Social Media in Medicine 101

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Disclosures

• I have no Industry Conflicts of Interest.
• I do not endorse any product in this presentation.

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  • www.drwhitehair.com > Links > AAPM&R 2014 - SoMe
Objectives

• Develop a familiarity of what is social media

• Explore how social media is being used in Medicine
“The divergent cultures of medicine and social media make their integration a daunting challenge. To many health professionals, the vision of a networked world as a wholly open platform appears fatuous, or even dangerous.”

SOCIAL MEDIA IS LIVING
Internet use, 1995-2014

% of American adults who use the internet, over time


PEW RESEARCH CENTER

http://www.pewinternet.org/Static-Pages/Trend-Data-(Adults)/Internet-Adoption.aspx
## USA Internet Users’ Demographics

<table>
<thead>
<tr>
<th>Demographic Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Adults</td>
<td>87%</td>
</tr>
<tr>
<td>Men</td>
<td>87%</td>
</tr>
<tr>
<td>Women</td>
<td>86%</td>
</tr>
<tr>
<td>Race/ethnicity</td>
<td></td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>85%</td>
</tr>
<tr>
<td>African-American</td>
<td>81%</td>
</tr>
<tr>
<td>Hispanic (English-speaking)</td>
<td>83%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>97%</td>
</tr>
<tr>
<td>30-49</td>
<td>93%</td>
</tr>
<tr>
<td>50-64</td>
<td>88%</td>
</tr>
<tr>
<td>65+</td>
<td>57%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N= 2,252 adults. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is ± 2.3%
<table>
<thead>
<tr>
<th>Household Income per year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $30,000</td>
<td>77%</td>
</tr>
<tr>
<td>$30,000 - $49,000</td>
<td>85%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>93%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>99%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education attainment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School</td>
<td>59%*</td>
</tr>
<tr>
<td>High School grad or less</td>
<td>76%</td>
</tr>
<tr>
<td>Some College</td>
<td>91%</td>
</tr>
<tr>
<td>College+</td>
<td>97%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community type*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>88%</td>
</tr>
<tr>
<td>Suburban</td>
<td>87%</td>
</tr>
<tr>
<td>Rural</td>
<td>83%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project Spring Tracking Survey, January 9-12, 2014 N=1,006. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is ± 2.3%

* 2013 survey results
Internet

World Internet Penetration Rates by Geographic Regions - 2012 Q2

Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 7,017,849,922 and 2,465,516,376 estimated Internet users on June 30, 2012.
Copyright © 2012, Miniwatts Marketing Group

39% of World Population - 2013
<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Adult looked online for health information in the past year</td>
<td>59%</td>
</tr>
<tr>
<td>Looked online to diagnosis a condition</td>
<td>35%</td>
</tr>
<tr>
<td>Followed up with HCP after online dx</td>
<td>53%</td>
</tr>
<tr>
<td>Could be taken care of at home</td>
<td>46%</td>
</tr>
<tr>
<td><strong>Did not visit HCP to confirm dx</strong></td>
<td><strong>35%</strong></td>
</tr>
<tr>
<td>Specific disease or medical problem</td>
<td>55%</td>
</tr>
<tr>
<td>Certain medical treatment or procedure</td>
<td>43%</td>
</tr>
</tbody>
</table>
What is social media?

Social media is digital content that can be easily shared with other people via the internet using free web-based tools. Generally, viewers of this content are welcome to use and redistribute this content freely.

