Joint CME/MOC Providership

American Society for
Gastrointestinal Endoscopy

Medical Education in the Age of Social Media

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UNC SCHOOL OF MEDICINE

DISCLOSURES

Non-financial: Co-founder of Liver Fellow Network (medical education website)

Objectives

By the conclusion of this talk, participants should:

1) Know the different social media platforms used for medical education

2) Gain tips on how to effectively learn through social media

3) Understand the downsides to the use of social media in medical education

Earlier this week…

Hersh Shroff
@HershShroff

Question for #livertwitter: is there a good rationale for splitting up ursodiol into 2-3 doses throughout the day (vs. once daily dosing)? Doesn't exactly make sense to me from a PK perspective (long half-life). Does it have to do with side effects?

@LiverFellow @LiverQs

5:52 PM · Feb 14, 2023 · **11.5K** Views

Brian T Lee MD @briantleemd · Feb 15
Replying to @HershShroff @LiverFellow and @LiverQs
I tend to tell patients to take it all at once - less chance of forgetting!
1 · 216

Daniel Ganger @DanielGanger1 · Feb 14
Replying to @HershShroff @LiverQs and @LiverFellow
It is really a once a day dosing. Patients may like splitting if they blame urso for loose stools but may not make sense.
1 · 339

Yuval Patel @yuvalpatelMD · Feb 14
Replying to @HershShroff @LiverFellow and @LiverQs
Sometimes more tolerated if split but daily is fine
1 · 461

Jinendra Satiya, M.D., FACP @JinendraSatMD · Feb 14
Replying to @HershShroff @LiverFellow and @LiverQs
Yes, to minimize side-effects and increase tolerability as the dose is uptitrated.
2 · 533

Followed by some Tweeters you follow
stephen barclay @stephentbarclay · Feb 14
Replying to @HershShroff @LiverFellow and @LiverQs
Split dosing at the start minimises GI side effects (diarrhoea), switch to once daily to aid compliance if tolerating
3 · 561

Elliot Tapper @ebtapper · Feb 14
Replying to @HershShroff @LiverFellow and @LiverQs

> **Kris V. Kowdley MD, AGAF, FAASLD, FACG, F…** @KowdL… · Feb 9
> Replying to @ckjellmo @newsagent1299 and 10 others
> In fact, the UDCA dosage frequency is a residual from the gallstone dissolution indication where it was given QID. Most of us now dose it QD or BID and the "take with food" is also not done, along with the old tablets vs capsules debate although I favor tablets

2 · 8 · 2,527

What are we not talking about?

What are we talking about today?

What is **social media**?

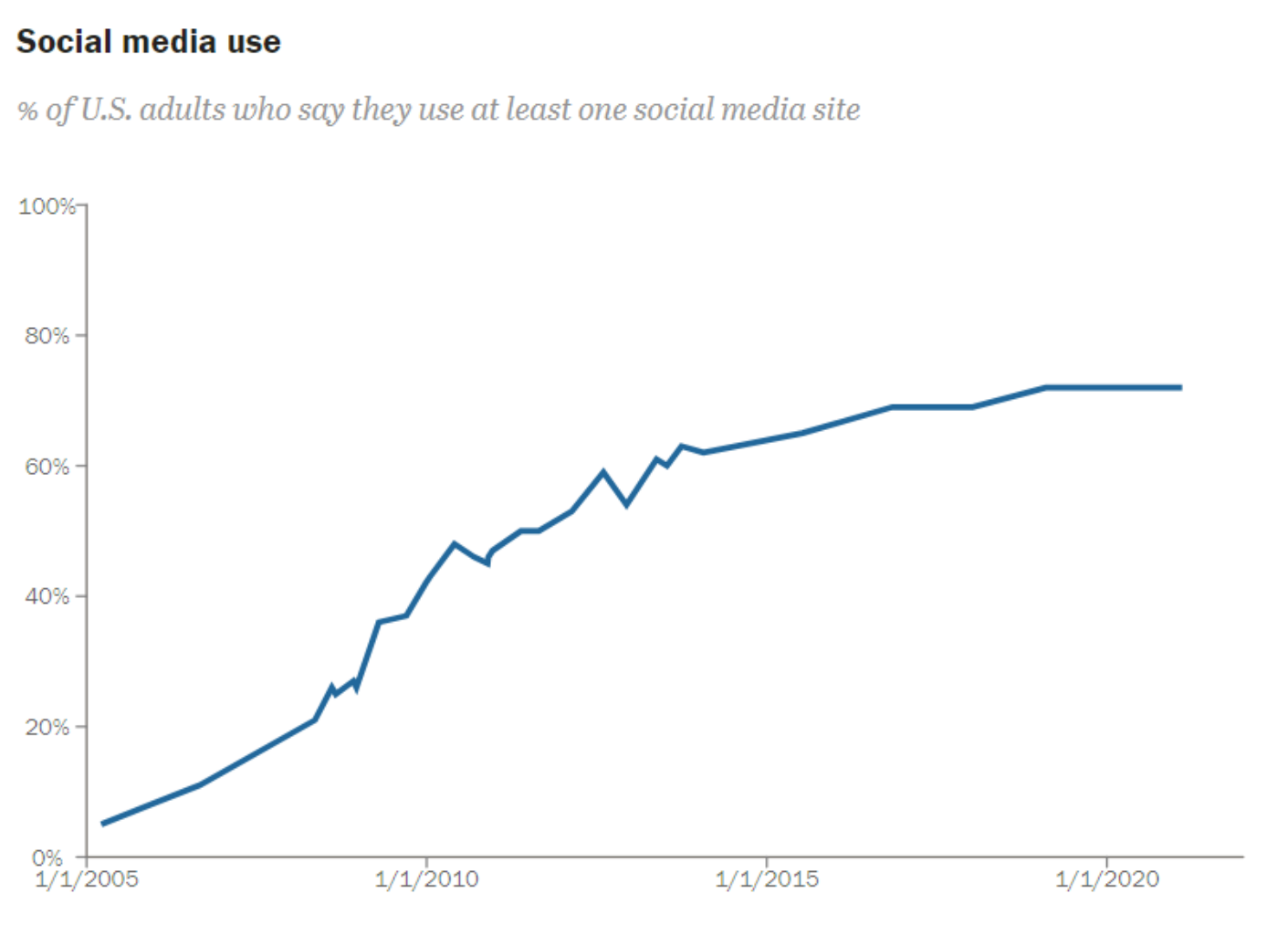
Web-based technologies that facilitate *multi-user interaction* that goes beyond fact-sharing.

