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

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May, 2014
Society for Academic CME Spring Meeting
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

- **Twitter**: I need to pee
- **Facebook**: I peed
- **Google+**: All the details about my pee
- **YouTube**: Look at this pee!
- **LinkedIn**: I'm good at peeing
- **Foursquare**: This is where I pee
- **Quora**: Why am I peeing?
- **Myspace.com**: Why did everyone pee & leave?

http://blog.bufferapp.com/the-5-funniest-twitter-infographics
Physician “Use” of social networking sites

Have you ever used a social networking site?

- N (All): 454
- N (Physician): 137
- N (Resident): 131
- N (med student): 186

- 100%
- 70%
- 80%
- 90%

- 50%
- 60%

- No
- Yes

74%
42%
79%
94%


Meaningful Use of Social Media

Meaningful Use

- 4 WAYS TO CONSIDER USING SOCIAL MEDIA

- TREAT
- TEACH
- LEARN
- ADVOCATE

Examples of Advocacy via SoMe

- http://www.youtube.com/watch?v=KJuziJgUlgQ
- http://vimeo.com/77727683
Social Media in Medical Education

- Teaching journal club via social media
- Twitter hashtag #SACME14
- 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 millennium’s elevator.”

Professionalism - Case Study #1

- Lapse in professionalism – 2nd 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


Professionalism - Case Study #2

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

“\textit{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?

Twitter: #SACME14
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
- [link](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))


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

1. To connect
2. To engage
3. To inform
4. To reflect
5. To share
6. To be challenged
7. To be supported
8. To lead
9. To learn
10. To inspire

Slide courtesy of Ann Marie Cunningham, MD, presented at AMEE 2012, Lyons, France.
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

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

- **Twitter Basics 102:**
  - gutcheckblog.com/2012/05/28/twitter-101-for-docs-twitter-lingo

Blog of Ryan Madanick, MD, GI Fellowship Director, University of North Carolina. http://gutcheckblog.com
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

Join Twitter today.

Full name
Email
Password
Username

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

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
- [ ] Location
- [ ] Website

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Twitter: #SACME14
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
- @CincyIM is Eric Warn
- @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

Twitter: #SACME14

RT @Neil_Mehta: "Why should MedEd consider using Twitter?" please respond
Thanks! #AMEESoMe
@MedEdWorld (MedEdWorld)

Faculty learning community for SoMe in meded @iumedschool http://t.co/Ks7GLV
#AMEE2012 #AMEESoMe
@MedPedsDoctor (Alex Djuricich MD)

Two main uses for SoMe: my own prof dev in teaching (exciting and challenging all in one)
#AMEESoMe
@mossposs (Liz Mossop)
Using Twitter hashtag

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
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

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

- #hcsm chat occurs on Sundays, 9 pm EST

- List of health chats:
  
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](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

Idea for this form is entirely the work of Dr. Terry Kind, George Washington University School of Medicine.
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!

OR...IF THAT'S TOO EXPENSIVE, YOU CAN FOLLOW THE DOCTOR ON TWITTER FOR $35 A MONTH.

from http://www.gocomics.com/ziggy