The social media frenzy began with the emergence of the ‘read-write web’ known as Web 2.0

- no special ‘coding’ or ‘language’ skills needed to publish content online
- web applications that can be used to create social networks

The frenzy continues to grow, due in part to a narrowing of the digital divide

- more people have access to computers and the internet
- more users in the 2-12 age group and 55+ age group

Pew Internet reports
Web 1.0

“read-only Web”
250,000 sites

45 million global users
1996

Web 2.0

“the read-write Web”
80,000,000 sites

1 billion+ global users
2006
Virtual Choir — Eric Whitacre, March 2010

http://youtu.be/D7o7BrlbaDs
Virtual Choir – Eric Whitacre, March 2010

http://youtu.be/D7o7BrlbaDs
Virtual Choir – Eric Whitacre, March 2010

http://youtu.be/D7o7BrlbaDs
Virtual Choir 3 — Eric Whitacre, April 2012

http://youtu.be/V3rRaL-Czxw
Virtual Choir 4 — Eric Whitacre, July 11, 2013

www.youtube.com/watch?v=Y8oDnUga0JU
Does Social Media Fit Medicine?

• ‘Social’ = people
  - Our patients are people. Our residents and fellows are people. Our campus community is made up of people. Our off-campus community is made up of people.

• ‘Media’ = information
  - We create and use media. Photos, video, audio, documents, websites. Tutorials, maps, reviews. Web links, news feeds, activity calendars.

• We think so
  - Social media may have a place in medicine and medical education. However very little literature to support this.
# How many Physicians are Using Social Media?

<table>
<thead>
<tr>
<th>Study - Date</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bosslet – JGIM, Feb-May, 2010</td>
<td>42%</td>
</tr>
<tr>
<td>Frost &amp; Sullivan, April-May, 2011</td>
<td>84%</td>
</tr>
<tr>
<td>UBM Medica, Second Quarter 2011</td>
<td>72%</td>
</tr>
<tr>
<td>QuantiaMD, August, 2011</td>
<td>90%</td>
</tr>
<tr>
<td>PEW Research – ALL, August 2012</td>
<td>69%</td>
</tr>
</tbody>
</table>
There are over 207 known social networks (in USA)
Social Network

Social Networking Users
% of adults who use social networking sites

<table>
<thead>
<tr>
<th></th>
<th>Feb/Mar 2005*</th>
<th>Aug 2006*</th>
<th>Nov/Dec 2008*</th>
<th>Jan 2010**</th>
<th>05-10 Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>5</td>
<td>11</td>
<td>27</td>
<td>41</td>
<td>+36</td>
</tr>
<tr>
<td>Millennial</td>
<td>7</td>
<td>51</td>
<td>71</td>
<td>75</td>
<td>+68</td>
</tr>
<tr>
<td>Gen X</td>
<td>7</td>
<td>10</td>
<td>38</td>
<td>50</td>
<td>+43</td>
</tr>
<tr>
<td>Boomer</td>
<td>5</td>
<td>4</td>
<td>13</td>
<td>30</td>
<td>+25</td>
</tr>
<tr>
<td>Silent</td>
<td>2</td>
<td>*</td>
<td>2</td>
<td>6</td>
<td>+4</td>
</tr>
</tbody>
</table>

*Data from surveys conducted by the Pew Research Center’s Internet & American Life Project. Question wording varied from 2005 to 2008. The 2005 item was worded “Use online social or professional networking sites like Friendster or LinkedIn.” The 2006 item was worded “Use an online social networking site like MySpace, Facebook or Friendster.” The 2008 item was worded “Use a social networking site like MySpace, Facebook or LinkedIn.com.”

**Question wording: Have you ever created your own profile on any social networking site?

Do You Have a Profile on a Social Networking Site?
% saying “yes”

- All: 41%
- Millennial (18-29): 75%
- Gen X (30-45): 50%
- Boomer (46-64): 30%
- Silent (65+): 6%
65+ have tripled in the last four years (from 13% in the spring of 2009 to 43% now).