- Cheston et al. (2013)

Wikipedia
Cheston CC et al. Acad Med 2013.

What are the platforms?

Rising use of social media

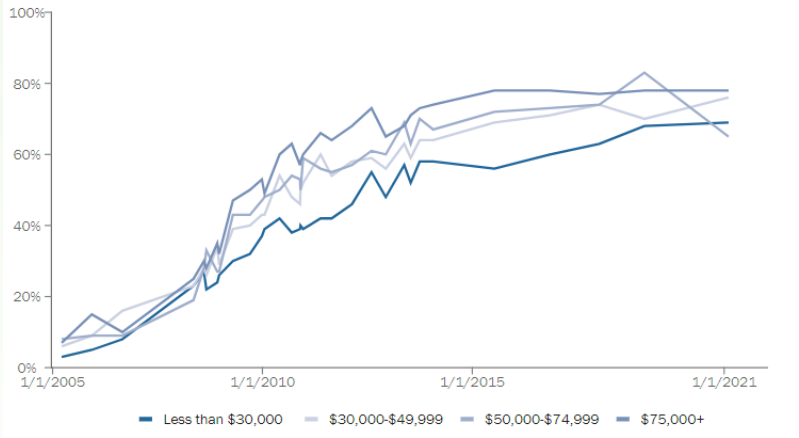


Pew Research Center

Rising use of social media

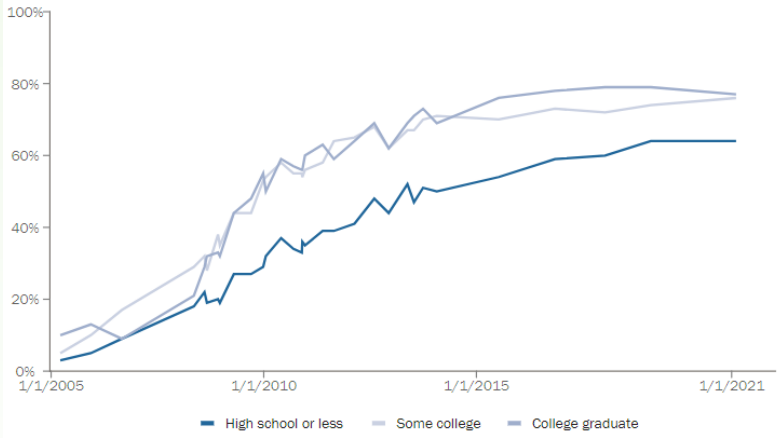
Social media use by income

% of U.S. adults who say they use at least one social media site, by annual household income



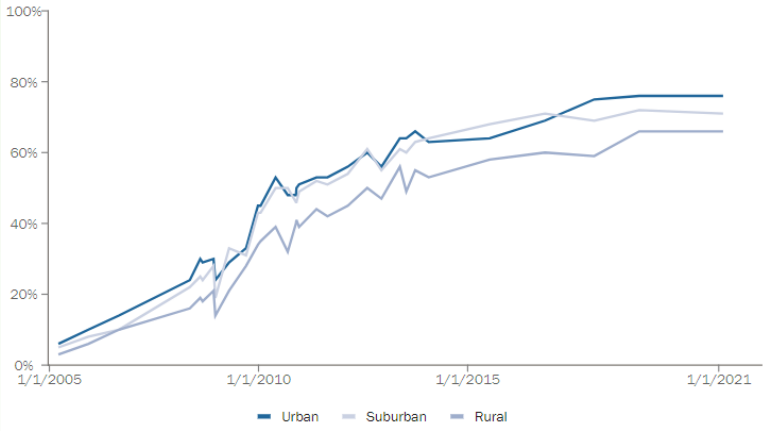
Social media use by education

% of U.S. adults who say they use at least one social media site, by education level

