The role of social media in the lives of modern surgeons.

#socialmediaRCS #modernsurgeons
The Literature

Number of Medline/PubMed papers Published by Year ($\Sigma=28$)

<table>
<thead>
<tr>
<th>Date</th>
<th>No. of Publications</th>
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<tbody>
<tr>
<td>2009</td>
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<tr>
<td>2010</td>
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<td>2011</td>
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<td>2014</td>
<td>6</td>
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<td>2015</td>
<td>14</td>
</tr>
</tbody>
</table>
The Literature

Transcontinental mentoring

Attracting new patients

Receiving feedback

Health promotion

LinkedIn and surgical communities

At Conference

Advertising for positions

Keeping knowledge up to date

YouTube as an educational platform

Health education

Platform for MDTs

Share interesting cases
No ongoing social media projects.

To follow surgical interests, but no other indications of use.
Hi, I am the social scalpel.
Social Media Surgeon @socialscalpel · 5 secs  
@Atul_Gawande Mr Gawande, do you think social media is important to the professional lives of modern surgeons?

Social Media Surgeon @socialscalpel · 1 hr  
@RCSnews RCS, do you provide any formal advice for surgeons on their use of social media, either to avoid risk, or promote the benefit?

Social Media Surgeon @socialscalpel · now  
@RealBenCarson Dr Carson, what role should social media play in promoting health advice, encouraging compliance and the like?

Social Media Surgeon @socialscalpel · now  
@galen How do you think social media has changed the way we practise surgery these days?

Social Media Surgeon @socialscalpel · 1 hr  
@Jeremy_Hunt Mr Hunt, does Social Media have associated with it a greater risk to a surgeon’s professional career than benefit?

Social Media Surgeon @socialscalpel · 5 secs  
@bengoldacre Dr Goldacre, how do you think use of social media differs between medics and surgeons? Do historical cliches still apply?
Duties of a doctor

The duties of a doctor registered with the General Medical Council

Patients must be able to trust doctors with their lives and health. To justify that trust you must show respect for human life and make sure your practice meets the standards expected of you in four domains.

Knowledge, skills and performance
- Make the care of your patient your first concern.
- Provide a good standard of practice and care.
- Keep your professional knowledge and skills up to date.
- Recognise and work within the limits of your competence.

Safety and quality
- Take prompt action if you think that patient safety, dignity or comfort is being compromised.
- Protect and promote the health of patients and the public.

Communication, partnership and teamwork
- Treat patients as individuals and respect their dignity.
- Treat patients politely and considerately.
- Respect patients’ right to confidentiality.
- Work in partnership with patients.
- Listen to, and respond to, their concerns and preferences.
- Give patients the information they want or need in a way they can understand.
- Respect patients’ right to reach decisions with you about their treatment and care.
- Support patients in caring for themselves to improve and maintain their health.
- Work with colleagues in the ways that best serve patients’ interests.

Maintaining trust
- Be honest and open and act with integrity.
-Never discriminate unfairly against patients or colleagues.
- Never abuse your patients’ trust in you or the public’s trust in the profession.

You are personally accountable for your professional practice and must always be prepared to justify your decisions and actions.
Knowledge, skills and performance

Make the care of your patient your first concern.

Provide a good standard of practice and care.

Keep your professional knowledge and skills up to date.

Recognise and work within the limits of your competence.
Delivering safe, affordable, and timely #cancer surgery: a new @TheLancetOncol Commission

Global cancer surgery: delivering safe, affordable cancer surgery

Surgery is essential for global cancer care in all resource settings. Of the 11.2 million new cases of cancer every year, surgery is the leading cause of death. In 2030, we estimate that one million patients will undergo surgical care in the UK. This Commission calls for a coordinated global approach to surgical care for cancer, calling on all stakeholders to work together to improve the quality and outcomes of cancer surgery.
Safety and quality

Take prompt action if you think that patient safety, dignity or comfort is being compromised.

Protect and promote the health of patients and the public.
Communication, partnership and teamwork

Treat patients as individuals and respect their dignity.

Treat patients politely and considerately.

Respect patients' right to confidentiality.

Work in partnership with patients.

Listen to, and respond to, their concerns and preferences.

Give patients the information they want or need in a way they can understand.

Respect patients' right to reach decisions with you about their treatment and care.

Support patients in caring for themselves to improve and maintain their health.

Work with colleagues in the ways that best serve patients' interests.
#StepItUp Facts: #PhysicalActivity does not have to be strenuous to achieve health benefits.

#StepItUp Tips: Been a while since you've gotten any #PhysicalActivity? Take it slow & start w/ a walk. #ActiveAging

Arthroscopic Knee Surgery Isn't Going to Fix Your Knee
by Healthcare Triage
3 months ago • 18,668 views
You can directly support Healthcare Triage on Patreon: http://vid.io/xqXr If you can afford to pay a little every month, it really helps ...
GMC @gmcuk · Oct 3
#credentialing consultation closes tomorrow. Give your views on recognising d.r.s capabilities bit.ly/1FXANre #meded

FedEx @Fedex · Oct 6
Accompanied my dad for follow up post x4 bypass. Surgical skill & excellent communications from Mr Austin & team. Tx #BHSCT

@BelfastTrust · Oct 6
Thanks always good to hear feedback and delighted the care was excellent. Well done cardiac surgery team

Department of Health @DHgovuk · 6 hrs
We’re seeking views on public health allocation formula for local authorities: ow.ly/TaqSs
To conclude…

1) Effective social media use = “Good doctor”

2) Roles to play in 101 different causes

3) Stifled by computer illiteracy, and fear of professional damage
Bibliography

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(4) Berber R; Pappas Y; Khoo M; Miles J; Carrington R; Skinner J; Hart A, A new approach to managing patients with problematic metal hip implants: the use of an Internet-enhanced multidisciplinary team meeting: AAOS exhibit selection. Feb 2015.
(5) Cochran A; Kao LS; Gusani NJ; Suliburk JW; Nwomeh BC Use of Twitter to document the 2013 Academic Surgical Congress. Feb 2014.
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Questions and comments?

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