Source: Pew Research Center’s Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult Internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all Internet users is +/- 2.5 percentage points.
192,968,260 FB Growth from 2010-2011

October 4, 2012 – 1 billion
Simulated map of Facebook Friends Connections

FACEBOOK
ثكراً شباب مصر
ثكراً شباب مصر
صامدون لن نغادر
How Facebook Saved My Son's Life

I called my family doctor and told him I was heading to the hospital. "I just have a Spidey sense," I said, "that he's really sick." Not a lie, but not the whole truth, either, though what was I going to say? Three of my Facebook friends think my kid has an extremely rare childhood auto-immune disorder which I just read about on Wikipedia, and since they all contacted me after I posted a photo of him on my wall, I'm going? It seemed ... wrong! Reactionary. And yet as much as I wanted to be my usual mellow self, the immediacy of the Facebook feedback was enough to push me out the door.
Top SoMe / Professional community sites used by physicians

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>86%</td>
</tr>
<tr>
<td>Medscape Physician Connect</td>
<td>52%</td>
</tr>
<tr>
<td>Sermo</td>
<td>44%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>42%</td>
</tr>
<tr>
<td>YouTube</td>
<td>40%</td>
</tr>
<tr>
<td>Blogging</td>
<td>25%</td>
</tr>
<tr>
<td>Twitter</td>
<td>20%</td>
</tr>
</tbody>
</table>

BASE: RESPONDANTS WHO INDICATED THEY ENGAGE IN SOCIAL MEDIA AND BELONG TO AT LEAST ONE MEDICAL PROFESSIONAL COMMUNITY

HCPs & Social Media 2011 by UBM Medica
Online Medical Communities

- doximity
- phyzFORUM
- QuantiaMD
- ASCOconnection
- sermo
- MedTrust
- Physician Connect
- PeerCase
- ozmosis
- ORTHOMIND.COM
A health data-sharing platform that transforms the way patients manage their own conditions inspired by Stephen Heywood.
Technology that provides you with a method of getting relevant and up to date information sent to you for you to read in your own time. It saves you time and helps you to get the information you want quickly after it was published.
Development of critically reflective dialogues in communities of health professionals

Abstract
Critically reflective dialogues (CRD) are important for knowledge sharing and creating meaning in communities. CRD includes different aspects: being open about mistakes, critical opinion sharing, asking for and giving feedback, experimentation, challenging groupthink and research utilisation. In this article, we explore whether CRD aspects change over time, through a study of two dialogues each from six different communities of veterinary health professionals. Change was studied from the perspective of observations, through analysing transcripts of dialogues, and from the perspective of community members’ perceptions, through an evaluative discussion with members. The results showed that some communities became more open about mistakes, a finding that is related to an increase in trust. Other observed aspects of CRD seemed to be fairly stable over time. Community members perceived research utilisation and asking for and giving feedback to have been increased. From an analysis of perceptions of the community members, it emerged that limited interaction could be associated with the epistemological conceptions of community members.

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- Pages 1-17
- DOI 10.1007/s10459-012-9403-y
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  - Robert-Jan Simons, Faculty of Behavioural Sciences, Utrecht University, Utrecht, The Netherlands
  - Journal Advances in Health Sciences Education
- Online ISSN 1573-1677
- Print ISSN 1362-4996
About RSS

What is RSS?
RSS (Really Simple Syndication) is an XML-based format for sharing and distributing web content. What does that mean to you? You can get the latest headlines delivered to you. For example, using one of the AAFP News Now (ANN) RSS feeds, you can receive ANN headlines, including story summaries and links to full stories, as soon as they are published.

How do I start using RSS feeds?
First, you will need a news reader. A news reader downloads and displays RSS feeds for you. Some news readers are software you download and install on your computer and others allow you to add RSS feeds to a web page. RSS readers include Google and Bloglines.

How do I add RSS feeds to my news reader?
In general, you can add feeds to your news reader by clicking on the orange RSS icon anywhere you see it. Copy the link from the address bar and paste it into your news reader.

RSS Feeds from AAFP News Now
- RSS Top Stories
- RSS AAFP Leader/Voices blog
- RSS Health of the Public
- RSS Practice & Professional Issues
- RSS Government & Medicine
- RSS Education & Professional Development
- RSS As We See It Voices From the AAFP
- RSS Inside the Academy
- RSS Charter Spotlight
Twitter Terminology

- **Tweet** – message that is 140 characters or less
- **Retweets** or “RT” – repeating the message
- **@ Reply** – a message to specific tweeter that is public
- **Direct message** or “DM” – a message to a specific tweeter that is private
A directory of the most influential doctors on Twitter, updated hourly.