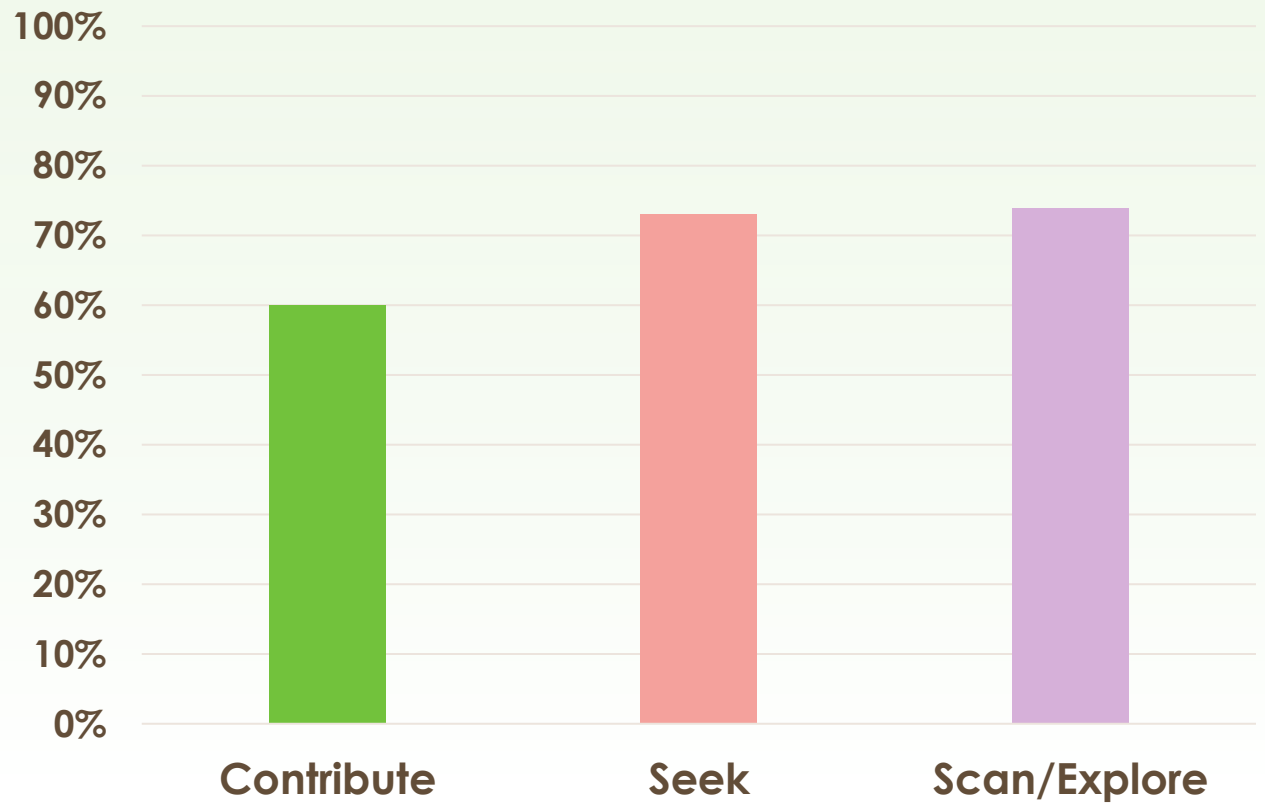


Social media use by community type

% of U.S. adults who say they use at least one social media site, by community type



Trends in social media use in medicine



On at least a monthly basis

McGowan BS et al. J Med Internet Res 2012

How do we learn as adults?

Theoretical approaches to learning
Adult learning theory
Transformative learning theory
Reflective practice
Social cognitive theory
Self-directed learning
Situated learning
Communities of practice
Experiential learning

Kaufman DM, Mann KV. Understanding Medical Education: Evidence, Theory, and Practice. 2010

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Theoretical approaches to learning
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Situated learning
Communities of practice
Experiential learning

Adult learners:

- Self-directed (know their own needs and styles)
- Value learning that integrates with demands of everyday life
- Value immediate application (vs. future application)

We learn by **observing** and **imitating others**

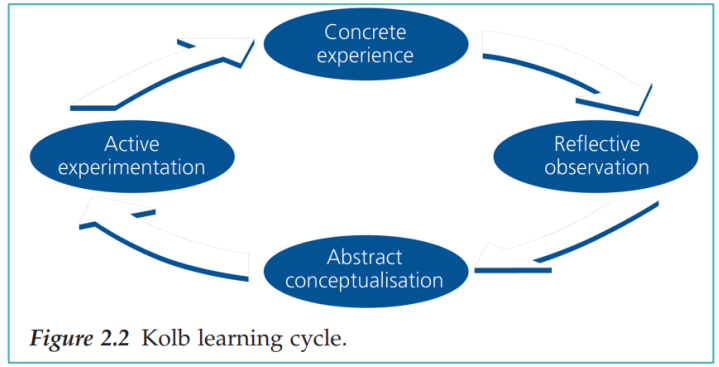


Figure 2.2 Kolb learning cycle.

Kaufman DM, Mann KV. Understanding Medical Education: Evidence, Theory, and Practice. 2010

How might social media help us learn?

HOW WE LEARN	HOW SOCIAL MEDIA CAN HELP
Self-direction **Integration** with daily life **Immediate** applicability	Content is **varied** (spans multiple media and learning styles) Content can be consumed **asynchronously** Content can be used **in the moment**
We are **social learners**	Dramatically **expand our learning network**
We learn by **accumulating experiences** and reflecting	Exponential increase in **"experiences"** available to us

Let's agree on some criticisms first

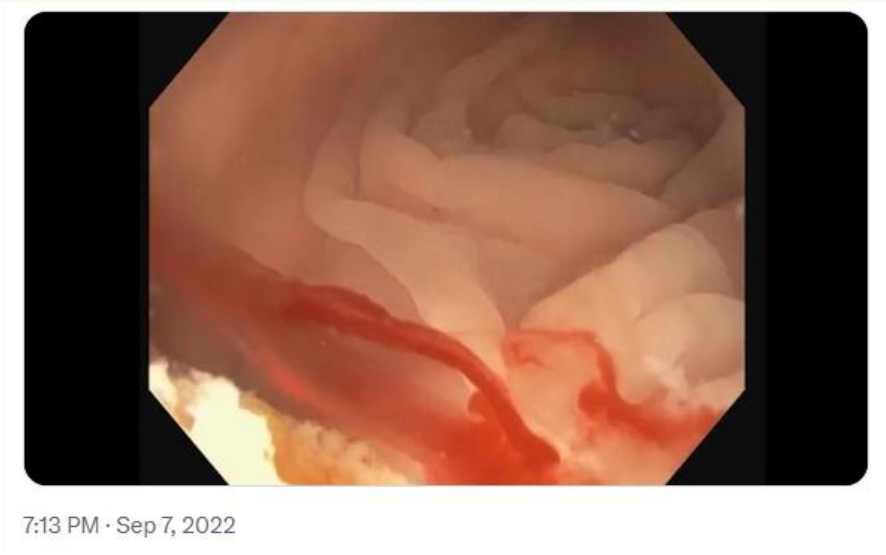
1. It's a waste of time
2. It's an echo chamber for a small # of people
3. It's too easy to be misunderstood
4. You can violate patient confidentiality
5. Plenty more!

