The Role of Social Media for Modern Surgeons

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The value of each Facebook profile is £118...

...but what is it really worth?
Education

• Rapid access to the latest evidence-based research worldwide

• Discussions occurring across borders
  • Journal Clubs (@IGSJC)
Interesting case. 45 year-old healthy woman with no significant PMHx, was transferred to me from outside institution with 18 hours of nausea vomiting and painful right groin bulge. CT scan performed at outside institution showed right inguinal hernia with incarcerated bowel, localized edema and stranding, no free air (do not have CT scan available). ED doc was not able to reduce the hernia. When she arrives at our hospital, she burst into tears.
Branding

BJS
@BJSurgery
BJS is the premier peer-reviewed surgical journal in Europe and one of the top surgical periodicals in the world, with an impact factor of 5.542.

Clare Marx
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President The Royal College of Surgeons of England. Associate Medical Director Ipswich. FMLM council. Views are my own.

University Hospitals of Leicester
NHS
Caring at its best

Leicester Hospitals
@Leic_hospital
We run 3 hospitals in Leicester; the Royal Infirmary, General and Glenfield Hospitals. Almost 12,000 staff treat over 1 million patients every year

Royal London Hospital
Hospital

The Royal College of Surgeons of England
Hospital & Health Care
201-500 employees
#ILookLikeASurgeon

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Tweets: 2,141
Study Recruitment

• Department of Health highlighted the need to increase study recruitment

• Patient recruitment remains difficult

• Several groups have shown the impact of social media in collaborator recruitment
Professionalism

• Unprofessional content causes public mistrust
  • Boundaries becoming blurred between professional and private lives

• No guidance yet from the RCS regarding conduct on social media
The Real Benefits of Social Media

Greater Education
Healthcare Branding
Challenged Stereotypes
Improved Research
The Challenge..?
Thank you for Listening

@MikeFBath
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