About the website and follow @dawson to be included.

<table>
<thead>
<tr>
<th>Screen Name</th>
<th>Full Name</th>
<th>Location</th>
<th>Influence</th>
<th>Tweets</th>
<th>Followers</th>
<th>Retweets</th>
</tr>
</thead>
<tbody>
<tr>
<td>DrOz</td>
<td>Dr. Mehmet Oz</td>
<td>New York, NY</td>
<td>74</td>
<td>1,789</td>
<td>1,682,308</td>
<td>227</td>
</tr>
</tbody>
</table>
Tweet chat

MedEd Chat @MedEdChat
Background. The Clinical Skills Exam is taken by 4th yr medical students as they prepare for interviewing for residency.

MedEd Chat @MedEdChat
T1 about to come up in a few moments #meded

MedEd Chat @MedEdChat
We will assume that all of your tweets are your own during this hour unless otherwise stated #meded

MedEd Chat @MedEdChat
If you are tuning in to the #meded chat, remember to use the #meded hashtag and try to answer with the Topic numbers (T1, T2, T3)

MedEd Chat @MedEdChat
The questions will be announced in a moment... please introduce yourselves #meded

MedEd Chat @MedEdChat
Welcome to the Medical Education chat (US). I am your guest moderator for the next hour, @MedPedsDoctor #meded

Vinny Arora @FutureDocs
Chicagoland PD IM Dr Caverzagie “would you let this resident take care of your family” tells you more than 9 pt scale #meded

MedEd Chat @MedEdChat
5 minutes until the #meded chat. Looking forward to a great discussion tonight!

Kevin Pho, M.D. @kevnmmd
How my ER rotation turned me into a primary care doctor is.gd/5g8WnJ

Vinny Arora @FutureDocs
From homeless shelter to elite science fair chicagotribune.com/news/education... great #uchicago high school student story

Berci Meskó, MD, PhD @Berci
Getting in trouble for mobile medical learning?! bit.ly/U0s4Dz

Berci Meskó, MD, PhD @Berci
Open access versus subscription journals: a comparison of scientific impact 1f000.com/prime//1796861...

MedEd Chat @MedEdChat
The #meded chat (US/NA) archive is now available on the Facebook MedEdChat Group: on.fb.me/MfrnL0B

Margaret Chisolm @whole_patients
RT @MedEdChat: Join us again next week at 9 pm Thursday. Don’t forget to suggest topics by DM or email #meded

MedEd Chat @MedEdChat
That’s a wrap... I will be posting the archive shortly. Thanks everyone for participating! #meded

MedEd Chat @MedEdChat
Join us again next week at 9 pm Thursday. Don’t forget to suggest topics by DM or email #meded

Mike McInnis MD @DrMcInnisDIT
@MGKat2036 I said, “assuming its legit”. :- ) my point is that Johns Hopkins sounds super, but won’t matter much to the average pt.

Retweeted by Ryan Madanick, MD

View conversation
Surgeon tweeting during Brain Surgery
Uploaded April 12, 2011

http://youtu.be/dxJvbi6tW88
PV card: EMTALA rules in the transfer of ED patients

In U.S. academic emergency departments, decisions to accept patients is typically easy, because you have ready access to on-call physicians. When in doubt, accept transfer patients and sort things out later.

- What are the obligations for those transferring patients to other EDs?
- What do the EMTALA (a.k.a. "anti-dumping") rules say?
- When can you transfer unstable patients?