All true
and yet
all avoidable

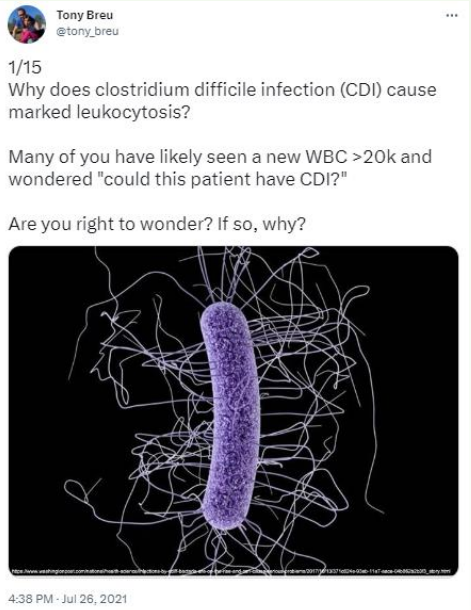
Point #1: Content is varied

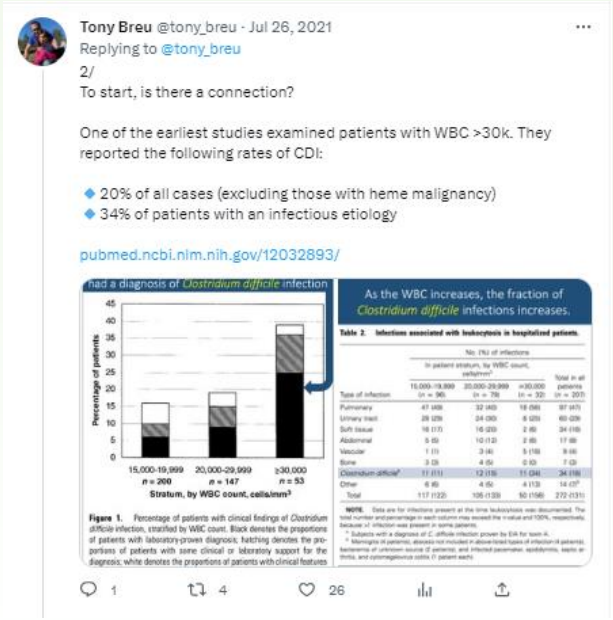
Podcasts

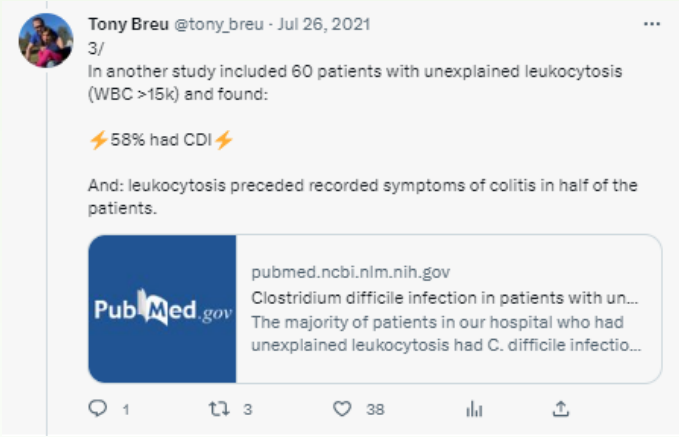
Videos

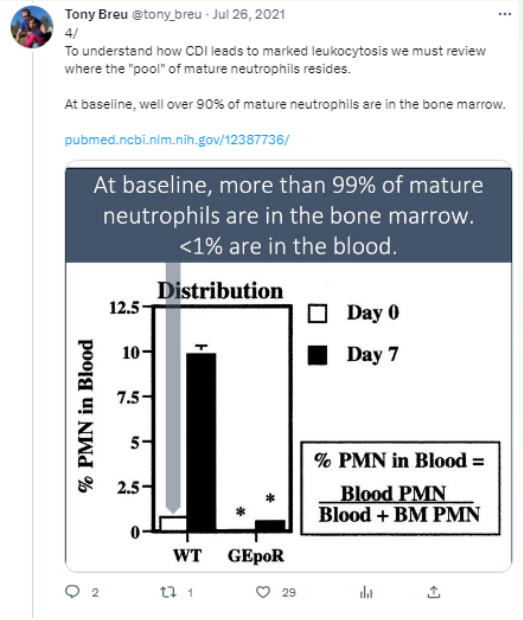


Variety: Tweetorials

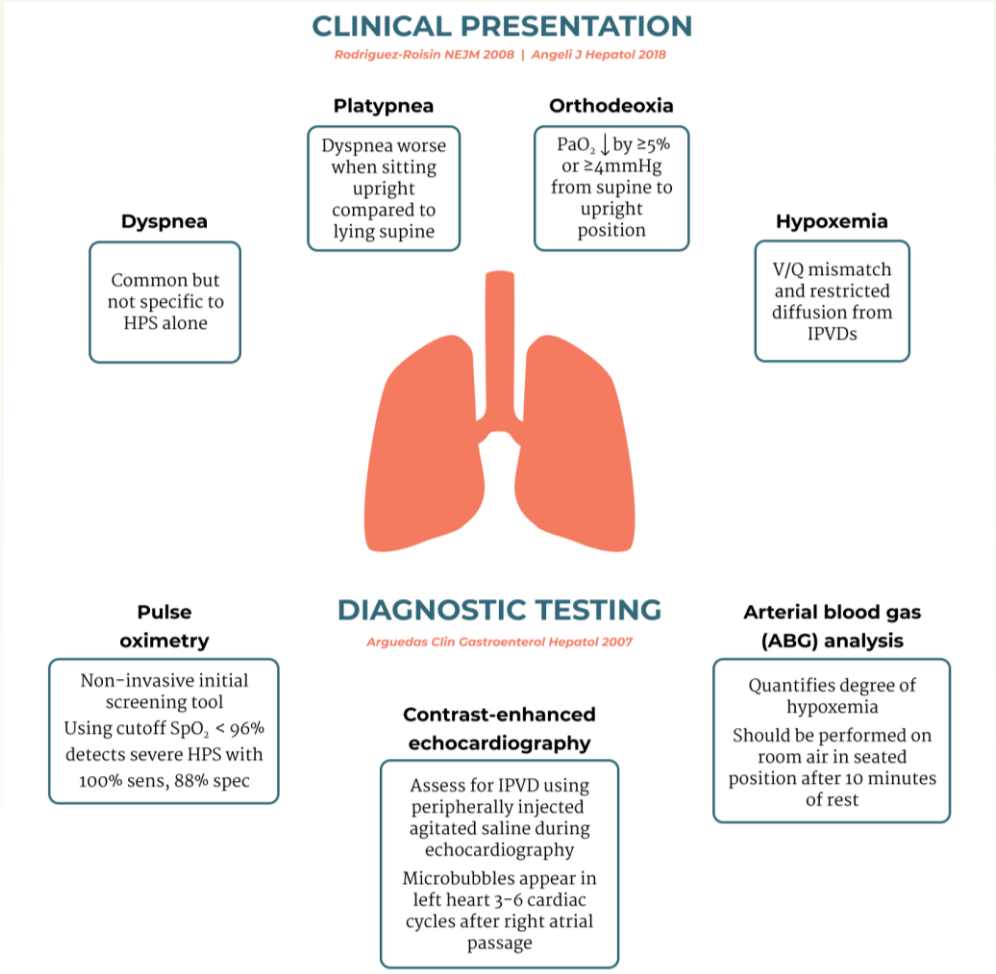


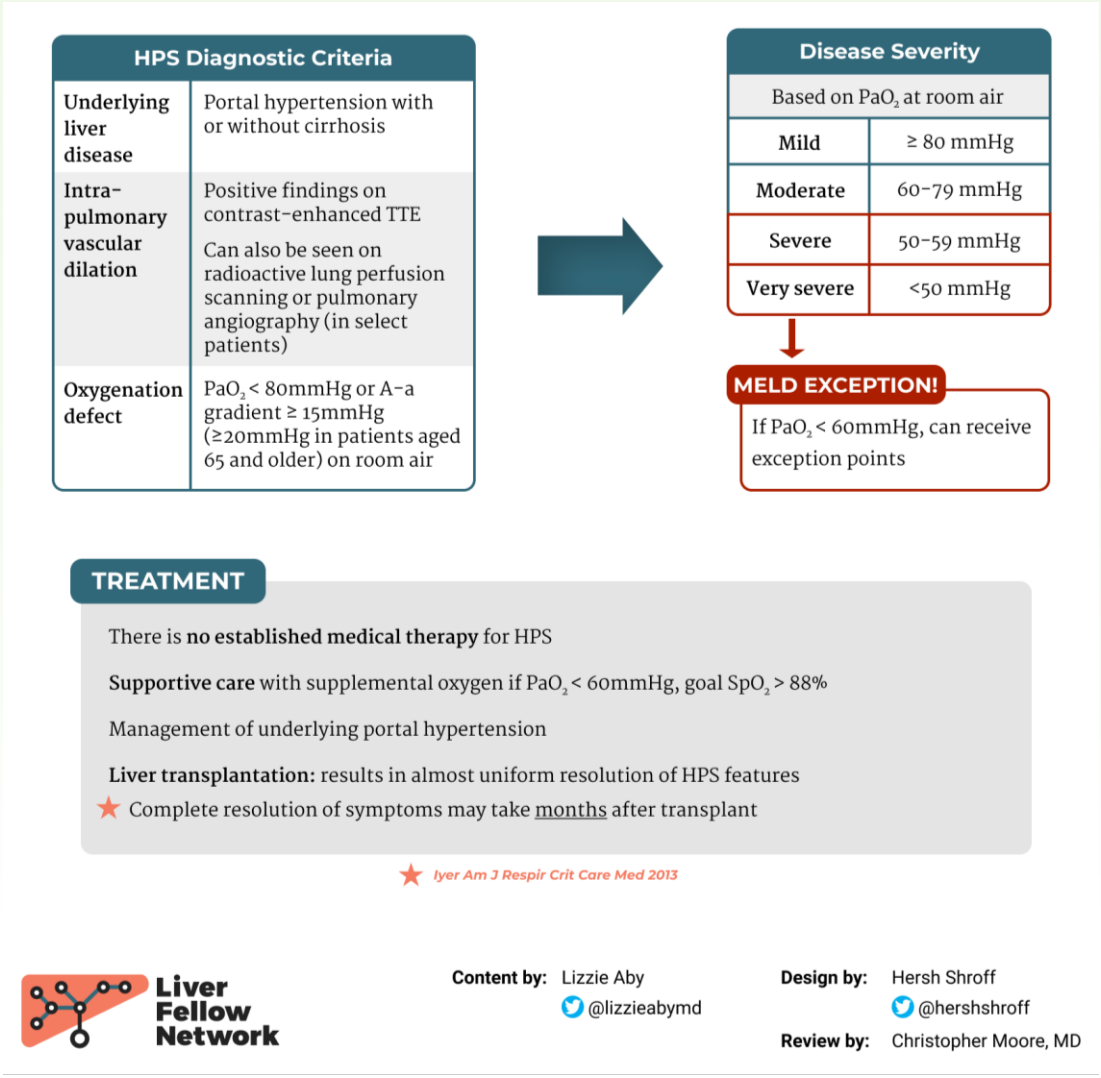






