information

Presented by Thomas K. Varghese, MD
@TomVargheseJr
Tuesday, Jan 30, 11:30am
Visual Abstract by @CassieSonnblag
The Science of Digital Scholarship:

#Collaboration  #Advocacy

#Diversity  #Amplification

Dissemination  Engagement  Networking

#VisualAbstract  #Quality  #Discussion  #Sponsorship

Presented by Justin B. Dimick, MD, MPH
@jdimick1
Tuesday, Jan 30, 11:30am
Visual abstract by @CassieSonntag
#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
@AmaliaCochranMD
Tuesday, Jan 30, 11:30am
Visual abstract by @CassieSonntag
#SoMe 2.0:
Social Media and the Science of Cancer

72% of adult internet users search for online health information

Doctors need to meet patients where they are—Online!

Quality of online info is concerning

Estimated 1.7 M new cancer diagnoses in 2018

Presented by Deanna Attai, MD @DrAttai
Tuesday, Jan 30, 11:30am

Visual abstract by @CassieSonntag

1. www.cancer.org
Engaging the Public in Areas of Debate

- Authenticity
- Physicians are uniquely positioned to inform and shape public narrative
- Professionalism
- Substance

Tell YOUR Story

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