As a general rule, the liability falls upon the transferring site and physician. So be sure that your patient won't decompensate in the ambulance during transfer. So, don't transfer that CP patient who is getting ruled-out for an MI or ACS no matter how good they look. Patients need to be stable for transfer.
Saturday, September 15, 2012

**Stress test for renal transplant candidates: select or screen all?**

We have previously discussed cardiovascular mortality after transplantation. But one controversial aspect in the evaluation of potential kidney recipients is the performance of stress tests for risk stratification. With the cost of stress tests ranging from US$2,500-5,000 and the long waiting time for a kidney transplant on the deceased donor list, this is a particular important point for financial, medical and logistical reasons.

To evaluate that, De Lima et al. studied the prognostic value of myocardial scintigraphy in 892 consecutive renal transplant candidates classified into four risk groups: very high (aged ≥65 years, diabetes and CV disease), high (two factors), intermediate (one factor) and low (no factor). After a median follow up of 22 months, 181 major CV events were observed (overall incidence = 20%): 12 (6.6%) in low-risk, 51 (28.2%) in intermediate-risk, 51 (33.7%) in high-risk and 57 (31.5%) in very high-risk patients (p below 0.0001; Figure below). This simple classification was able to nicely separate the different groups according to incidence of major CV events.

The prevalence of abnormal scan increased with the degree of risk, from 12.7% in low-risk patients to 50.8% among very high-risk patients.
"A picture is worth..."

3 Comments - Show Original Post

 Collapse comments

 Gearoid McMahon said...
Great post, I'll be using these pictures in the future
January 29, 2012 6:50 PM

Anonymous said...
That same notion applies to a patient with limb amputation where "normalization" of serum creatinine has everything to do with muscle mass loss and not kidney function.
January 29, 2012 8:48 PM

Anonymous said...
It's known that "old" (experienced) athletes are good for competitions with extreme aerobic
Patients need to be involved in quality metrics

KYLE BRADFORD JONES, MD | PHYSICIAN | JANUARY 26, 2013

I recently heard from an aging and respected physician the old adage that “what is good for the doctor is good for the patient.” The room full of physicians of all ages and specialties nodded their heads in agreement. This saddened me, as it represents a physician-centric system that oftentimes leaves the patient’s needs and [...]

Patients need to be involved in quality metrics

0 COMMENTS KYLE BRADFORD JONES, MD | PHYSICIAN | JANUARY 26, 2013

I recently heard from an aging and respected physician the old adage that “what is good for the doctor is good for the patient.” The room full of physicians of all ages and specialties nodded their heads in agreement. This saddened me, as it represents a physician-centric system that oftentimes leaves the patient’s needs and desires completely out of the equation. An area of emerging importance in medicine, whose impact should [...]

TRENDING

PAST WEEK

Why your nurse practitioner is your friend

SHIRLE LENG, MD | PHYSICIAN

Dear hospitalists, we emergency physicians appreciate you

EDWIN LEAP, MD | PHYSICIAN

6 ways to close the gender pay gap in medicine

LINDA BRODSKY, MD | PHYSICIAN

Don’t make me leave primary care

LYDIA DUGDALE, MD | PHYSICIAN

FROM MEDPAGE TODAY

MEDICAL NEWS

Simple Gene Analysis Spots BRCA Mutations (CME/CE)
A **podcast** is a type of digital media consisting of an episodic series of files (either audio or video) subscribed to and downloaded through web syndication. The word is a neologism derived from "broadcast" and "pod" from the success of the **iPod**, as podcasts are often listened to on portable media players.

http://youtu.be/qBgO30h2cY8
Podcast examples

April 10, 2012

[Download Podcast]

Total Time: 23:39

File Size: 27.5 MB

Topics covered in this edition:

Glycemic Control & CVD Mortality in Hemodialysis Patients With Diabetes [J. Ricks, et al.]

Strategies to Limit the Effect of Hypoglycemia on Diabetes Control [B.P. Childs, et al.]


Implications of Coronary Artery Calcium Testing for Decisions About Aspirin Use for Asymptomatic Patients With Diabetes [M.G. Silverman, et al.]