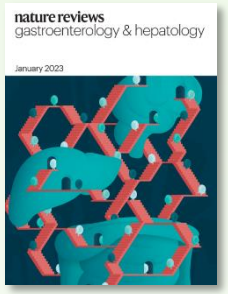
Variety: Infographics

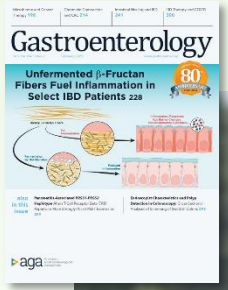


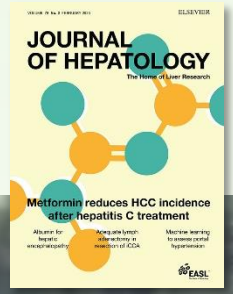


Liver Fellow Network. https://liverfellow.org/post/quick-tips-hps

Point #2: we can consume asynchronously





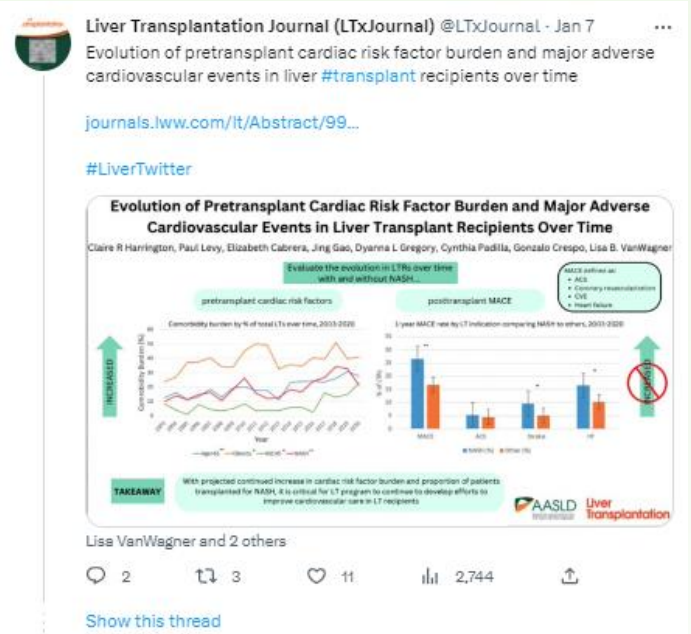


DDW2023
Digestive Disease Week®
MAY 6-9, 2023 | CHICAGO, IL
EXHIBIT DATES: MAY 7-9, 2023

AIBD
ADVANCES IN INFLAMMATORY BOWEL DISEASES

AASLD
The Liver Meeting®
Nov. 4-8, 2022

How to stay up to date



Following conferences: Baveno VII

BavenoVII @BavenoVII · Oct 29, 2021

1/🧵
Part 2 of Session 3

Acute variceal bleeding 🩸
🪑 Chaired by Profs. @VirginiaHdezGea and D. Thabut

👨‍⚕️ Panelists: @acv69cardenas, @escorsell, G. Han, @XxuefengL, @DavidPatch1, @bogdanprocopet and M. Rudler

📜 #Livertwitter, follow this 🧵

EASLnews and 8 others

1 17 20

BavenoVII @BavenoVII · Oct 29, 2021

2/3
🦠 Bacterial infections in patients with AVB
🔗 pubmed.ncbi.nlm.nih.gov/33845059/

➡️ SOON Preemptive TIPS
🔗 pubmed.ncbi.nlm.nih.gov/32980344/
🔗 pubmed.ncbi.nlm.nih.gov/32339602/

💊 Impact of anticoagulation
🔗 pubmed.ncbi.nlm.nih.gov/25773591/

📜 Statements 👇

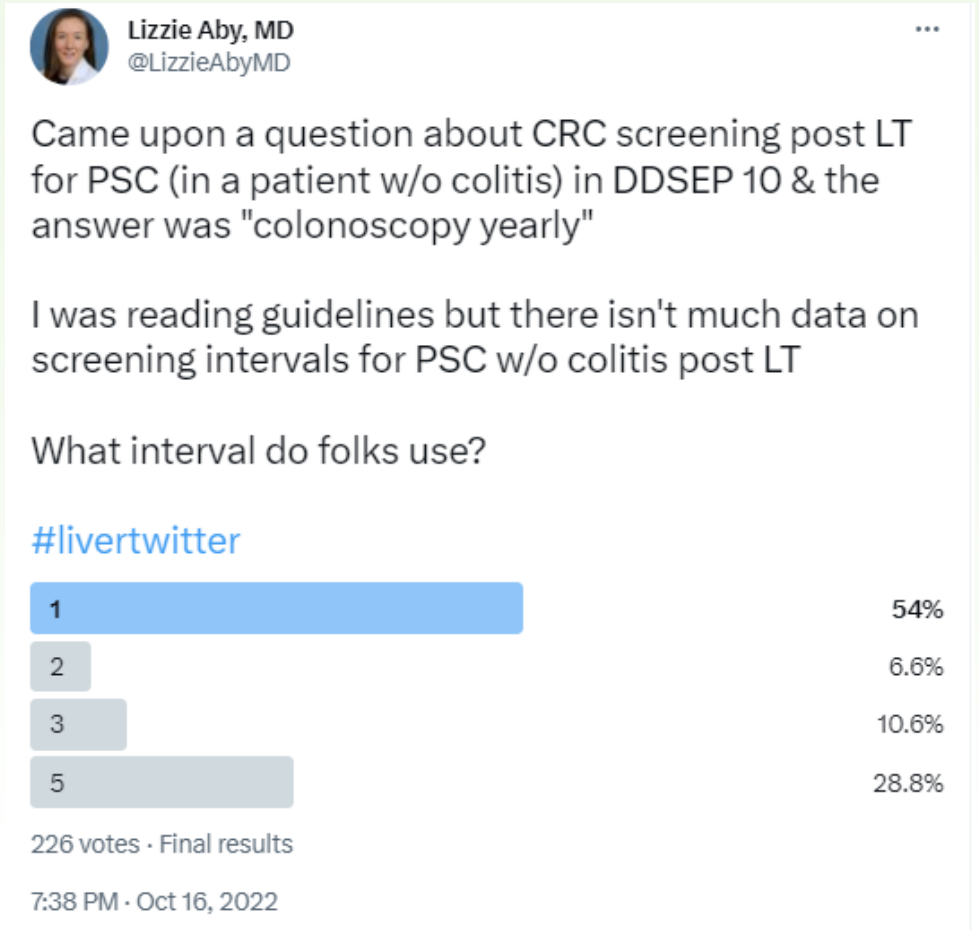
Keith Siau and 9 others

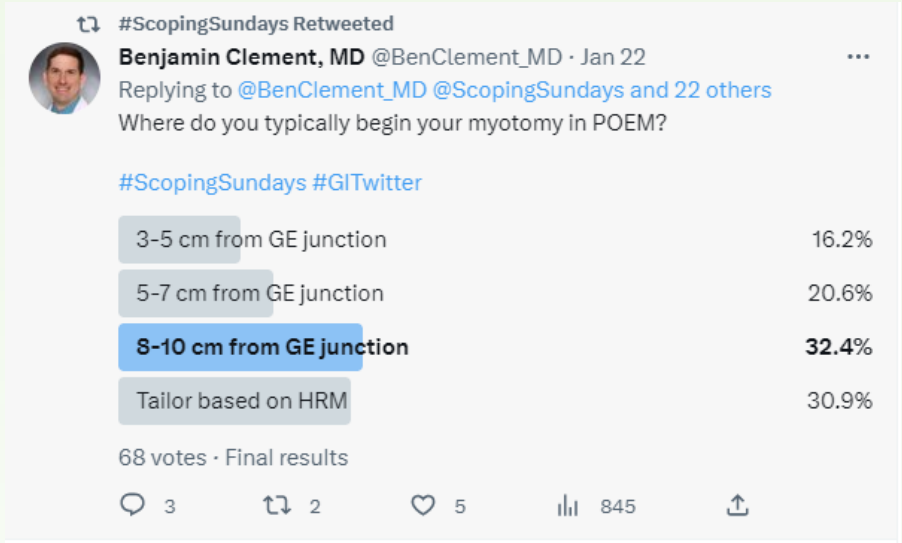
1 16 22

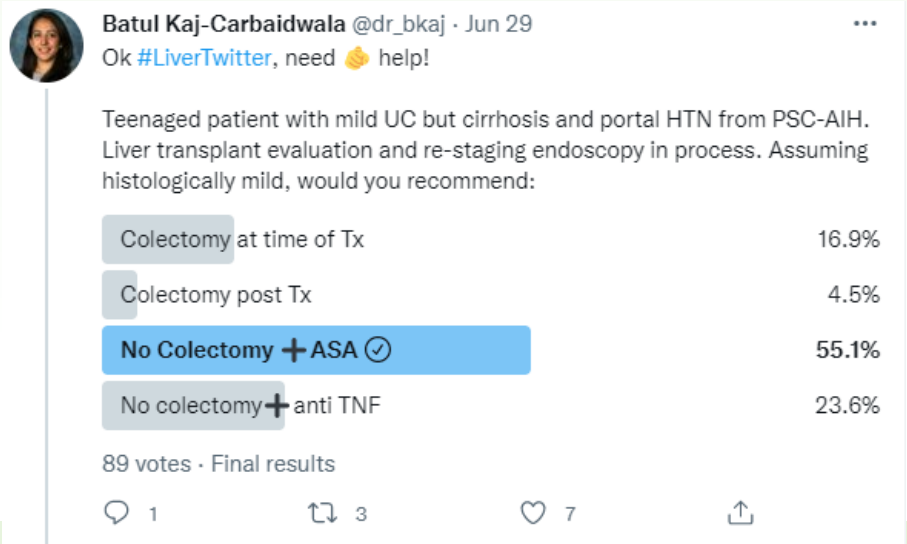
Integrating with demands of life

Choose	Journals, societies, annual meetings of interest to you
Find	The social media accounts of the above parties of interest
Follow	Hashtags for coverage of important meetings (DDW, The Liver Meeting, etc)
Learn	Look out for online journal clubs or literature review

Point #3: Increase our "experiential" knowledge







Multi-disciplinary case conferences

IBD LIVE

Cleveland Clinic

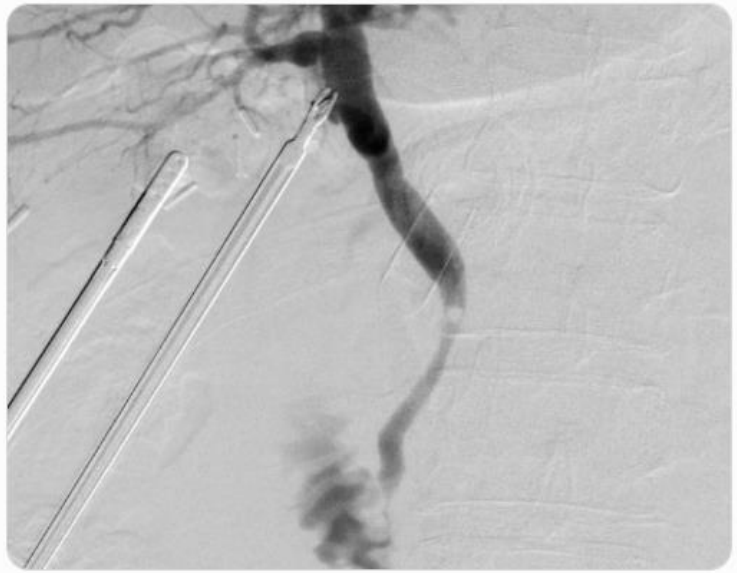