Association of Coexisting Diabetes and Depression With Mortality After MI [M. Bot, et al.]
A wiki is a web site that includes web pages containing content. Wiki pages are created using a collaborative software program then published to the web. In other words, a wiki is a web-publishing tool.

Wiki software is designed for collaborative web site creation. A wiki is a website that includes the collaboration of work from many different authors.

Hawaiian Word = fast or quick
• Ward Cunningham
• 1994 WikiWikiWeb software
• 1995 installed on c2.com
• Named after Wiki Wiki Shuttle at Honolulu International Airport
Basic wiki features

Functions

- Create new page
- Edit content on a page
- Delete a page
- View recent activity
- View revision history
- Comment on a page
- Manage access to content
- Limit access to editing tools

Types of content

- Text
- Images – photos or graphics
- Video
- Charts, tables, graphs
- Lists
- Links to other websites
- Attachments
About The Medpedia Project

The Medpedia Project is a long-term, worldwide project to evolve a new model for sharing and advancing knowledge about health, medicine and the body among medical professionals and the general public. This model is founded on providing a free online technology platform that is collaborative, interdisciplinary and transparent. Read more about the model.

Users of the platform include physicians, consumers, medical and scientific journals, medical schools, research institutes, medical associations, hospitals, for-profit and non-profit organizations, expert patients, policy makers, students, non-professionals taking care of loved ones, individual medical professionals, scientists, etc.

As Medpedia grows over the next few years, it will become a repository of up-to-date unbiased medical information, contributed and maintained by health experts around the world, and freely available to everyone. The information in this clearinghouse will be easy to discover and navigate, and the technology platform will expand as the community invents more uses for it.

In association with Harvard Medical School, Stanford School of Medicine, Berkeley School of Public Health, University of Michigan Medical School and other leading global health organizations, Medpedia will be a commons for the gathering of the information and people critical to health care. Many organizations have united to support The Medpedia Project. See the Record of Mot.
NOTE: Revision History is a standard wiki function. All wiki software includes the option to review changes, edits and new page creation. Administrators have the ability to revert, edit or delete any content.
Instead of circulating documents to a group of people via email, create wiki pages that can be edited and published easily allowing everyone on your team to see the most up to date information!

Stop searching for that email with an important attachment, unsure if it is even relevant anymore. Find the latest info on your team wiki! KNOW when it was last updated and by whom.
### Parting Thoughts – Why is this important?

#### Social Interactions Online

**Patients are:**
- Asking Questions
- Voicing Complaints
- Sharing stories

**The health care community is:**
- Educating patients
- Improving awareness
- Building trust
- Learning from patients
Key Points to remember

• Use social media: it’s a great way to enhance your learning and communicate with others.
• Large public network out there for you to interact with - it’s becoming easier and easier to engage with other health professionals from all different specialities and locations
Outreach
Medicine

A collection of TED Talks (and more) on the topic of medicine.

Exclusive articles about Medicine

How to grow a bone without a body

Want to watch a bone grow? Watch this video from TED Fellow Nina Tandon and her colleague Sarindr at Columbia University’s Laboratory for Stem Cells and Tissue Eng...

What are your drugs trying to tell you?

Execution. A word that gives me the willies not because I picture a Westerosi royal beheader coming for images of budgets and bottom lines. Seri...

Video playlists about Medicine

What doctors worry about

12 talks • 3h 21m

We worry about what our doctors will tell us -- and so do they. Doctors, scientists and medical researchers weigh in on health

A cure for cancer?

5 talks • 1

Ridding th far-flung dl stop many researcher their lives understani ending it.

The Better Way to Feel Better

See a doctor from the comfort of your home, or on the go
Education
Students and Residents can benefit from Social Media

- Widely used to supplement medical education & training
- MedBlogs - Medical blogs are community of peers aimed at other professionals/practitioners to encourage further education and discussion
Social Media can have a place in doctors’ work

- Social media is gradually finding a role in doctors’ daily practice.
- It is an additional way to communicate with our colleagues and share ideas, research and personal viewpoints of others.
Thank You!

Questions?