The Cleveland Clinic Foundation Center for Continuing Education acknowledges educational grants for partial support of this activity from:

Ferring Pharmaceuticals Inc., Takeda Pharmaceuticals U.S.A. Inc., Janssen Scientific Affairs, LLC, and AbbVie Inc.

Point #4: Expand your learning network

Ezra Teitelbaum @EzraTeitelbaum · Jan 11

Interesting intraop cholangiogram during lap cholecystectomy. What's going on and what would you do next??
@cutitoutPODCAS1 @EricKnauerMD @mj_pucci @htjacks @LibbyMD823 @JJFordeMD @RKeswaniMD



15 7 36 41.9K

Kate N Tomasino, PhD
@DrKateTomasino

Just turned in my slides for a patient education event for the @CrohnsColitisFn on food-related quality of life and #bodyimage in #IBD on Tues Nov 15 @ 7pm CT. If interested register here - really looking forward to this!
crohnscolitisfoundation.org/events/diet-bo...
#gastropsych @DoerflerBethany

crohnscolitisfoundation.org
Diet, Body, and your IBD
Join us on Tuesday, November 15 at 8:00pm ET/7:00pm CT/6:00pm MT/5:00pm PT for the next webinar in our ...

6:01 PM · Nov 2, 2022

NorthwesternIR
@NorthwesternIR

Our first non cirrhotic trans-splenic PVR TIPS 2014 for massive variceal bleed and cavernoma in 35 yo (1/3) @SIRspecialists @cirsesociety @AASLDtweets @EASLnews

Flatten traditional hierarchies

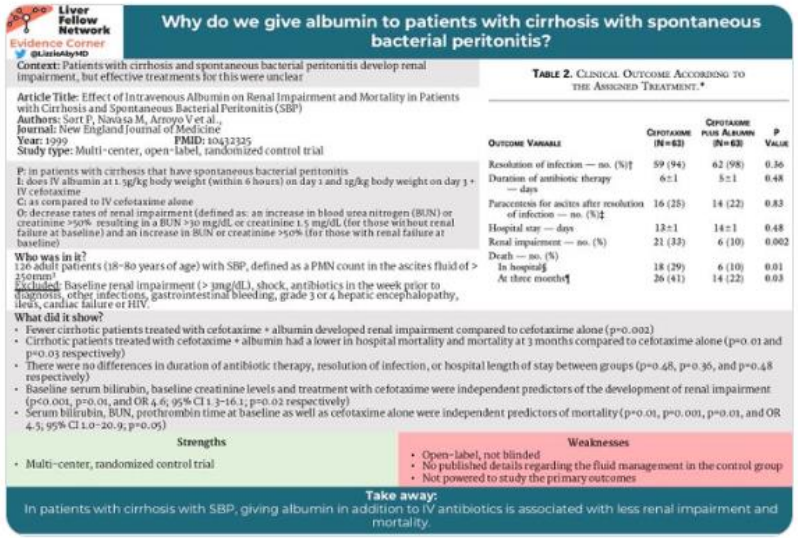
Liver Fellow Network
@LiverFellow

Why do we give albumin to patients w/#cirrhosis w/spontaneous bacterial peritonitis?

Check out this evidence corner by @LizzieAbyMD: liverfellow.org/post/albumin-i...

For the full @NEJM article: nejm.org/doi/10.1056/NE...

#livertwitter #GITwitter #MedEd #FOAMed



8:48 AM · Jul 20, 2020

Followed by some Tweeters you follow

Rohit Mehtani @RohitMehtaniDM · Jul 20, 2020
Replying to @LiverFellow @LizzieAbyMD and @NEJM
I am yet to find a convincing rationale behind the dose of albumin used. We have been using daily albumin 20-40g for 3-5 days and have seen similar results.
1 2

Hersh Shroff @HershShroff · Jul 20, 2020
Replying to @RohitMehtaniDM @RohitMehtani and 3 others
Good point. As far as I know the dose chosen in this trial was arbitrary. Have not been able to find any evidence to suggest otherwise.

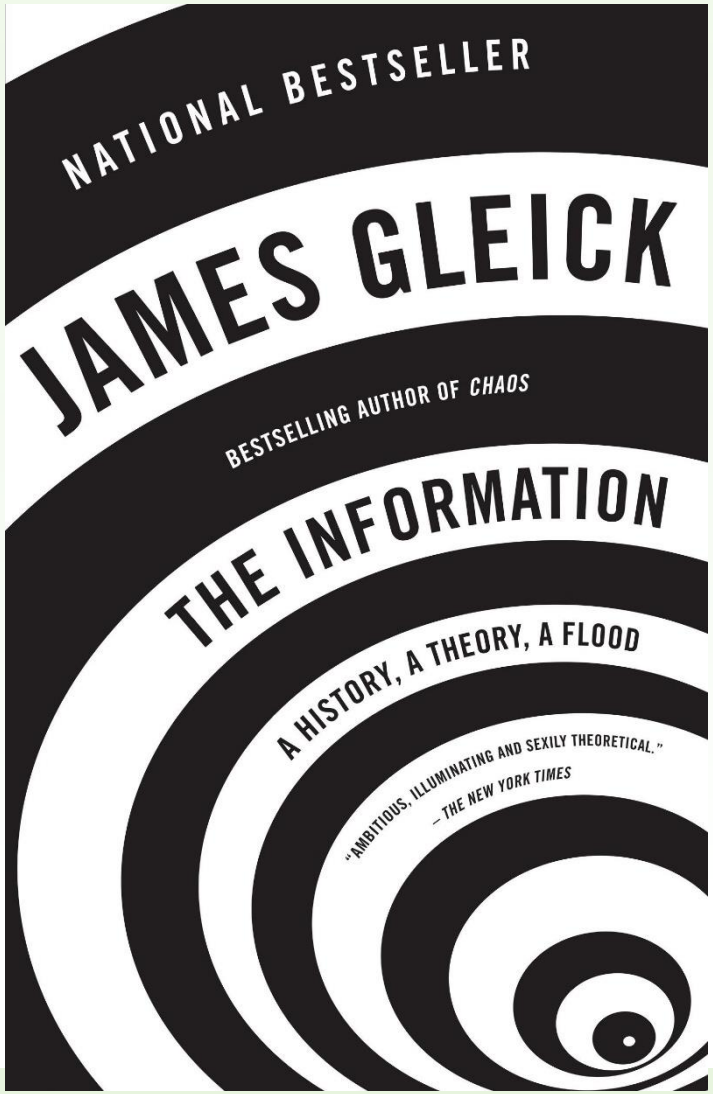
Anyone else? #livertwitter
2

jaumebosch @jaumebosch9 · Jul 21, 2020
Replying to @LiverFellow @LizzieAbyMD and @NEJM
✳Certainly, the dose was arbitrary, but based on an "educated guess"
✳It could be that the same can be achieved by a lower dose, but needs to be proven ‼
1 1 11

Summary and strategies

Search for content that fits your **life** and **learning style**		• **Subscribe** to a podcast or video series • **Save** videos or links for future patient care situations
Curate your following via **topics** or **hashtags**		• **Push notifications** for specific medical journal accounts • **Hashtags** for real-time academic conference updates
Increase the size and reach of your **network**		• **Follow** individuals in adjacent fields • Aim to **connect** with one new colleague on periodic basis
Engage with the community through **posts** and/or **questions**		• **Share** an interesting fact or journal article • **Respond** to polls about patient scenarios • **Ask** questions of your own (you never know who might respond!)

Downsides



When information is cheap, attention becomes expensive.

- James Gleick, *The Information: A History, A Theory, A Flood*

To revisit those criticisms…

1. Time and attention are precious, so use social media only as it fits with your needs
2. Try to broaden whom you follow to avoid it becoming an echo chamber
3. Be respectful (as you would in real life)
4. Know your institution's policies; never post patient identifiers; if in doubt, get consent!

CME/MOC QUESTION

Which of the following is not an appropriate strategy for using social media in medical education?

A) Post a patient's picture to demonstrate a physical exam finding

B) Create a Twitter profile with a short biography and follow individuals in your field

C) Respond to a thread with your own thought-provoking question or idea

D) Post a question about a clinical scenario to get the opinions of others in your field

CME/MOC ANSWER

Which of the following is not an appropriate strategy for using social media in medical education?

A) **Post a patient's picture to demonstrate a physical exam finding**

B) Create a Twitter profile with a short biography and follow individuals in your field

C) Respond to a thread with your own thought-provoking question or idea

D) Post a question about a clinical scenario to get the opinions of others in your field

Thank you

E-MAIL: HSHROFF@UNC.EDU

TWITTER: @HERSHSHROFF

WEBSITE: WWW.LIVERFELLOW.ORG